

Detailed syllabi of Journalism and Mass Communication (Pass)

TITLE OF THE COURSE	SL M CODE	COURSE CODE	SEMESTER	MARKS
Introduction to Mass Communication	GJMC 01	IMC	1 st	20+80
Journalism	GJMC 02	JOR	2 nd	20+80
History of the Media	GJMC 03		3 rd	20+80
Media Laws & Ethics	GJMC 04	MLE	4 th	20+80
Electronic Media	GJMC 05	EMRT	5 th	20+80
Advertising & Public Relations	GJMC 06	ADVPR	6 th	20+80

FIRST SEMESTER**COURSE – 1 : INTRODUCTION TO MASS COMMUNICATION****Unit – 1 : EARLY COMMUNICATION SYSTEM**

From Stone Age to Digital Era , Early Communications Systems in India, Evolution of modern communication

Unit – 2: HUMAN COMMUNICATION

Human communication and its elements ; Evolution of Human Communication; Speech , Writing and Visual ; Sociology of Communication; Psychology of Communication; Communication and Culture; Myths Related to Human Communication

Unit- 3 : COMMUNICATION

Communication – Definition, How communication take place, Barriers to communication ; Functions of Communication ; Types of Communication

Unit-4 : MASS COMMUNICATION

Mass Communication – Definition, Characteristics of Mass Communication, Types of Mass Communication ; Functions of Mass Communication, Evolution of Mass Communication; Mass Media

Unit- 5: MODELS OF COMMUNICATION

Concepts and Functions of Model ; Some important models of communication – SMR Model, SMCR Model, Shannon and Weaver’s Model, Lasswell’s Model, Osgood’s Model, Schramm’s Model, Gerbner’s Model, Newcomb’s Model, Gate-Keeping Model, Convergence Model

Unit – 6: MASS MEDIA

Media of mass communication; Characteristics of different mass media; Audience, reach and access; role of media - creating public opinion, agenda-setting role

Unit – 7: NORMATIVE THEORIES OF MASS MEDIA

Importance of Communication Theories; Normative Theories of Mass Media- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Communist Media theory, Development Media theory, Democratic Participant Media theory

Unit – 8 : SOCIOLOGICAL THEORIES OF MASS COMMUNICATION

Sociological theories of mass communication - Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory

Unit -9 : MEDIA EFFECTS THEORY

Hypodermic Needle or Bullet Theory; Personal Influence Theory – Two step flow theory, Multi step flow theory; Individual Differences Theory

Unit – 10 : MASS AUDIENCE AND SOCIETY

Concept of mass audience- Characteristics of mass audience; Media theories associated with the concept of audience; Audience- reach and access; Reciprocal relationship among media, audience and society

Unit – 11 : COMMUNICATION MEDIA : THE INDIAN CONTEXT

Oral communication; Traditional forms of communication; Multi-media communication; Non-dominant communication

Unit – 12: MEDIA ORGANIZATIONS OF THE GOVERNMENT

Brief overview of some of the important media organisations of the Government - Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

Unit – 13 : MEDIA ORGANSATIONS AND OWNERSHIP PATTERNS

Meaning of media ownership ; Ownership patterns of mass media- ownership patterns of print media establishment in India; Trends in ownership

Unit – 14 : MEDIA AND GLOBALISATION

Concept of globalisation and its impact on media; Effects of globalisation on media systems and their functions; Media convergence; UNESCO's efforts in removing imbalance in news flow- Debate on New World Information and Communication Order (NWICO), MacBride's Commission Report

Unit – 15 : TECHNOLOGY IN MASS MEDIA

Concept of Information and Communication Technology (ICT); Impact of ICT on Mass Media; Impact of New Communication Technology on News Flow; Information Superhighway; Digital Divide

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Datta, K.B. (2005), Mass Communication : Theory and Practice, Akansha Publishing House, New Delhi
3. Gupta, D.K (2006), Media and Mass Communication, Rajat Publications, New Delhi
4. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
5. Puri, Manohar (2006), Outlines of Mass Communication, Pragun Publications, New Delhi
6. Rayadu, C.S. (2010), Communication, Himalaya Publishing House, Mumbai
7. Verma, N.K. (2006), Handbook of Mass Communication, Sumit Enterprises, New Delhi
8. Wadia, Angela (1999) Communication and Media, Kanishka Publishers, Distributors, New Delhi

9. Vilanilam, J.V (2005), Mass Communication in India, Sage Publications, New Delhi

SECOND SEMESTER

COURSE – 2 : JOURNALISM

Unit – 1 : CONCEPT OF JOURNALISM

Concept of journalism, Origin of journalism : The early years, Objectives of journalism, Role of journalism in society, Elements of journalism

Unit – 2 : THE MAKING OF A GOOD JOURNALIST

Meaning of a 'journalist'; What makes a good journalist?; Role and responsibilities of journalists; Rights of journalists

Unit – 3: TYPES OF JOURNALISM

Types of journalism- Types of journalism based on the use of different platforms, Types of journalism based on the writing style, Types of journalism based on the style of presentation; Journalism as a profession

Unit-4 : ROLE OF JOURNALISM IN A DEMOCRACY

Freedom of press, Embedded journalism, Press freedom at International level, Press freedom at National level, Press freedom at Regional level; Democracy, Media and the Public Sphere

Unit- 5: NEWS

Concept and definition of news; Sources of news; Objectivity and authenticity of news

Unit – 6 : TYPES OF NEWS

Types of news, Principles of news stories, Qualities of a good news story

Unit – 7 : NEWS VALUES

News values

Unit – 8 : REPORTING

Concept of Reporting, The News Reporter – qualities, responsibilities, basic facts about reporting

Unit – 9 : TYPES OF REPORTING

Types of Reporting- Objective, Interpretative, Investigative, Specialised reporting – Political , Science , Conflict , Legislative and Parliament reporting, Diplomatic reporting, Scoop and exclusive reporting- sports, business, development, commerce, gender and allied areas

Unit – 10: BEAT REPORTING

Concept of beat reporting, Reporting beats

Unit-11 : NEWS WRITING

Principles of News Story, Structure of a News Story, How to write the copy- principles of news writing

Unit- 12 : NEWS EDITING

Concept of news editing, Newsroom set-up, Principles of Copy Editing, Photo Editing

Unit – 13 : EDITING & DESIGN

Headline types and styles, Page layout, Page make-up

Unit – 14 : NEWS AGENCIES

News Agencies, Role and functions of News Agencies, History of News Agencies in India, Important News Agencies, Editing Wire Copy

Unit – 15 : CONDUCTING AN INTERVIEW (PRACTICAL BASED UNIT)

Conduct an interview of some important personality and prepare a report on it. The report should contain the relevant questions asked during the interview along with the replies. Marks will be awarded based on the report.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Aggarwal, Vir Bala (2006), Essentials of Practical Journalism, Concept publishing Company, New Delhi

3. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
4. Menon, P.K. (2005), Practical Journalism, Aavishkar Publishers, Distributors, Jaipu
5. Pant, N.C. (2002) Modern Journalism, Kanishka Publishers, Distributors, New Delhi
6. Sissons, Helen (2006) Practical Journalism , Sage Publications, UK
7. Singh, J.K (2007), Media and Journalism, Balaji Offset, New Delhi
8. Singh, Bhanu Pratap (2011), Journalism Education, Anmol Publications Pvt. Ltd, New Delhi
9. Usmani, B.D. (2007) Writing and Reporting in Modern Journalism, Anmol Publications Pvt. Ltd, New Delhi

THIRD SEMESTER

COURSE – 3 : HISTORY OF THE MEDIA

UNIT-1: HISTORY OF PRINT MEDIA

Types of Print Media- Daily Newspapers, Tabloids, Magazines ; Relevance of Print Media

UNIT-2: HISTORY OF PRINT MEDIA IN INDIA

History of Print Media in India; Evolution of Print Media in India- The Early Stages and teh English East India Company, The Anti-British Sentiment and the Media, The English Press : Nationalist and Pro-British, The Indian Language Press; Journalists of Eminence; History of Media in North East India; special reference to Assam

Unit – 3 : FREEDOM MOVEMENT AND THE INDIAN PRESS

Pre and Post Independence era of the growth of journalism in India, Struggle of Press in India against repressive measures- Freedom of Press in India before Independence , Freedom of Press in India after Independence; Print Vs Electronic media

Unit – 4 : PIONEERS OF JOURNALISM IN ASSAM

Contribution made by some of the well-known personalities towards the growth of journalism in Assam- Dr. Nathan Brown, Oliver Cutter, Dutta Dev Goswami, Radhanath Changkakati, Chandra Kumar Agarwala, Padmanath Gohain Baruah, Lakshminath Phukan, Ambikagiri Raychowdhury, Siva Prasad Barooah , Radha Govinda Baruah,

Unit – 5 : LANGUAGE PRESS AND NATIONAL DEVELOPMENT

Role of the language press in the field of national development, Problems encountered by language press, A study on some of the growth of important language newspapers of India- Dainik Jagaran, Dainik Bhaskar etc., present status of circulation of newspapers

Unit – 6 : A BRIEF OVERVIEW OF SOME OF THE IMPORTANT PRESS ORGANISATIONS IN INDIA

Brief overview of some of the important press organisations in India- Press Council of India, The Registrar of Newspapers for India, Audit Bureau of Circulation, Indian Newspaper Society, Indian Federation of Working Journalists, Press Institute of India, Editor's Guild of India, Indian Languages Newspapers' Association

Unit 7 : HISTORY OF PRINT MEDIA IN NORTH-EAST INDIA WITH SPECIAL REFERENCE TO ASSAM

Birth of Orunodoi - More newspapers and journals, Few other newspapers and magazines of the pre-Independence era; Media scenario after Independence- The decade of the 1980s : A sudden upsurge, The present scenario, Causes of concern I , Causes of concern II

Unit- 8 : HISTORY OF PHOTOGRAPHY

Concept of photography, History of Photography, Camera – technical developments throughout the ages, Technical concepts of Photography, Concepts of photo-journalism with some developments; Legal problems in photography

UNIT 9: HISTORY OF CINEMA

Characteristics of Film, History of moving images- Lumiere Brothers, Hollywood ; Film in India- Contribution of Dadasaheb Phalke, Silent Era, Talkie Era ; Regional Cinema- Assamese Films

UNIT 10: HISTORY OF RADIO

What is radio? Characteristics of Radio; History of Radio Broadcasting - Growth and development of radio in the world, growth and development in India ; FM and Community Radio

Unit – 11 : GROWTH OF COMMUNITY RADIO IN INDIA

Annexure 18

Concept of community radio, guidelines for setting up of community radio station in India ,Growth and development of community radio in India, Growth and development of community radio in India's North-East

Unit 12 : HISTORY OF TELEVISION

Introduction to Television Medium , Beginning of Television in the world, Growth of Television in India , Doordarshan and an era of soaps

Unit – 13 : PRACTICAL BASED UNIT (RADIO STATION)

Visit a radio station and analyse the different programmes that are broadcast at the station. Make a list of the different equipments that are used in the station along with its functions. Prepare a radio news script of your choice by highlighting the programme title, station, airtime, date of newscast, talents etc .

Unit – 14 : FILM APPRECIATION(PRACTICAL BASED UNIT)

Analyse any film of your choice and make a critical appreciation of that particular movie. Analyse the trends of movies from the silent era to the present times.

Unit – 15 : PHOTOGRAPHY (PRACTICAL BASED UNIT)

Visit any place of your choice and click pictures on a particular theme. After clicking pictures, prepare a report on it by giving appropriate captions and explain the significance of each of the photographs.

Recommended books :

1. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
2. Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
3. Paxson, Peyton (2010), Mass Communications and Media Studies, The Continuum International Publishing Group Inc, New York

FOURTH SEMESTER

COURSE – 4 : MEDIA LAWS AND ETHICS

UNIT- 1: INTRODUCTION TO ETHICS

Introduction to ethical thinking, Ethical philosophies- Absolutist ethics, Ethical relativism, Existential Ethics, Situational Ethics, Evolutionary Ethics, Descriptive Ethics, Applied Ethics, Bio-ethics, Environmental Ethics, Business Ethics

Unit -2 : IMPORTANCE OF MEDIA CODE OF ETHICS

Concept of media ethics, Need and Importance of Media Code of Ethics, Relationship of media and media economies- deregulation of media, concentration of media ownership, media trade unions and labour issues

Unit - 3: COMMON ELEMENTS OF MEDIA CODE OF ETHICS

Freedom of Press, Principles of Ethics, Plagiarism, Compliance of Ethical Standards, Right of Reply

Unit -4 : ETHICS OF JOURNALISM

Introduction, Early partisan press and impartiality, Post civil war press in the US and sensationalism, SPJ Code of Ethics, Ethics in theory and practice

Unit- 5: MEDIA AND PRIVACY

Media and Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions ; Sensationalism - Development of the Concept, Sensationalism in Electronic Media ; Sting Operations - Operation West End: Tehelka.com ; Paparazzi - . Paparazzi and Celebrities: Two Way Traffic , . Restrictions on Paparazzi and Laws ; Yellow Journalism

Unit- 6 : REGULATORY ORGANISATIONS

Press Commission, Press Council, Ombudsman, Readers' Editor, Broadcasting Services Regulation Bill, 2006.

Unit- 7 : MEDIA SELF-REGULATION

Self-regulation- Media Self-regulation, Code of conduct of different organisations for media personnel , Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)

Unit-8 : MEDIA LAWS RELATED TO ELECTRONIC MEDIA

Broadcast Code governing All India Radio, Prasar Bharati (Broadcasting Corporation of India)Act of 1990, The Broadcasting Bill of 1997, Cable Television Network (Regulation) Act, The Cable Television Networks (Regulation) Amendment Act of 2002

Unit – 9 : MEDIA ETHICS AND THE LAW

Defamation – Types of defamation, Libel and the Internet, Courtroom reporting, Copyright , Protection of Sources

Unit – 10 : ETHICS IN PUBLIC RELATIONS & ADVERTISING

Importance of ethics in public relations, Code of Ethics for Public Relations Professionals , In-House PR : the effects of organisational structure on moral decision making , Advertising Codes and Ethics, Code of Ethics for Advertisers , Advertising Standards Council of India

Unit – 11 :ETHICS OF ONLINE JOURNALISM

Privacy in cyberspace, Journalists and web technology, Ethical challenges of online journalism- *gathering information, producing journalistic content, presenting and distributing online information*, Organizational structures and communications in online media , Societal issues of media convergence , Global communication

Unit – 12 : CONCEPT OF FREEDOM

Media freedom and political ideologies, Libertarian approach, Political economy of media

Unit – 13 : MEDIA POWER

Media activism, Media Vs Judiciary, Media Vs Legislature, Issues of privileges- case studies

UNIT- 14: ETHICS OF PHOTOJOURNALISM

Importance of Ethics of photojournalism , Guidelines for journalists working with images

UNIT –15: PEOPLE, ETHICS AND JOURNALISM

Ethics: Key thinkers through the ages- Aristotle, Immanuel Kant, John Stuart Mill, W.D Ross, John Rawls, Seyla Benhabib

Recommended Books :

- a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- b. Datta, K.B. (2010), Modern Handbook of Media Ethics, Ekta Books Distributors, New Delhi
- c. Day, Loius Alvin (2006),Media communication Ethics, Cengage Learning, New Delhi
- d. Fitzpatrick, Kathy, Carolyn Bronstein (2006), Ethics in Public Relations, Sage Publications, USA
- e. Menin, P.K. (2005), Journalistic Ethics, Pointer Publishers, Jaipur
- f. Plaisance, Patrick Lee (2009),Media Ethics, Sage Publications, USA
- g. Sharma, Jitendra Kumar (2005), Ethics of Journalism in Transition, Authorspress, New Delhi

FIFTH SEMESTER

COURSE – 5: ELCTRONIC MEDIA

UNIT – 1 : INTRODUCTION TO AUDIO MEDIA

Characteristics and features of audio media, impact and reach, audio media vs. print media vs. audio-visual media.

Unit – 2 : HISTORY OF RADIO BROADCASTING

Invention of radio, wireless age, Developments in the early twentieth century, Developments in the latter half of the twentieth century

UNIT – 3: RADIO BROADCASTING IN INDIA

History of radio broadcasting in India, three –tier system of broadcasting in India- National Broadcasts, Regional Broadcasts and Local Broadcasts

Unit – 4: TYPES OF RADIO BROADCASTING

AM, FM, Community Radio- concept, features, policy guidelines for setting up CRS, Educational Radio- types of educational broadcasts

Unit – 5: RECENT TRENDS IN RADIO BROADCASTING

Satellite and Cable radio, Internet radio, Digital Audio Broadcasting (HD Radio), Digital Terrestrial Audio Broadcasting (DTTB)

Unit - 6: RADIO BROADCASTING AND STANDARDS OF ETHICS

Ethical aspects of radio broadcasting, conducting the broadcast within the operational framework, Supreme Court judgement on airwaves, Broadcasting Bill, 1997

UNIT – 7: ALL INDIA RADIO

History of AIR, AIR news service, external service, Vividh Bharti, Yuva Vani, Special Audience Programmes- radio talks and discussions, radio programmes for rural audience, educational programmes, family welfare programmes, programmes for the armed forces, Radio plays and features

Unit -8: AIR WITH SPECIAL REFERENCE TO NORTH EAST INDIA

Growth of the AIR services in North-East India, AIR in Assam, AIR in Meghalaya

Unit – 9: INTRODUCTION TO AUDIO-VISUAL MEDIA

Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media.

Unit – 10 : HISTORY OF TELEVISION BROADCASTING

Origin and development of television, early television technique, developments in the early and late twentieth century

Unit -11 : GLOBAL NETWORKS OF TELEVISION

Criss-cross border eavesdropping, French-British Television Exchange, Eurovision, Asian Cross-border Networks, Asiavision, CATVN Network

Unit - 12: HISTORY OF TELEVISION BROADCASTING IN INDIA

Annexure 18

Growth and development of television in India, launch of INSAT, Development post 1982 onwards, emergence of colour television, autonomy for electronic media- Chanda Committee Report, Verghese Working Group Report, Joshi Committee Report , Digital Terrestrial Television Broadcasting (DTTB)

Unit -13 : TELEVISION FOR DEVELOPMENT

Television as a tool for development communication, Satellite Instructional Television Experiment (SITE), Kheda Communication Project, Jhabua Development Communication Project (JDCP), Gramsat- satellite for rural education

Unit – 14: PUBLIC SERVICE BROADCASTING IN INDIA

Use of digital technology in public service broadcasting, Beginning of Doordarshan, Organisational structure of Doordarshan, Role of Doordarshan as a public service broadcaster, performance appraisal of DD, Problems in public service broadcasting, Need to evolve a proper public service policy

Unit -15 : PRIVATE SERVICE BROADCASTING IN INDIA

Growth of private television, Arrival of satellite and cable television, Channels based on education, entertainment, news and history, some of the major satellite TV channels- Star TV, Zee, Sony, MTV India, National Geographic, Impact of private satellite channels on Doordarshan, Cable television – the backbone of digital convergence

SIXTH SEMESTER

COURSE- 6 : ADVERTISING AND PUBLIC RELATIONS

Unit – 1: CONCEPT OF ADVERTISING

Introduction to Advertising : Concept, Objectives and Functions of advertising, brief history of advertising

Unit – 2 : TYPES OF ADVERTISING

Classification of Advertising - based on function, region, target markets, company demand, desired responses and on the type of media used to issue advertisements

Unit – 3: ELEMENTS OF ADVERTISING

Basic Elements of Advertising - Slogan, Headlines, Subheads, Illustrations, Copy, Product, Trademark

Unit – 4 : MODELS OF ADVERTISING

AIDA model, DAGMAR, Lavidge and Steiners Hierarchy of Effects model, Criticisms of the models

Unit – 5: ADVERTISING MEDIA

Concept of Advertising Media , Factors for selecting an appropriate media(Creative and Mechanical factors), Problems in media selection, public relations advertising, Classification of advertising media - Print, Audio-visual, Outdoor and Transit media and Indoor media

Unit – 6 : ADVERTISING INDUSTRY

Growth of advertising industry, Components of advertising agency- Advertisers, Advertising Agencies and Media, Present status of advertising industry in India- size of the industry, market capitalisation, contribution to the economy, major leading companies, economics of online advertising industry

Unit – 7: ADVERTISING PLANNING

Strategic planning, advertising plan, target audience, advertising and marketing mix, Concept of media buying and space selling

Unit – 8: THE ART OF ADVERTISING COPYWRITING

Concept of advertising copywriting, techniques for writing a copy, copy writing for radio, television and film

UNIT – 9: CONCEPT OF PUBLIC RELATIONS

Nature and scope of Public Relations , definition of Public Relations, Objectives of Public Relations, Nature of PR

Unit – 10: GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS

Growth and Development of Public Relations, Pioneers of Public Relations, PR in India, Modern Public Relations in India, Future prospect of PR.

Unit – 11: FUNCTIONS OF PUBLIC RELATIONS

Basic Functions of Public Relations, Propaganda and publicity, difference among public relations, publicity and propaganda.

Unit – 12: PUBLICS OF PUBLIC RELATIONS

Publics of Public Relations: Internal Publics, External Publics, Publicity media for PR : print media, television, radio, film, new media

UNIT – 13: PUBLIC RELATIONS PRACTITIONER

Public Relations Officer, Public Relations Officer– Duties and Responsibilities, Qualities of a good Public Relations Officer

Unit - 14: PUBLIC RELATIONS ORGANISATIONS IN INDIA

Public Relations Organizations in India: PRSI, PRCI, PRCAI.

UNIT – 15: PUBLIC RELATIONS IN AN ORGANIZATION

PR set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programme.
