INDICATIVE SYLLABUS: Assistant Officer (Corporate Communication)

Candidates are advised to appear for the CBT only if they fully meet the prescribed eligibility criteria and other conditions stipulated in the advertisement.

PART A (SUBJECT KNOWLEDGE)- (70 questions)

1. Introduction to Journalism and Mass Communication

a. Concept of Journalism and mass communication, mass communication in India.

b. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages.

c. Media criticism and media literacy, Press Council and Press Commissions of India, Media policies of the Government of India since Independence.

d. Models and theories of mass communication.

e. Media and culture - framework for understanding culture in a globalized world. Globalization with respect to politico-economic & socio-cultural developments in India.

2. Communication for Development and Social Change

a. Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

b. Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

c. Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies.

3. Writing for Media

a. News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role.

b. Writing for print, electronic and digital news media. Translation and transcreation.

c. Editing and presentation techniques for print, television and digital media. New Tools and Techniques for creative presentation.

d. Journalism as profession, reportage of contemporary issues, ethics of reporting.

e. Business Journalism, Overview of Business News Platforms, Beat Reporting, Story Ideas, Understanding Numbers, Verifying Sources.

f. Growth vs Environmental concerns.

g. Critique of western news values, effect of new technology on global communication flows.

4. Advertising and Marketing Communication

a. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

b. Brand management, Brand Building Strategies, Consumer Perception, Brand Equity.

c. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.

d. Advertising and creativity, language and translation.

e. Advertising campaign and marketing.

f. Advertising and marketing research.

5. Public Relations and Corporate Communication

a. Public Relations and Corporate Communication - definition, concept and scope.

b. Corporate Brand Identity (Logos, Vision-Mission-Core Values etc), Role of Brand Custodian.

c. Structure of PR in State, Public, Private and non-government sectors.

d. Tools and techniques of PR and Corporate Communication.

e. Owned/Paid/Earned Media, Website, Basics of SEO.

f. Content Marketing, Analytics, Digital Marketing Channels and Matrics.

g. Definition and Role of Stakeholders, Role of PR as Strategic Communication.

h. Crisis Communication and Mitigation strategy.

i. Prudent Social Media Strategy for Brands, Virality and Online Trolling.

j. Third Party stories, Digital Content Creators as new-age Influencers.

k. Ethics of Public Relations.

6. Media Laws and Ethics

a. Concept of law and ethics in India and rest of the world.

b. The Constitution of India, historical evolution, relevance.

c. Concept of freedom of speech and expression in Indian Constitution.

d. Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations.

e. Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

f. Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media.

7. Media Management and Production

a. Definition, concept of media management. Grammar of electronic media.

b. Communication design theories and practice.

c. Media production techniques – print and electronic.

d. Newsroom structure and overall Function, Various Types of Ownerships at Media Houses.

e. Digital media production techniques.

f. Economics and commerce of mass media in India.

g. Principles and management in media industry post liberalization.

8. ICT and New Media

a. ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitization.

b. Convergence and Multi-media: Print, radio, TV, internet and mobile, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Digital storytelling, Vlogging.

c. New Social Media: Dynamics of social media networks, novelty, strength and weakness. Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends.

d. Social networking.

e. Economics and commerce of web enabled media.

f. Mobile adaption and new generation telephony by media, ethics and new media.

g. ICT in education and development in India, online media and e-governance.

h. AI and Digital Literacy, Fake News, Deep Fake.

i. Cyber Security Challenges and Govt Guidelines.

9. Film and Visual Communication

a. Film and television theory.

b. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

c. Approaches to analysis of Indian television.

d. Visual Communication. Visual analysis.

e. Basics of film language and aesthetics.

10. Communication Research

a. Definition, concept, constructs and approaches to communication research process.

b. Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

c. Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

d. Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case

studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, dairy, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

e. Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.

f. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

PART B (APTITUDE)- (50 questions)

Verbal Ability/General English
Quantitative Aptitude
Reasoning Ability

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