

MASS COMMUNICATION AND JOURNALISM

SAYLLABUS

Unit—I

Communication and Journalism—Basic terms, Concepts and definition, Nature and process

Types of Communication

Mass communication—Nature of media and content

Mass communication in India—Reach, access and nature of audience

Unit—II

Role of media in society

Characteristics of Indian society—Demographic and sociological impact of media in general

Mass campaigns for specific issues—Social concerns, environment, human rights, gender equality.

Journalism as a profession

Journalists—Their role and responsibilities

Indian Constitution and freedom of press

Training—Problems, perception and response by the industry

Media management—Principles and practices

Media Laws in India

Unit—III

History of Print and Broadcast media in general with particular reference to India.

Post-independent developments in print

Press Commission, Press Councils—Their recommendations and status

Development of Radio after independence—Extension role, radio rural forums and local broadcasting.

Development of televisions-Perception, initial development and experimental approach; SITE phase and evaluation.

Unit—IV

Communication and theories of social change

Role of media in social change—Dominant paradigms

Development initiatives—State, market and the third force (NGO sector)

Unit—V

Colonial structures of communication

Decolonisation and aspirations of nations

MacBride Commission—Recommendations and policy options

Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact

India's position and approach to international communication issues

Unit—VI

Radio & TV and Video as Media of Communication

Grammar of TV & Radio and Video

Different types of programmes ;

The Visual Language

Camera Movements

Basic Theories of Composition—Cues and Commands

Unit—VII

Advertising

Marketing

Ad copy and Layout

Public Relations

Unit—VIII

Different forms of writing

Printing Technology and Production methods

News agencies

