MMC/PGDMC - 03

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Patgaon, Rani Gate, Guwahati – 781017

FIRST SEMESTER

MASTER OF MASS COMMUNICATION

POST GRADUATE DIPLOMA IN MASS COMMUNICATION

COURSE – 03

MEDIA STUDIES

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UNIT 2 : Development of Mass Media

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UNIT 7 : Audio-Visual Media : Film

UNIT 8 : Audio-Visual Media : Television

UNIT 9 : Introduction to New Media

UNIT 10 : Media Convergence

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COURSE INTRODUCTION

In this course we are going to discuss the basic concepts on the tools of Mass Communication, i.e. media. A good and clear concept about mass media is necessary for becoming successful in handling Mass Communication. Once you complete this course, you will have developed a clear idea about the way of functioning of the different mass media along with their characteristics. It will allow you to be able to plan a media publicity campaign whenever needed.

The course is basically divided into ten units covering different aspects of media studies. In the first unit entitled, 'The Mass Media', you will be able to analyse the various aspects of mass media in the light of its importance in the life of human beings as the bridge between the masses and mass communicators. In the second unit 'Development of Mass Media', you will be introduced to the growing world of mass media in India so that you can get a fair idea of how the mass media in India has developed over the past few years. You will also be familiarized with the latest trends in the field of mass media that has changed the way the world communicates. The third unit of this course 'Traditional Folk Media', basically deals with the different aspects of traditional folk media. This is one form of media which has been gaining a lot of importance for the past few years in reaching out to the people, particularly the rural masses. In the fourth unit of the course entitled 'Print Media', you will be given an overview of the print media which is said to be the earliest form of mass media. This unit will dwell on the different types of print media, its relevance, historical overview of newspaper and also the problems and prospects of the newspaper industry. The fifth unit of the course known as 'Radio' will provide you an introduction to the definition of radio as an audio media, its characteristics, its importance as a mass medium , radio programmes etc. Sixth unit of the course entitled 'Visual Media: Photography' will enable you to develop an adequate understanding of the concept of Photography. Apart from this, different types of camera, differences between still and movie photography as well as different concepts of composition and exposure in photography will be discussed at length.

The seventh unit of the course entitled 'Audio-Visual Media : Film' deals with the concept of cinema which is one of the marvels of the modern world. The eight unit of the course 'Audio-Visual Media : Television' will provide you an insight into the nature of the television as an audio-visual medium, the history and growth of television in India and a basic understanding of Doordarshan, the country's public broadcaster.

You will be also able to discuss the different types of TV programmes with special reference to news and current affairs programmes. The ninth unit ‘Introduction to New Media’ will provide you a basic understanding of the concept of new media, the characteristics of new media and the most common vehicles of new media. The last unit of this course, i.e the tenth unit ‘Media Convergence’ will provide valuable inputs as to what convergence is all about, its relevance in today’s communication society and its impact on the old forms of media.

MASTER OF MASS COMMUNICATION

POST GRADUATE DIPLOMA IN MASS COMMUNICATION

DETAILED SYLLABUS

COURSE - 3

UNIT - 1 : THE MASS MEDIA (Marks : 10) Pages : ()

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 (Marks : 20) Pages : ()

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 (Marks : 15) Pages : ()

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

UNIT - 4 : PRINT MEDIA (Marks : 10) Pages: ()

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 : RADIO (Marks : 5) Pages : ()

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 (Marks : 10) Pages : ()

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, Writing & Editing of Captions, Shots and Camera Movements, Shot, Camera Movement

UNIT – 7 : AUDIO-VISUAL MEDIA: FILM (Marks : 10) Pages : ()

Film as a mass medium, Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Popular 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 - 8 : AUDIO VISUAL MEDIA: TELEVISION (Marks : 5) Pages : ()

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

UNIT – 9 : INTRODUCTION TO NEW MEDIA (MARKS : 10) PAGES : ()

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

UNIT - 10: MEDIA CONVERGENCE (Marks : 5) Pages : ()

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