



जम्मू केंद्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF JAMMU

राया-सुचानी (बागला), जिला सांबा - 181143 जम्मू, जम्मू एवं कश्मीर

Rahya -Suchani (Bagla), District Samba -181143, Jammu (Jammu & Kashmir)

क्रमांक : CUJ/Estab.T./ET-23/2024/855

07.06.2024

अधिसूचना सं. 32/2024

विषय : रोजगार अधिसूचना संख्या 23 दिनांक 27.02.2024 के तहत विज्ञापित पदों के लिए संभावित साक्षात्कार कार्यक्रम - संबंधी।

संदर्भ: रोजगार अधिसूचना संख्या 23 दिनांक 27.02.2024।

सभी उम्मीदवारों की जानकारी के लिए अधिसूचित किया जाता है कि उपरोक्त संदर्भ के अंतर्गत अधिसूचना के माध्यम से विज्ञापित पदों के लिए साक्षात्कार निम्नलिखित संभावित कार्यक्रम के अनुसार आयोजित किए जाएंगे:

साक्षात्कार कार्यक्रम (अस्थायी)				
सं.	विभाग/केंद्र का नाम	साक्षात्कार की तिथि	के बाद	साक्षात्कार का समय
1.	तुलनात्मक धर्म एवं सभ्यता	03.07.2024	सह आचार्य	10:30 पूर्वाह्न
2.	मानव संसाधन प्रबंधन एवं संगठनात्मक व्यवहार	03.07.2024	सह आचार्य	11:00 पूर्वाह्न
3.	विपणन एवं आपूर्ति श्रृंखला प्रबंधन	03.07.2024	सह आचार्य	11:00 पूर्वाह्न
4.	कंप्यूटर विज्ञान एवं आईटी	03.07.2024	सहायक आचार्य	दोपहर 12:30 बजे
5.	कंप्यूटर विज्ञान एवं इंजीनियरिंग	03.07.2024	सहायक आचार्य	दोपहर 12:30 बजे
6.	गणितशास्त्र	03.07.2024	आचार्य सह आचार्य	02:00 अपराह्न
7.	लोक नीति एवं लोक प्रशासन	03.07.2024	सह आचार्य	02:00 अपराह्न
8.	इलेक्ट्रॉनिक्स एवं संचार इंजीनियरिंग	03.07.2024	आचार्य	02:30 अपराह्न
9.	राष्ट्रीय सुरक्षा अध्ययन	04.07.2024	आचार्य सहायक आचार्य	10:30 पूर्वाह्न
10.	वनस्पति-शास्त्र	04.07.2024	सहायक आचार्य	02:30 अपराह्न
11.	प्राणि विज्ञान	04.07.2024	आचार्य	02:30 अपराह्न
12.	आणविक जीवविज्ञान केंद्र	04.07.2024	सहायक आचार्य	02:30 अपराह्न
13.	जनसंचार एवं नवीन मीडिया	05.07.2024	सहायक आचार्य *	10:00 पूर्वाह्न
14.	अर्थशास्त्र	09.07.2024	सहायक आचार्य	10:30 पूर्वाह्न

***पद में अपार प्रतिक्रिया के कारण,** विश्वविद्यालय साक्षात्कार के लिए उम्मीदवारों को संक्षिप्त सूची करने के लिए लिखित परीक्षा आयोजित करेगा। श्रेष्ठता सूची तैयार की जाएगी जिसके आधार पर उम्मीदवारों को विश्वविद्यालय अध्यादेश के अनुसार साक्षात्कार के लिए आमंत्रित किया जाएगा अर्थात् पहले रिक्त पद के लिए बीस (20) उम्मीदवार और श्रेष्ठता सूची में उनके रैंक के क्रम में प्रत्येक अतिरिक्त रिक्त पद के लिए दस (10) उम्मीदवार। लिखित परीक्षा में प्राप्त अंकों का उपयोग केवल उम्मीदवारों संक्षिप्त सूची हेतु ही किया जाएगा। अंतिम चयन केवल साक्षात्कार में संक्षिप्त सूची किए गए उम्मीदवार के प्रदर्शन के आधार पर होगा। लिखित परीक्षा वस्तुनिष्ठ प्रकार/बहुविकल्पीय होगी और न्यूनतम योग्यता अंक 50% होंगे। प्रत्येक गलत उत्तर के लिए 0.33 अंकों की नकारात्मक अंकन होगा।

लिखित परीक्षा की अनुसूची इस प्रकार है:



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Rahya -Suchani (Bagla), District Samba -181143, Jammu (Jammu & Kashmir)

लिखित परीक्षा कार्यक्रम (संभावित)

क्र.सं.	विभाग/केंद्र का नाम	लिखित परीक्षा की तिथि	के बाद	रिपोर्टिंग समय
1.	जनसंचार एवं नवीन मीडिया विभाग	03.07.2024	सहायक आचार्य	10:00 पूर्वाह्न

लिखित परीक्षा के लिए पाठ्यक्रम अनुलग्नक - ए के रूप में संलग्न है।

महत्वपूर्ण टिप्पणी:

- साक्षात्कार के लिए आमंत्रित पात्र उम्मीदवारों (आवेदन पत्र संख्या वाले) की सूची विश्वविद्यालय की वेबसाइट पर अपलोड की जा रही है।
- उम्मीदवार समर्थ पोर्टल से 11.06.2024 (मंगलवार) से साक्षात्कार पत्र डाउनलोड कर सकते हैं और इस संबंध में उम्मीदवारों को ईमेल के माध्यम से सूचना भी भेजी जाएगी। उम्मीदवारों को सलाह दी जाती है कि वे नियमित रूप से हमारी वेबसाइट (www.cujammu.ac.in) को अधिक अद्यतन जानकारी के लिए देखें, यदि कोई हो।
- अपरिहार्य परिस्थितियों के कारण, साक्षात्कार की तारीख बदली जा सकती है। उम्मीदवार नियमित रूप से ईमेल, विश्वविद्यालय की वेबसाइट और समर्थ पोर्टल को आगे अद्यतन करने के लिए देख सकते हैं, यदि कोई हो।
- उम्मीदवार जिन्हें साक्षात्कार पत्र प्राप्त नहीं होते हैं, साक्षात्कार पत्र की प्रति/फोटो कॉपी जारी करने के लिए अपने साक्षात्कार से कम से कम दो दिन पहले teaching.recruitment@cujammu.ac.in ईमेल के माध्यम से स्थापना (शिक्षण) अनुभाग का अनुरोध कर सकते हैं।
- उम्मीदवारों को साक्षात्कार के समय से कम से कम एक घंटे पहले रिपोर्ट करना आवश्यक है।
- उम्मीदवारों को सत्यापन के लिए निम्नलिखित मूल दस्तावेजों के साथ स्वयं सत्यापित दस्तावेजों (प्रस्तुत करने के लिए) के साथ आवेदन पत्र की प्रति के साथ मूल रूप में साक्षात्कार पत्र लाना आवश्यक है।
 - स्पष्ट रूप से अंकों के प्रतिशत को दर्शाती डिग्री/मार्कशीट।
 - एससी/एसटी/ओबीसी/पीडब्ल्यूबीडी/ईडब्ल्यूएस श्रेणियों से संबंधित उम्मीदवारों को साक्षात्कार के समय भारत सरकार के नवीनतम प्रारूप के अनुसार नवीनतम प्रमाण पत्र प्रस्तुत करना आवश्यक है।
 - शैक्षिक योग्यता, अनुभव प्रमाण पत्र, श्रेणी प्रमाण पत्र (यदि लागू हो), प्रकाशित पत्रों / सम्मेलनों में भाग लेने / सम्मेलन पत्रों प्रकाशित / पुस्तकों, पुरस्कारों की मूल प्रति और पद के लिए ऑनलाइन प्रस्तुत अन्य सभी दस्तावेज आदि।
 - रोजगार अधिसूचना संख्या 23 दिनांक 27.02.2024 के अनुसार पद के लिए प्रासंगिक/आवश्यक कोई अन्य दस्तावेज।
 - सेवारत अभ्यर्थियों को साक्षात्कार के समय अनापत्ति प्रमाण पत्र (एनओसी) और सतर्कता मंजूरी प्रमाण पत्र अनिवार्य रूप से प्रस्तुत करना होगा।
 - संस्थान के अध्यक्ष द्वारा हाल ही में जारी प्रमाण पत्र जो यह प्रमाणित करेगा कि अभ्यर्थी के विरुद्ध कोई सतर्कता जांच, अनुशासनात्मक कार्रवाई आदि लंबित नहीं है।
 - भारत सरकार के नियमों के अनुसार, केवल अनुसूचित जाति/अनुसूचित जनजाति/दिव्यांग वर्ग के अभ्यर्थियों को टिकट प्रस्तुत पर सबसे छोटे मार्ग का रेलवे/बस किराया दिया जाएगा।
 - अभ्यर्थियों को विश्वविद्यालय की वेबसाइट पर अपलोड की गई अंतिम जांच सूची में दर्शाए गए सभी मूल दस्तावेज अनिवार्य रूप से साथ लाने होंगे।

हस्ता/-

कुलसचिव (प्रभारी)

ईमेल:- registrar@cujammu.ac.in

दूरभाष 91-8082197957



जम्मू केंद्रीय विश्वविद्यालय Central University of Jammu

राया-सूचानी (बागला), जिला सांबा-181143, जम्मू (जम्मू एवं कश्मीर)
Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

No: CUJ/Estab.T./ET-23/2024/855

07.06.2024

अधिसूचना /Notification No. 32 /2024

Sub: Tentative interview schedule for the posts advertised under Employment Notification No. 23 dated 27.02.2024 - Reg.

Ref: Employment Notification No. 23 dated 27.02.2024.

It is hereby notified for the information of all candidates that interviews for the following posts advertised vide notification under reference will be held as per tentative interview schedule given below:

INTERVIEW SCHEDULE (Tentative)				
No.	Name of the Department / Centre	Date of Interview	Post	Time of Interview
1.	Comparative Religions & Civilizations	03.07.2024	Associate Professor	10:30 AM
2.	Human Resource Management & Organizational Behavior	03.07.2024	Associate Professor	11:00 AM
3.	Marketing & Supply Chain Management	03.07.2024	Associate Professor	11:00 AM
4.	Computer Science & IT	03.07.2024	Assistant Professor	12:30 PM
5.	Computer Science & Engineering	03.07.2024	Assistant Professor	12:30 PM
6.	Mathematics	03.07.2024	Professor	02:00 PM
			Associate Professor	
7.	Public Policy and Public Administration	03.07.2024	Associate Professor	02:00 PM
8.	Electronics & Communication Engineering	03.07.2024	Professor	02:30 PM
9.	National Security Studies	04.07.2024	Professor	10:30 AM
			Assistant Professor	
10.	Botany	04.07.2024	Assistant Professor	02:30 PM
11.	Zoology	04.07.2024	Professor	02:30 PM
12.	Centre for Molecular Biology	04.07.2024	Assistant Professor	02:30 PM
13.	Mass Communication and New Media	05.07.2024	Assistant Professor*	10:00 AM
14.	Economics	09.07.2024	Assistant Professor	10:30 AM

* Due to immense response in the post, the University will conduct written test for short listing candidates for interview. Merit list will be prepared on the basis of which candidates will be invited for interview as per University Ordinance i.e twenty (20) candidates for first vacancy and ten (10) candidates for every additional vacancy in order of their rank in the prepared merit list. Marks scored in the written test will be used solely for short listing candidates only. Final selection will be based on performance of the shortlisted candidate in the interview only. Written Test will be of **objective type/MCQs** and minimum qualifying marks will be 50%. There will be **negative marking of 0.33 marks** for each incorrect answer.

Schedule of Written test is as follows:

WRITTEN TEST SCHEDULE (Tentative)				
Sl. No.	Name of the Department / Centre	Date of written test	Post	Reporting Time
1.	Mass Communication & New Media	03.07.2024	Assistant Professor	10:00 AM

Syllabus for written test is enclosed as Annexure – A.



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राया-सूचानी (बागला), जिला सांबा-181143, जम्मू (जम्मू एवं कश्मीर)
Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

Important Note:

1. The list of eligible candidates (bearing application form no.) invited for interview is being uploaded on the University website.
2. Candidate can download Interview call letters from SAMARTH portal w.e.f. 11.06.2024 (Tuesday) and intimation through email this regard will also be sent to the candidates. The candidates are advised to regularly visit our website (www.cujammu.ac.in) for further updated information, if any.
3. Due to unavoidable circumstances, date of interviews may be changed. Candidates may regularly check email, University website and SAMARTH portal for further updation, if any.
4. Candidate who do not receive call letters, may request Establishment (Teaching) section through email teaching.recruitment@cujammu.ac.in at least two days prior to his/her interview for issue of duplicate /photo copy of call letter.
5. Candidates are required to report at least one hour prior to the time of interview.
6. The candidates are required to bring interview **call letter in original** along with **copy of application forms with self attested documents** (for submission) along with the following **original documents** for verification.
 - i. Degree/Marksheets clearly indicating percentage of marks.
 - ii. Candidate belonging to SC/ST/OBC/PwBD/EWS categories are required to submit the recent certificate as per Govt. of India latest format at the time of interview.
 - iii. Educational Qualifications, Experience Certificates, Category Certificate (if applicable), Original copy of papers published/ conferences attended/conference papers published/ books, awards and all other documents submitted online for the post etc.
 - iv. Any other document relevant /required for the post as per the Employment Notification No. 23 dated 27.02.2024.
 - v. In service candidates are required to submit **No Objection Certificate (NOC)** and Vigilance Clearance certificate **without fail** at the time of Interview.
 - vi. Recent certificate to be endorsed by the Head of the Institution to certify the No Vigilance Enquiry, Disciplinary action etc is pending /envisaged against the candidate.
 - vii. The Candidates belonging to SC/ST/PwBD category only will be paid Railway/Bus fare by shortest route on production of tickets, as per Government of India rules.
 - viii. **Candidates are required to bring all original documents which have been indicated in the final screening list uploaded on University website without fail.**

Hindi version of the notification will follow.

Sd/-

कुलसचिव/Registrar

ईमेल:- registrar@cujammu.ac.in

दूरभाष. 91-8082197957

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. Media's role in formulation of states of India.
- c. Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence.
- d. Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies.
- e. Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication - Aristotle and Plato, Hindu, Buddhist, and Islamic traditions.
- f. Media and culture - framework for understanding culture in a globalised world. Globalisation with respect to politico-economic & socio-cultural developments in India.

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. Development and social change. Issues and post-colonial conceptions.
- c. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.
- d. Corporatisation of development - 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.
- e. Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies.
- f. Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

Reporting and Editing

- 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.
- d. Journalism as profession, reportage of contemporary issues, ethics of reporting.
- e. Critique of western news values, effect of new technology on global communication flows.
- f. Niche Reporting.

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.
- 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.

Public Relations and Corporate Communication

- a. Public Relations and Corporate Communication - definition, concept and scope.
- b. Structure of PR in State, Public, Private and non-government sectors.
- c. Tools and techniques of PR and Corporate Communication.
- d. Crisis communication and crisis communication management.
- e. Ethics of Public Relations.
- f. International Public Relations, communication audit.

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 organisations.
- 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 organisations, adversarial role of the media, human rights and media.

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. Digital media production techniques.
- e. Economics and commerce of mass media in India.
- f. Principles and management in media industry post liberalisation.

ICT and Media

- a. ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation.
- b. Social networking.
- c. Economics and commerce of web enabled media.
- d. Mobile adaption and new generation telephony by media, ethics and new media.
- e. ICT in education and development in India, online media and e-governance.
- f. Animation - concepts and techniques.

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, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).
- f. National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

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, diary, 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.