

ELECTIVE II: (b) JOURNALISM AND MASS COMMUNICATION

UNIT I

1. Introduction and History of Journalism
2. Role of the Press, Freedom of the Press
3. Introduction to Mass Communication, growth and development of Mass Communication.
4. Different kinds of Mass Communication.

UNIT II

1. The Print Media
2. Functions of the Press
3. Reporting
4. Newspaper Writing
5. Editing
6. Interviewing
7. Newsroom maintenance

UNIT III

1. Electronic media- TV & radio
2. Types of Radio program
3. Radio recording, transmission, receiving technologies
4. Types of TV programs
5. recording, transmission, receiving technologies
- 6.. Impact of Radio and TV

UNIT IV

1. Electronic Media-Film and Internet
2. History of Cinema
3. Production Process of Cinema
4. Effects of Cinema on Society
5. Film appreciation
6. Internet
7. Internet concepts
8. Application and Potential of Internet
9. Internet based broadcasting

UNIT V

1. Advertisements
2. Advertising concepts
3. Different types
4. Formats and structure of ads
5. How to design an ad
6. Story boarding

Reference books: - 1. Writing for the mass media-Peter Grundy
2. Mass communication in India-Keval J.Kumar
3. Theory and Practice of journalism -Ahuja