

Syllabus for Assistant Information Officer

A) Programme Structure:-

- Introduction to Journalism & Mass Communication.
- Reporting Techniques.
- Writing and Editing for Print Media.
- Broadcast and Online Journalism.
- Media and Society.
- Media Ethics and Laws.

B) Introduction to Journalism and Mass Communication:-

- Communication, concept and process.
- Models of communication.
- Theories of Mass Communication.
- Communication Research.

C) Evolution of Mass Media:-

- History of Journalism and Mass Communication.
- Print Media in India.
- Language Journalism in India.
- Development of Radio.

D) Integrated Marketing Communication:-

- Advertising.
- Public Relations and Corporate Communication.
- Event Management.
- Marketing Communications Mix.

E) Writing and Editing for Print Media:-

- Basics of writing.
- Writing effectively.
- Writing for print media.
- Translation.

F) Media and Society:-

- Understanding Media and Society.
- Media Audiences.
- Media Literacy.
- Mass Media Policies.
- Development Concept and theories.
- Development Communication.
- Social and Behavioural Change Communication.
- SBCC – case studies.
- Media and Health issues.
- Education and Media.
- Gender and Media.
- Media and Environment.
- Media and Human Rights.

G) Social Media:-

Television / OTT etc.

