

PG ENTRANCE EXAM SYLLABUS-2024

DOS IN JOURNALISM AND MASS COMMUNICATION

1. Communication: Definition, Nature and Scope of Communication - Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication - Communication and Society, Communication models: Aristotle, David Berlo, Shannon and Weaver, Wilbur Schramm, Lasswell, Westley & McLean, Helical model-Communication Social Change.
2. Types - Lead and Body - Types of Lead - Structure of News - Format of News Writing. Techniques of Reporting - Tools of News Gathering - Interview: types and techniques -Reporting Crime - Sports - Speech - Foreign - Accidents - Budget - Science & technology, Development; Reporting. Executive - Legislature - Judiciary; Investigative Reporting - Objectivity in Reporting - Advocacy Reporting - Ethics in Reporting.
3. Types of Communication Research - Print, Electronic and New Media Research. Review of Related Literature - Importance - Research Design - Sampling: Meaning & Types of Sampling, Types of Research - Survey Research, Content Analysis, Historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study. Data Collection - Questionnaire, Interview Guide, Observation Methods, Rating Scales, Data Analysis, Research report writing and techniques - statistical analysis.
4. Indian Constitution - Salient features of Indian Constitution, Fundamental Rights, Fundamental Duties, and Directive Principles of State Policy. Human Rights - Universal Declaration of Human Rights. Freedom of Press in India, Sedition, Obscenity, Cinematograph Act 1952- Film Certification - the Law of Parliamentary Privileges. Right to Information Act 2005 - Right to Privacy.

5. Genesis of Kannada Press - Role of Kannada press in the freedom movement and unification of Karnataka. Eminent personalities of Kannada Press - Harman Moghley, Venkata Krishnaiah. D. V Gundappa, P.R.Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Agaram Rangaian, Kadengodlu Shankarabhatt, Nanjanagudu Tirumalamba, T.T. Sharma, T.S. Ramachandra Rao, Khadri Shammanna, Y.N. Krishnamurthy, P.Lankesh History of leading Kannada newspapers and magazines - Prajavani, Kannada Prabha, Samyukta Karnataka, Udayavani, Vijaya Karnataka, Sudha, Karmaveera, Taranga, Mayura, Kasturi, Mallige, Prapancha, Kannadamma.
6. Different programme formats: speech, narration, dialogue, sound effect, music, silence. Radio and TV production crew: programme presenter, job of the presenter, broadcast speech, delivery modulation, projection of voice.
7. Origin and Meaning of the concept of Folk Media - Characteristics of Folk Media - relevance of folk media in modern society. Historical background of folk media study. Classification of folk media forms; important folk media forms in India - Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.
8. Current affairs.