

**'Assistant Information Officer' in DIP : Topics covered in the Syllabus of Journalism & Mass Communication/Adverting & Public Relations.**

**Communication: Concept, Definition, Elements and Process**

1. Types of Communication
2. Barriers to Communication
3. 7 C's of Communication

**Mass Communication: Concept, Definition, Elements and Process**

1. Characteristics and Functions of Mass Communication
2. Means of Mass Communication: Folk and Traditional Media, New Media
3. Media Laws and Ethics

**Introduction to Design and Graphics**

1. Basics of Design and Graphics
2. Elements and Principles of Design
3. Typography: Physical Form, Letter Form, Aesthetics and Classifications
4. Colour: Physical Forms, Psychology, Colour Scheme and Production
5. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad

**Visuals and Design**

1. Visuals: Physical Forms, Functions, Editing and Ethics
2. Poster Design
3. Logo Design
4. Brochure Design
5. Poster Design

**Understanding Writing**

1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary
3. Writing for News and Non-news Mediums
4. Ethics in Media Writing

**Understanding Writing Process**

1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing and Winding up the Argument/Narrative
3. Editing and Formatting
3. Abstract, Summary, Paragraph, Essay and Column Writing

**Online Writing Skills**

1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

## **Translation**

1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations
2. The Location, Scope and Significance of Translation in Indian Media
3. Process of Translation from English to Hindi and vice – versa

## **Introduction to Journalism and News**

1. Evolution and Growth of Print Journalism in India
2. Journalism: Definition, Roles and Responsibilities of a Journalist/ Reporter
  - a. Journalism as a Fourth Estate
  - b. Citizen Journalism, Penny Press and Yellow Journalism
3. News: Meaning, Definition and Nature
  - a. Elements of News and News Values
  - b. Types of News: Hard and Soft
  - c. Difference between News, Features, Articles and Backgrounders
4. News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo

## **Editing and Layout Design**

1. Editing: Definition, Objectives and Principles
  - a. Editing Symbols and Proofreading Symbols
  - b. Advent of Electronic Editing
2. Copy Editing for Newspapers, Magazines and Journals
3. Use of Graphics, Cartoons and Info graphics in Print
  - a. Photo Caption and Cutline: Definition, Relevance and Guidelines
4. Design and Layout for Newspaper, Magazine and Journal

## **Concept and Evolution of Public Relations**

1. Defining Public Relations: Functions and Types of Publics
2. Evolution of Public Relations
3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
4. Ethics in PR, PRSI Code, IPRA

## **PR Agency- Tools and Techniques**

1. PR agency: Concept, Structure and Functions
2. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3. Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4. Use of Digital Media and Emerging trends in PR

## **PR in Different Sectors**

1. Role and Responsibility of PRO
2. PR in Public and Private sector (CSR)
3. Role of PR in Education and Health sector
4. Role of PR in Political Parties and Election Campaigns

## **Corporate Communications and PR**

1. Evolution of Corporate Communications
2. Corporate Communications and Public Relations
3. Defining PR Pitch and Campaign
4. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation
5. Development Communication

## **Others**

1. Basics of Radio Programming and Production
2. Basics of Video Camera, Lights and Sound
3. Basics of Advertising
4. News reading, anchoring
5. Basics of New Media
6. Media Research
7. Event Management