



Bhavan

BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
SAINIKPURI, SECUNDERABAD-500 094
(Reaccredited with A grade by NAAC)
Autonomous College

Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

COURSE CODE: MC193

YEAR/SEMESTER: I/I

COURSE TYPE: DSC

HPW: 4

NO. OF CREDITS: 4

NO. OF HOURS: 60 Hours

COURSE OBJECTIVE: To acquaint the students understand the basics in Mass Communication and Journalism.

UNIT-WISE COURSE OBJECTIVES:

COB1: To introduce the concepts of Communication.

COB2: To explain communication process through communication models

COB3: To provide insights in communication theories

COB4: To enable the students aware of Journalism in society

COB5: To introduce the students to various types of Journalism

Unit I - INTRODUCTION TO COMMUNICATION AND JOURNALISM

Definitions of communication. Communication and its role in society. Process of Communication. 7 Cs of Communication. Functions of Communication and Barriers to Communication. Forms of Communication: Verbal & Non-Verbal. Types of Communication: Intra-personal, Interpersonal, Group Communication, Mass Communication. Modes of Mass Communication: Folk Art, Print, Radio, Television, Film, New Media. Digital Communication (SMS, WhatsApp, E-mail, Facebook Messenger, Zoom, X). Digital Media Platforms and its characteristics (ubiquity & interactivity), Social Media, Podcasts, Blogs, and Vlogs

Unit II - MODELS OF MASS COMMUNICATION

Linear Models: Aristotle Model, Berlo's SMCR Model, Laswell Model, Shannon and Weaver Model. Non-Linear Models: Osgood and Schramm Model, George Gerbner's Model.


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Unit III - THEORIES OF MASS COMMUNICATION

Effects theories: Hypodermic Needle Theory and Limited Effects Theories. Personal Influence Theory: Two-Step Flow and Multi-step Flow theory. Sociological Theories of Mass Communication: Cultivation theory, Agenda-setting theory, Uses and gratifications theory. Other Theories: Spiral of Silence Theory. Knowledge Gap Hypothesis (Information rich and Information poor)

Unit IV - INTRODUCTION TO JOURNALISM

Definition, scope, and nature of Journalism. Role of journalism in society (Democratic, Socialist and Communistic). Functions of Journalism. Building public opinion (Vox Populi). Journalism as a Fourth Estate. Case Studies: Watergate, Anti-arrack protests, Narmada Bachao Andolan.

Unit V - KINDS OF JOURNALISM

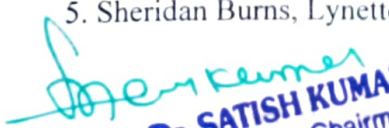
Print Journalism (Newspapers and Magazine - Differences, Merits & Demerits). Broadcast Journalism (Radio and TV - Differences, Merits & Demerits). Digital Journalism (News Websites, Short News Apps: Inshorts, way2news, daily hunt; Social Media Networks). Specialized Journalism: Sports Journalism, Citizen Journalism, Business Journalism. Ethics in Journalism: Cheque book/Paid Journalism, Yellow Journalism). Trends of Journalism: AI-assisted Journalism (Overview of AI, usage of AI tools for enhancing news reports)

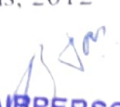
REFERENCES:

1. Baran, Stanley J, and Dennis K. Davis. Mass Communication Theory: Foundations, Ferment, and Future. Belmont, Calif: Wadsworth Pub. Co, 2015.
2. Mcquail, Denis, Mcquail's Mass Communication Theory, 2016
3. B N Tripathi "Handbook of Journalism and Mass Media", Lotus Press, 2011.
4. Fiske, John. Introduction to Communication Studies. London: Routledge, 1990.
5. Kumar, Keval J, Mass Communication in India, 2015
6. Larry L. Barker, Deborah A. Barker, Communication, Prentice Hall, 1992
7. Agarwal, Vir Bala, Essentials of Practical Journalism, 2006
8. Naughton, John, From Gutenberg to Zuckerberg, 2011

SUGGESTED READINGS:

1. Vir Bala Aggarwal, V S Gupta "Handbook of Journalism and Mass Communication", Concept Publishing Company. 2001.
2. Kerin Vdahl- Jorgensen, Thomas Iantzs "the Handbook of Journalism Studies", Routledge. 2009.
3. MV Kamath "Professional Journalism", Vikas Publishers. 1983.
4. Denis McQuail, "Journalism and Society", Sage Publications, Delhi, 2013.
5. Sheridan Burns, Lynette, Understanding Journalism, Sage Publications, 2012


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COURSE OUTCOMES:

At the end of the course students will be able to:

MC 193 CO1: Understand Concepts and process of Communication

MC 193 CO2: Demonstrate various models of communication and their functions.

MC 193 CO3: Interpreting the process of communication-to-communication theory

MC 193 CO4: Understand the concepts in Journalism

MC 193 CO5: Discuss Journalism History and Importance


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PROGRAM NAME: BACHELOR OF ARTS

COURSE NAME: HISTORY OF MASS MEDIA IN INDIA

COURSE CODE: MC293

YEAR/SEMESTER: I/II

COURSE TYPE: DSC

HPW: 4

NO. OF CREDITS: 4

NO. OF HOURS: 60 Hours

COURSE OBJECTIVE: To familiarize the students about mass media with respect to its broader role in the society.

UNIT-WISE COURSE OBJECTIVES:

COB1: To provide Historical overview of press in India

COB2: To familiarize the broader areas of Films

COB3: To learn about Radio programming and a brief history of Radio in India

COB4: To introduce to Development of Television in India

COB5: To provide an outline of the social media structures.

Unit-I: History & Origin of Press

Invention of Printing Press. History of the Press in India: Preparatory Phase (1780-1818), Phase I (1818-1868: Early Newspapers), Phase II (1868-1919), Phase III (1919-1937), Phase IV (1937-1947). Pioneers of Indian Journalism during the colonial period. Social Reformers as Journalists (Raja Rammohan Roy, Dr. B. R. Ambedkar, Periyar). Role of Indian Press in National Freedom Movement. Press Acts during Pre-Independence era: Press Act 1835, Vernacular Press Act/Gagging Act 1878, Indian Press Act 1910. Post-Independence Era: Role of Indian Press in Nation building (Eenadu, TOI, Hindu, Dainik Bhaskar, Manorama, Anand Bazar Patrika). Role of Indian Press in Emergency period (1975-1977) - Prominent Vernacular newspapers in South India: Eenadu, Dina Thanthi, Malayala Manorama.

Unit-II: Evolution of Films

Pioneers of Indian Cinema: Dadasaheb Phalke, Shantaram, Raj Kapoor, Guru Dutt, Paidi Jairaj. India Cinema (After Independence): Shyam Benegal, Ritwik Ghatak, Mrinal Sen. Commercial Cinema in India: Characteristics, Mani Ratnam, S.S. Rajamouli. Parallel Cinema in India: Characteristics, Satyajit Ray, Bimal Roy. Regional Cinema: Overview of origin, growth and present status of Telugu film industry. Independent film makers: Characteristics, Chaitanya Tamhane and Payal Kapadia.

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Popular Documentary Film Makers in India: Characteristics, Anand Patwardhan, Sushmitha Ghosh.

Unit – III: Evolution of Radio

Early History of Radio. History of All India Radio. Evolution of AIR Programming. Demand for Autonomy. Formation of Prasar Bharati. HAM Radio and its uses. FM: Radio Privatization. Community Radio, Satellite and Web Radio. Audio streaming platforms and Podcasts.

Unit – IV: Evolution of Television

Early Global History of Television. History of Television in India (SITE, KHEDA). Development of Television as a Medium of Mass Communication. Doordarshan and its role in broadcasting. Origin and growth of Satellite and Cable Television in India. Use of Data Analytics in Television Content Creation: Audience segmentation, Content Performance analysis and Predictive Analytics (TRPs, Broadcast Audience Research Council (BARC), viewership patterns, Demographics).

Unit – V: Origin, Growth, and Present Status of New Media

Brief History of the Internet and World Wide Web. Definition and characteristics of New Media. Issues of misinformation, issues with Artificial Intelligence (Deep Fake, Voice Cloning, Image Cloning). Media Convergence. Digital Divide. Metaverse in Media and its applications. Introduction to Cyber Laws and Cyber Crime (Phishing, Hacking, Cyber stalking, Identity theft). Provisions of Information Technology Act, 2000 related to media; Intermediary guidelines and digital media ethics code. Immersive journalism: AR/VR Technologies, and their applications in Media and Communication.

REFERENCES:

1. Kumor, Keval J, Mass Communication in India, 2015
2. MV Kamath "Professional Journalism", Vikas Publishers. 1983.
3. Ninan, Chattarji, The Hoot Reader: Media Practice in Twenty-first Century India, 2018
4. Singhal, Aravind M, India's Communication Revolution: From Bullock Carts to Cyber Marts, Sage Publications, 2000
5. Jeffrey, Robin, India's Newspaper Revolution, 2000.
6. Naughton, John, From Gutenberg to Zuckerberg, Quercus Publishers, 2015
7. Dutt, Barkha, This Unquiet Land: Stories from India's Fault Lines, 2015.
8. Thakurtha, Paranjyot, Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News, 2009.
9. Dickey, Sarah, Cinema and Urban Poor in South India, Cambridge University Press, 1993

SUGGESTED READINGS:

1. Maloney & Rubenstein, "Writing for Media, Prentice-Hall, 1980.
2. Chatterji, PC, Broadcasting in India, Sage Publications, 1991
3. Kasturi SK, Vardhaman, P Bobby, social media: Connecting the World 24x7, 2017
4. Srivastava KM, "Reporting and Editing", Sterling Publishers, 1987.
5. Gaines, William M, Investigative Journalism: Proven Strategies for Reporting the Story.


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6. Ganti, Tejaswini, Bollywood: A guide book to popular Hindi Cinema, Routledge, 2004

COURSE OUTCOMES:

At the end of the course students will be able to:

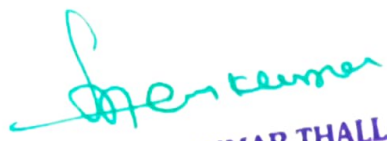
MC 293 CO1: Understand the History of Press in India

MC 293 CO2: Aware about the pioneers of Film making in India

MC 293 CO3: Create Podcasts on various issues of importance

MC 293 CO4: Understand brief outline of Television in India.

MC 293 CO5: Explain the functions of social media


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