**DSM 1: MEDIA STUDIES** **Credits: 4**

**Course Objectives:**

- To provide an overview of the different types of mass media
- To provide knowledge about the functional process of the media industry
- To provide ground for analyzing the usefulness of different media forms in the society

**Course Outcomes:**

On completion of this course, the learners will be able to-

- describe the various forms of media and their functionality
- critically analyze the media forms and their role in society
- examine how the media industry and media content shape our views

**UNIT - 1 : THE 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 - 2 : DEVELOPMENT OF MASS MEDIA**

Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era –Press, Television, Radio, Films, Advertising, Public Relations

**UNIT - 3 : TRADITIONAL FOLK MEDIA**

Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

**UNIT - 4 : PRINT MEDIA**

Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

**UNIT - 5 : AUDIO MEDIA - RADIO**

What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

**UNIT - 6 : VISUAL MEDIA: PHOTOGRAPHY**

Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

**UNIT – 7 : PHOTOJOURNALISM**

Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

**UNIT – 8 : AUDIO-VISUAL MEDIA: FILM**

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

**UNIT - 9 : AUDIO VISUAL MEDIA: TELEVISION**

Introduction to Television, Brief History of Television in India, Doordarshan

**UNIT – 10 : TELEVISION PROGRAMMES AND PRODUCTION**

Television programmes – new items, current affairs programme, Television production, Writing for Television

**UNIT – 11 : INTRODUCTION TO NEW MEDIA**

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

**UNIT-12 : REPORTING FOR MEDIA**

Concept of Reporting, The News Reporter- Qualities, Responsibilities, Basic facts about reporting

**UNIT - 13 : MEDIA CONVERGENCE**

Convergence – an introduction, Relevance of convergence in the present circumstances, Impact of convergence on conventional forms of media

**UNIT-14 :WRITING FOR RADIO PROGRAMME (PRACTICAL BASED)**

Prepare a detailed report for the preparation of a radio programme in the programme format of your choice, based on a minor research, as instructed in the unit.

**UNIT 15: FILM REVIEW (PRACTICAL BASED UNIT)**

Film review is a great way of analyzing a film by way of expressing your opinion of a movie. In this unit, learners will be required to submit a report on film reviews of any two films of their own choice. One film should be any English language film and the other should be on any Indian languages/dialects.

**Reading List :**

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press