

**FURTHER DETAILS REGARDING MAIN TOPICS OF  
PROGRAMME No. 09/2021 (Item No: 4)**

**HIGHER SECONDARY SCHOOL TEACHER IN  
JOURNALISM**

**KERALA HIGHER SECONDARY EDUCATION**

**(Category Number : 488/2019)**

**Module 1**

**Practices of Writing and Editing for Media**

News/ Views - Concepts and Definitions - Reporting News - Styles of News Reporting- Functions and Responsibilities of Reporter- Types / Categories of News- Chequebook/Envelope/Gonzo/ Citizen/Yellow/Embedded/New Journalism/ Trends in Journalism- Sources and News values - Features- Syndicates- News Agencies- Reporting for Television and Radio- Online Reporting.

Re writing- Editing- Principles of Editing- Editorial writing- Types of Editorials- Structure of News Room- Automation in Newsrooms- Basics of Translation Techniques- Fundamentals of electronic editing- Photo Journalism- Rules of Cropping- Aspects of Photo editing-Page Make up- News room management- Ownership patterns - Policy, planning and news management- Editing in digital platform.

Writing for Magazines- Editing Views- Periodicity of Magazines- Value of Timeliness- Archival backups and value additions-Eminent Magazine Editors in India- Columnists and Cartoons- Cover story- Special issues- Specialised Magazines and General Magazines-E zines- Popular and Alternative streams of Magazine Journalism.

Basics of Technical Writing- Classification of Documentation- Technical Documentation Life Cycle- Stages in Documentation Life Cycle in Mini Projects- Large Projects-Requirement Analysis-Designing Phase-Developing the content- Publishing-Maintenance- Supporting Technologies and Applications- Principles and Guidelines for Information Design- Information Design Theories- Information Architecture-Information-Management-Process of Documentation- Project Understanding- Stakeholders and Audience Analysis.

## **Module 2**

### **Fundamentals of Communication Theories and Application**

Etymology and Concept of Communication- Process and Types of Communication- Elements of Communication- Difference between Model and Theory in Communication-

#### **Important Models and Theories in Communication-**

Aristotle- Lasswell- Shannon and Weaver, Osgood and Schramm, Dance's Helical Model, Spiral Model, Reley and Riley Model, New Comb's ABX Model and Gerbner's Model, Diffusion of Innovation Model, One step, Two step, Multi step flow of Communication, Mowlana's model of International Flow of Information.

Uses and Gratification Approach, Stimulus Response Theory, Magic Bullet Theory, Cultivation Approach, Cognitive Dissonance-Selective Exposure, Perception and Retention, Balance Theory, Congruity Theory, Social Learning Theory, Individual Differences Theory, Social Differentiation Theory, Social Relationship Theory, Agenda Setting Theory, Framing, Priming, Stereotyping, Ideas of Persuasion.

Schools of thoughts in Communication- Inter Cultural Communication -Media and Technology- Technological Determinism- Information Superhighway- Media and Representation- Media and Society- Idea of Mediation - Concepts of Public and Mass- Effects of Mass Media- Normative Theories- Media Practices and Role of Communication- Idea of Convergence in Media

## **Module 3**

### **Radio**

Evolution of Broadcasting- History of radio- Characteristics of sound-pitch-Frequency Modulation; Acoustics; Reverberation; Echo- Sound studios-Tape recorders, Playback machines and microphones- Sound recording and Nonlinear editing; Audio console and transmission of sounds- Broadcast language- Sound effects and Actualities; Script writing for radio talks, docu-features, magazine programmes, drama and special audience programmes- Radio news writing and presentation- Different types of news bulletins- All India Radio- Akashvani- Programme Focus on Indian Rural- Community Radio- Internet radio; World Space Radio- Emergence of Private FM's- RJ- Radio as Entertainment medium-Shifts in Language of Radio

## **Module 4**

### **Television**

Functions and Characteristics of TV medium- balance and objectivity; Doordarshan- Prasarbharathi- Network of regional TV Channels- DTH- News script-writing links; Writing to pictures; Idea of breaking News- Live/Recorded/Archival News - Talk shows- News discussions- Prime time- Television ratings- TAM- Bias and Presentation mode- Editing news-editing rules; Instantaneous non-linear edit- Interview techniques-ambush interview; Door stepping; Adlibbing - Producing News Story-Art & Craft of Storytelling- Methods of Story Telling Fictionalizing Stories- Exercise for News Production- Augmented Reality, Virtual Reality Cloud- Major Television shows- Sting operations and Investigative Journalism in TV.

## **Module 5**

### **Film Studies**

History of cinema-beginnings- Social backdrop of the evolution of Cinema- World Wars- Industrialisation- Cold war- Nation building- Ideological and Policy Impacts- Studios, Advent of sound-Genres- French Surrealism-German Expressionism- Neo realism-French New Wave-Soviet Film Masters of World Cinema-- Asian film- Indian Cinema - Documentary film-beginnings, Film terminology and Aesthetics - Basics of film-making process- Shot/Angle/Lighting- Production Techniques- Montage/Mise en scene/Rule of Thirds- Film Society movements in Kerala- Major International Film Festivals and Awards- IFFI- IFFK- Fandom-Digital World of Cinema- Collectives in Cinema

## **Module 6**

### **Advertising**

Concept of Advertising- Role of Marketing- History and Growth of Advertising- Functions of advertising - Types of advertising- Structure of an advertisement/commercial- Copywriting techniques; Layout and design; Visualisation-Advertising campaigns- Advertising Research- Advertising Theories, DAGMAR - David Ogilvy and Rosser Reaves theories-AIDA formula - Consumer Learning Theory- Hierarchy of Effective Models- ELM Model of Attitudinal Change - Marketing Mix, Integrated Marketing Communication Advertising Agencies; ASCI -Target Audience- Different Marketing groups- Differences in Medium and patterns of Advertising- Indian Context- Digital Advertising.

## **Module 7**

### **Public Relations**

Idea of Public- Internal/External- Levels of Communication- History of Public Relation activities- Concept of management - Organisational communication- Marketing Communication- Public relations campaigns; Professional organisations and code of ethics- Corporate communication and management - Crisis communication; Public relations and management- Public Relations Agencies- Propaganda Management- Effectiveness as a Rhetoric- News releases- Promotional Videos- Digital Media engagement of Public Relations- Network Building- Event Management- Role of PR in Development Communication campaigns- P R in Health communication.

## **Module 8**

### **Media, Culture and Society**

Philosophical foundations of communication studies- Socio psychological, Cybernetic, Rhetorical, Semiotic, Socio cultural, Critical and Phenomenological - Communication in Two cultures- Rhetoric and Scientific- Communication as a process - Communication and Mediation- Idea of Public Sphere- Communication & Social imaginaries- Idea of Culture- Representational logics of Communication- Language and representation- Representation and symbolic power- Agenda setting- Ideology of Media -Hegemony -Discourse and Power- Subaltern and Gender Perspectives-Propaganda-Everydayness and communication practices- Communication and Technology-Information Society-Machine learning - Virtual reality- Digital democracy-Social Media campaigns and Movements, Privacy and surveillance, Gaming culture.

## **Module 9**

### **Media Law and Ethics**

Legal System in India- Types of Laws- History of Indian Media Laws- Constitution of India as Framework- Preamble- Fundamental Rights- Duties, directive principles of state policy- Privileges of Legislatives and Judiciary- Parliamentary Privileges-Contempt of Courts Act 1952 and its Amendments- Introduction to Indian Penal Code with reference to sedition, crime against women and children- Publication of Objectionable Materials:Defamation, Press and Registration of Books Act, 1867, Official Secrets Act, 1923, Right to Information, Right to Privacy, Indecent Representation & laws dealing with obscenity -Indecent Representation of Women (Prohibition) Act, 1986-Prasar Bharati 1990; Cable TV Regulation Act -Press Commissions in India; Press Council of India, Wage Boards; Cyber laws in India-Information Technology Act, 2000. Entertainment and Creative Industry-Cinematograph Act 1952, Copyright Act, 1957- Intellectual Property Right Legislations- Paid News- Sting Operations- Fake news- Piracy- Press Ombudsmen-History of Ban on Digital Media networks.

## **Module 10**

### **Media History (Special thrust to Malayalam Journalism)**

Brief overview of Media in Pre-colonial period - Media in Colonial Period- Media and Freedom struggle-Leaders at the forefront of Independence movement and Press- Missionary Press- Media in Post-Independent Period- Regional Media History with emphasis on Malayalam media- Prominent Figures in Journalism in 19th&20th Century in Kerala- Renaissance, Leaders and Press, Beginning of printing and publishing in Malayalam, Doyens of Malayalam journalism- National Emergency and Malayalam press, Growth of Little magazines, Convergence and hyper localization- Origin and growth of AIR and DD in Malayalam, Private TV channels , Cable TV, FM Radios, Digital Journalism in Malayalam- Eminent Columnists and Cartoonists of Kerala.

### **Part II - Research Methodology & Teaching Aptitude**

**NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper**