

U.G. 1st Semester

Paper: MCJ101C (Core) Introduction to Communication & Media

Credits: 5 = 4+1+0 (64 Lectures)

Unit I: Communication

Communication-- Definition, meaning, elements and nature of communication;
Verbal and non-verbal communication-- Meaning of Verbal and non-verbal communication, Body language and proxemics;
Levels of Communication-- Intra personal and Inter-personal communication, Group and Public communication;
Mass Communication-- Concept of 'Mass' and Mass media, Mass audience, Typologies of audience;
Barriers to Communication;

Unit II Models of Communication

Communication as an 'act' and 'process', Concept of Feedback, Effects, Functions;
Models of Communication: Aristotle's Rhetoric, Lasswell's model, Shannon and Weaver's Mathematical model, Osgood & Schramm's Circular model, Berlo's SMCR model, Gerbner's Two-dimensional model, Newcomb's Triangular model, Melvin DeFleur's model, Westley and Mclean's Gatekeeping model, Kincaid's convergence model

Unit III Introduction to Media

Concept of Media, Types, Mass Media & characteristics, Changing paradigms of Mass Media, Functions of mass media
Mass media and mass culture, Media as the fourth pillar of democracy, Technology in the development of media, Media & market: nature, relation & expansion

Unit IV Communication Theory and Mass Media Effects & Uses

Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Agenda Setting, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory, Social Learning theory, Spiral of Silence, Uses & Gratification theory, Cognitive Dissonance theory

Unit V Normative Theories & Media

Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory; Media and communication policy in India

Recommended Books:

- DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications
- McQuail, D. (Ed.) (2007). *Mass Communication*. Volm. I, II, III & IV. New Delhi: Sage Publications.

Paper: MCJ102C (Core)
Introduction to Journalism
Credits: 5 = 4+1+0 (48 Lectures)

Unit I Journalism

Concept, nature & scope of journalism
Journalism as a craft, profession and business; Objectives and principles of journalism
Origin and growth of journalism- international, Origin and growth of journalism in India
Introduction to Print & Broadcast journalism, Scope and nature; New Age Journalism

Unit II Understanding 'News' & Opinion Writings

News: Concept & Definition of News, Determinants of News / News Values, Qualities of news, News v/s Views;
Types of news with special reference to Print Media, 5Ws and 1 H of news, Elements of news;
Attribution, quotes, verification, Balance & fairness, brevity, dateline, credit line / byline;
Structure of a daily newspapers, content and elements;
Articles, Editorials, Columns, Reportage, Op-ed writings

Unit III Types of Journalism / Reporting

Journalist: Role and challenges, Qualities of a new-age journalist

Objective journalism, Yellow journalism, Tabloid journalism, Investigative journalism, Interpretative journalism, Advocacy journalism, Immersive journalism, Parachute journalism, Precision, Citizen, Mobile journalism, Activist journalism etc.

Beats in Reporting; Interviewing basics; Telephone interviews; Media releases; Speeches & meetings basics; Reporting speeches & meetings; Press & media conferences; Vox pops; Follow-ups

Different Sources of news; Concept of news agencies- 'Big Four', Other Global and National agencies; The Business of News Agencies (B2B news platforms)

Unit IV Press Organisations & Journalistic Ethics

Press Commissions, Press Council of India (PCI), Registrar of Newspapers for India (RNI), Audit Bureau of Circulation (ABC);
A brief intro to Ethics of journalism

Recommended Books:

- *News Reporting & Writing*; Lorenz, Alfred and Vivian, John; Delhi, Pearson Education
- *News Writing & Reporting*; Neal, Jamess M & Brown, Suzzanne S; Delhi, Surjeet Publication

- *Principles & Techniques of Journalism*; Ahuja, B.N & Chhabra, S.S; Delhi, Surjeet Publication
- *The Journalist's Handbook*; Kamath, M.V.; New Delhi, Vikas Publishing

Paper: MCJ101M (Modular General Elective)
Introduction to Media Studies
Credits: 4 = 3+1+0 (48 Lectures)

Unit	Subject Title / Content of the Unit	No. of Classes
1	Communication Communication, Importance, types, elements in the process of communication, Noise in communication, Mass communication & its functions,	5
2	Understanding Media Role of media in our lives, Media and mass media, Functions of mass media, Types of mass media, Role of media in a democracy, role of media in development	5
3	Traditional Folk Media Traditional media: early age, origin and development, importance of traditional media in the modern age. Folk media as form of mass culture	4
4	Concept of Journalism Defining Journalism, Objectives of journalism, Principles Brief idea about different types of journalism, Journalistic beats	4
5	Print Media Types & Characteristics of print media, Journey of newspapers in India, Role of press in democracy, Concept of news, types, mainstream and alternative journalism	4
6	Electronic Media- Radio, Television & New Media Radio as a media, Characteristics of radio, Radio in India, Radio for development, Private radio broadcasting in India Television as a media, Characteristics of television, Growth of television in India, Television for development, Private television broadcasting in India Characteristics of New Media, Traditional vs. New media, Social media, Blogs, Mobile media, New media and current trends in journalism	12
7	Film as a Mass Media Film as a media, Fiction & Non-fiction, Growth and history of films in India, Cinema & society, Film appreciation	4
8	Advertising Concept and functions of Advertising, Brief idea about classification of advertising, Creativity in advertising, Elements of ad copy, Ad Agency, Digital media advertising	5
9	Public Relations Concept of Public Relations, Internal and External Publics, Functions of Public Relations, PRO and duties, Tools of PR, Brief idea about PR agencies	5

Reading List

1. *Fundamentals of Mass Media & Communication*; Devi, Meena; New Delhi, Alfa Publications

2. *Mass Communication in India*, Kumar Keval, J; Kolkata, Jaico Publishing House
3. *Journalism in India: From the earliest times to the present day*; Parthasarathy, R; New Delhi, Surjeet Publications
4. *Electronic Media*; Gaur, M.M; New Delhi, Omega Publication
5. *Ganamadhyam aru Samprachar Sangbadikot*; Dutta, Ankuran; Publication Board of Assam
6. *Old Media New Media: Mass Communications in the Information Age*; Wilson P. Jr. Dizard; Allyn & Bacon.
7. *Advertising*; Jefkins, Frank; Delhi, Prentice Hall

Public Relations; Ahuja, B.N and Chhabra, S.S; New Delhi, Surjeet Publications