

Foundation Course

Communication & Media

Indian Information Service

Senior Grade Group 'B' Officers

Syllabus

Duration-Six Months

INDIAN INSTITUTE OF MASS COMMUNICATION

JNU Campus, Aruna Asaf Ali Marg,

New Delhi – 110 067

Aim:

To orient the officer to the media-scape in India; make him/her conversant with:-

- ✓ Theoretical frameworks of communication and media,
- ✓ Acquaint him/her with the government's role in the context of media,
- ✓ Familiarize with the functioning of the government sector,
- ✓ Update him/her with the new development in the field.

Objective:

At the end of the course, the probationary officer should be able to fulfil the role assigned in the Indian Information Service, that is, to provide support as feeder cadre in a government set up in every Media Unit of the Ministry of Indian Information & Broadcasting.

Structure of the Course

- ✓ Class room lectures and interactive sessions
- ✓ Hands on experience on communication tools and media
- ✓ Project work
- ✓ Study tours and visits

Course Content

TRIMESTER 1 (Mid-Dec to Mid-March)

Communication Concepts, Strategies, Skills & Media Tools

Module I: Mass Communication: Concepts & Research

Capsule 1: Theoretical Framework of Communication Process

Unit i : **Interpersonal Communication**
Sub Unit i- Interpersonal & Persuasive Communication
Sub Unit ii- Role and Need for Field Publicity
Sub Unit iii- Interpersonal Communication Tools for Publicity

Unit ii: **Group Communication**
Sub Unit i- Organisation & Communication
Sub Unit ii- Importance of Kinesics

Unit iii: **Culture and Communication**
Sub Unit i- Language, Culture and Society
Sub Unit ii- Folk Media

Unit iv: **Communication Research**
Sub Unit i - Communication Research Tools and Techniques
Sub Unit ii- Feedback & Evaluation Studies
Sub Unit iii - Internet as a Research Tool

Module II: Visual Communication

Capsule 1: Visual Medium

Unit i : **Visual Perception and Visual Persuasion**
Sub Unit i - Use of Visuals in Different Media

Unit iii : **Design Principles and Design Application**

Unit iv: **Visual Story Telling Trends**

Unit v: **Ethical Issues**

Unit vi: **Conceptualizing, Designing & Producing Newsletter**
Sub Unit i - Learning Software: In Design, Coral Draw

Capsule 2:	Photography
Unit i:	Types of Photography
Sub Unit i -	Composition
Sub Unit ii -	Techniques of Photography
Sub Unit iii-	Photo Feature
Sub Unit iv-	Practical (Photo Essay and Photo Journalism)

Module III: Advertising & Media planning

Capsule 1: Advertising: Concepts and Principles

Unit i:	Evolution, Relevance and Classification of Advertising
Unit ii:	Advertising Agency Management, Account Planning, Client Servicing, Media Planning, Brand Building
Unit iii:	Role of Creativity in Advertising

Capsule 2: Learning of Relevant Software

Unit i :	Hands-on Skills on TAM, RAM and IRS
Unit ii:	Digital Marketing

Module IV: Public Relations & Crisis Communication

Unit i:	PR Principles, Tools, Methods
Unit ii:	Image Management
Unit iii:	Case Studies in PR and Govt./Corporate Communication
Unit iv:	Crisis Management
Sub Unit i-	Designing a Crisis Communication Plan
Sub Unit ii-	Role Play

Module V: Reporting, Writing and Editing Skills

Capsule 1: Print Communication

Unit i:	Press Release & Press Brief
Sub Unit i-	Reporting Techniques
Unit ii:	Importance of Background Information
Unit iii:	Writing for News and Current Affairs
Unit iv:	Report Writing (Annual Report, Compendium, etc.)
Unit v:	Editing Concepts and Processes
Sub Unit i-	Bringing out Newsletter/ Lab Journal

Module VI: Broadcast Media Tools and Techniques

Capsule 1: Television News Broadcasting

Unit i: Making News Capsule for Television

Sub Unit i- News Based Programs

Sub Unit ii News Based Features

Sub Unit iii- Facing the Camera

Sub Unit iv- Panel Discussion

Capsule 1: Radio News Broadcasting

Unit i: Writing for Radio

Sub Unit i- Content Creation and Production Techniques

Unit ii: Community Radio

Sub Unit i- Concept & Practice

Sub Unit ii- Operating *Apna Radio* for a week

Unit iv:- Understanding Multichannel Communication

Module VII: Emerging Trends in Information Technology and their Impact on Communication Techniques

Capsule 1: Web Based Communication

Unit i: Using Social Media to Connect

Unit ii: Digital Tools

Unit iii: Content Management

Unit iv: Basic Web Design and Content Creation

Unit v: Audio Visual Content –Video Capsules for YouTube etc.

Unit vi: Measuring Social Media

Sub Unit i- Social Media Metrics

Unit ii: Mobile Communication

Sub Unit i- Using Mobile for Grassroots Communication

Sub Unit ii- Conducting a Mobile Campaign

Unit iii: The Telecommunication Sector in India:

Sub Unit i- Growth and Prospects

Sub Unit ii- Use of Mobile Communication for Governance

Sub Unit iii- E-Governance & Case Studies

TRIMESTER 2 (Mid March-Mid June)

Production Processes, Development & Government Functioning

Module I: Development and Communication

Capsule 1: Communication as a Tool for Development

Unit i: Study of IEC structure in Specified Government Departments

Sub Unit i- Planning an Information, Education Communication Strategy

Unit ii: Social Marketing: Concept & Process

Sub Unit i - Understanding Social Campaign and its Planning

Sub Unit ii - Case Studies of Contemporary Campaigns

Unit iii: Planning a Social Campaign: Conceptualization to Implementation

Unit iv: Advocacy & Development Communication

Sub Unit i- Understanding and Communicating Development

Sub Unit ii- Understanding Policy Advocacy and Campaign

Unit V: Writing for Development

Sub Unit i- Use of Statistics in Development Reporting

Module II: Print, Production Process & Publishing

Unit i: Techniques of Book Production and Periodicals

Unit ii: Different Types of Printing Process

Unit iii: Cost-Estimation, Pricing and Marketing

Unit iv: Magazine production (Monthly)

Module III: Government and Media

Capsule 1: Media units of the Government

Unit i: Media Regulation

Sub Unit i- Responsibilities of Public Communication

Sub Unit ii- Media Law and Ethics

Unit ii: Study Visit to Government Media Units

Capsule 2: Rules, Regulations and Office Procedure

Unit i: Understanding of office procedure

Sub Unit i- File Management and Procedure

Sub Unit ii- Noting and Drafting

Sub Unit iii- Report Writing

Unit iii: General Financial Rules, Procedures in Govt.

Attachments (Trimester 2)

- ✓ Parliament Visit- 2 days
- ✓ NGO Attachment- 5 days
- ✓ District Attachment for Research- 1 week

Workshop (Trimester 2)

- ✓ Workshop on Gender Sensitization- 1 day
- ✓ Workshop on Interpersonal Communication- 2 days (**Trimester 1**)
- ✓ Workshop on Time Management and Collaboration Skills- 3 days

Study Tour (Trimester 2)

- ✓ Bharat Darshan Study Tour (10 days)
- ✓ Tour of Printing Press

Evaluation

Each Module will be marked through written Examination & Assignments at the end of each Trimester

Assignments/Projects/Research/Campaign Presentation

Marking Pattern

Paper I to IX: 100 Marks Each

Total: 900 Marks.

Course Director's Appraisal = 100 marks

Grand total = 1000 Marks

