PGDBJ (F1) 01

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY

Housefed Complex, Dispur, Guwahati-781006

Post Graduate Diploma in Broadcast Journalism

MASS COMMUNICATION & JOURNALISM

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COURSE INTRODUCTION

"The media of today as a mass communicator has not only become the most important of the 'four estates', but has even acquired the power of setting the political, socio-economic, educational and cultural agenda of the country,"
— Justice GN Ray, Chairman of the Press Council of India.

"Communication is not only a system of information, but also an integral part of education and development"
- McBride Commission Report (1978).

Our country has passed through a revolution of Mass Communication and media during the last few years and the development is set to grow more at an impressive yearly rate of 18 % in the coming years. This segment of the country's industry is expected to cross the Rs 1 trillion mark in just four years time, a joint study by the reputed organizations - FICCI-PricewaterhouseCoopers (PWC) has indicated in the first part of the year 2007. At present its worth is about Rs 437 billion.

So we see that a very high number of jobs in the media industry will be coming up in the days to come in the country and will remain so for at least another few years. The primary condition is that there should be adequately-trained personnel for taking up those challenging jobs and opportunities.

The Post Graduate Diploma in Broadcast Journalism Programme is aimed at this very end. In the 1st semester of this programme, there are four courses.

1. Mass Communication & Journalism
2. Radio-I
3. Media Studies
4. Media Laws & Ethics

Mass Communication & Journalism is the first course of this programme. This course will introduce you to the concept of communication and Mass Communication. It will be your doorway to the exciting and challenging world of Mass Communication and journalism. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that you do not find any difficulty in understanding them. We expect you to gain a thorough and comprehensive idea about Mass Communication and journalism with reference to print media after completion of this course.

The Course is divided into eight units, which are as follows –

Unit 1. COMMUNICATION

This unit introduces you to the concept of communication. We have discussed in this unit the process of communication, definition of communication, types of communication and functions of communication. Verbal, non-verbal communication, intra-personal, inter-personal, small and large group communication have been discussed in details. Also, barriers of communication have been talked about in this unit.

Unit 2. MASS COMMUNICATION

This unit describes the concept of Mass Communication. Characteristics of Mass Communication, types of Mass Communication, Mass Communication and mass media, functions of Mass Communication, evolution of Mass Communication etc have been discussed in this unit.

Unit 3. MODELS OF COMMUNICATION

In this unit we have discussed the concept and functions of models along with studying some of the important models of communication — SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schram, Gerbner, Newcombe and Gate-Keeping,

Unit 4. MEDIA SYSTEMS AND THEORIES

This unit discusses media systems and theories. Here the six normative theories – authoritarian theory, libertarian theory, social responsibility theory, soviet communist media theory, development media theory and development-participant media theory have been discussed. Also four basic media effects theories – Hypodermic needle theory, uses and gratification theory, agenda setting theory and cognitive dissonance theory have been explained in this unit.

Unit 5. NEWS

This unit introduces you to the concept, definition, classification and sources of news. It also discusses the concept of news values, objectivity and authenticity.

Unit 6. CONCEPT OF REPORTING

This unit describes the concept and process of news reporting. The qualities and responsibilities of a good reporter have also been discussed here in details.

Unit 7. TYPES OF REPORTING

This unit aims at highlighting the different types of editing – objective, interpretative and investigative. The concept of beat reporting has also been discussed. Some of the important beats have been explained in detain in this unit.

Unit 8. NEWS EDITING

In this unit you will learn about news editing. The concept and principles of news editing have been discussed in this unit. We have also discussed about the role of editors and the newsroom set up in a news organization. Photo editing has also been discussed in this unit.

POST GRADUATE DIPLOMA IN BROADCAST JOURNALISM
COURSE: I: MASS COMMUNICATION & JOURNALISM

DETAILED SYLLABUS

Unit 1. COMMUNICATION

Definition of communication, functions, verbal, non verbal communication, intra-personal, inter-personal, small and large group communication,

Unit 2. MASS COMMUNICATION

Mass Communication, characteristics of Mass Communication, types of Mass Communication, Mass Communication and mass media, Functions of Mass Communication, the professional communicator, evolution of Mass Communication

Unit 3. MODELS OF COMMUNICATION

Communication Models, concepts and functions of models, SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schram, Gerbner, Newcombe, Convergent, Gate-Keeping,

Unit 4. MEDIA SYSTEMS AND THEORIES

Media systems and theories have been dealt with in this unit. Here, the six normative theories – Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Communist Media theory, Development Media theory, Democratic Participant Media theory have been discussed.

Unit 5 . NEWS

Concept, definition, classification and sources of news, news values, objectivity and authenticity.

Unit 6. CONCEPT OF REPORTING

Concept of news reporting, qualities and responsibilities reporter, do's and don'ts of good reporting, exclusive news, scoop, breaking news.

Unit 7. TYPES OF REPORTING

Different types of editing – objective, interpretative and investigative, concept of beat reporting, reporting beats – crime, culture, political, business, sports, education, entertainment, science and technology, development, accident/ disaster.

Unit 8. NEWS EDITING

Editing, meaning, concepts and principles of news editing for print media, newsroom setup, functions at each level, news editor, photo editing, cropping and scaling, caption writing.

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STATE OPEPN UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES

POST GRADUATE DIPLOMA IN BROADCAST JOURNALISM

FIRST SEMESTER : COURSE: I: MASS COMMUNICATION & JOURNALISM

UNIT 1
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MODELS OF COMMUNICATION

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MEDIA SYSTEMS AND THEORIES

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