DJMC/DAJ - 03

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY

Housefed Complex, Dispur, Guwahati-781006

Diploma in Journalism & Mass Communication

COURSE – 3

ELECTRONIC MEDIA

CONTENTS

Unit- I : Radio
Unit -II : Television
Unit -III : Photography
Unit-IV : New Media
Unit -V : Computer in Mass Communication
Unit-VI : Film Studies

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COURSE INTRODUCTION

By now you must have already become familiar with the broad concept of mass communication. You have also learnt what 'Audio media' is, and 'Audio Visual media' are. After having been introduced to the concept of 'mass communication' and 'mass media' you might have also learnt which form of communication is termed as mass communication and which devices should be considered as mass media. Here let us try to refresh what we have already learnt. Is telephone a mass medium? The answer is no, because there is only one person at each end of the line and the audience is not large and diverse. Is 'Radio' a mass communication media or broadcasting a mass communication? The answer is 'yes', because it fulfills all the conditions that we have already mentioned in the previous chapter.

Broadcasting plays an important part in the communication process which is essential to development. Today we live in the age of mass communication. Our society is deeply dependent on media that could not have been foreseen even at the beginning of the present century. This dependency is both personal and social. Try to imagine what your life would be like without television, newspaper, radio, magazines, and books. Gone would be the incredible flow of information and entertainment they provide. Popular music, drama, sports events, news coverage – the list is almost endless. We are all aware of the power of the media in modern life and how they influence us all. We need to understand fully what our media are like, how they operate, what influences they create, and how much control we actually have over them. Obviously, these are complex questions for which there are no quick and easy answers.

The programme on Diploma in Journalism and Mass Communication includes a course on Electronic Media (Course III) consisting of six units as follows :

Unit I – Radio
Unit II – Television
Unit III – Photography
Unit IV – New Media
Unit V – Computer in Mass Communication
Unit VI – Film Studies

There are a number section in each of units to provide a detailed account of the Electronic Media which has assumed significant importance in terms of its reach and access to the viewers. In this course we are going to discuss Electronic Media and New Media.

UNIT- I : RADIO

This unit provides you with an introduction to the definition of radio, its characteristics ,its importance as a mass medium, the history and the growth of radio as a whole in general and in India in particular, its impact, the growth and development of All India Radio, its objective, the concept of community radio, FM radio etc.

UNIT -II : TELEVISION

Television is one of the most popular mass media of the world. So, in this unit we are going to discuss the characteristics of TV, impact and reach of TV, audience, news & programme contents, growth of television in India etc.

UNIT -III : PHOTOGRAPHY

After a thorough study of this unit you will have developed an adequate understanding of the concept of Photography. Here we will discuss various types of camera and the differences between the still and movie photography. We will also discuss the different concepts of composition and exposure in photography with all its characteristics and aspects.

UNIT-IV : NEW MEDIA

In this unit we will discuss the advent of computers and Internet and how the evolution of these two has revolutionized the human world by affecting our life in every way.

UNIT -V : COMPUTER IN MASS COMMUNICATION

In this unit we will discuss the other aspects of computer and the Internet. How computer and internet are used in the field of mass communication and media, what is online journalism or internet edition of news papers etc. These are some of the topics which will be the thrust of our discussion here.

UNIT-VI : FILM STUDIES

Being one of the oldest media of mass communication the importance of film can not be over emphasized. Hence, we will deal with this important media and its various aspects in this unit.

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE : III

ELECTRONIC MEDIA

DETAILED SYLLABUS

UNIT- I : RADIO

What is radio, History, the beginning of radio, Growth & development, Characteristics of Radio, Growth of Radio in India, Issue of autonomy, Radio Contents, Classification of programmes, Various radio programmes, Assamese programme in radio, the elementary knowledge of radio productions.

UNIT -II : TELEVISION

Characteristics of TV, impact and reach of TV, audience, news & program contents, growth of television in India, TV as a mass medium, Doordarshan, proposed Broadcasting Authority, Assamese programmes in Television.

UNIT -III: PHOTOGRAPHY

Concept of photography, Types of Camera, Introduction to Still and movie photography, Compose and expose, Writing and editing captions for still photography, Shots and Camera movement for movie, photo journalism in Assam.

UNIT-IV : NEW MEDIA

Concept of New Media, computer revolution and Internet in India, their application in the media business - (reporting, editing, lay out & design, printing, photo journalism), information overload, Impact of new media

UNIT -V : COMPUTER IN MASS COMMUNICATION

Use of Computer in Mass media, Online newspapers, internet editions, growth of cyber newspaper, characteristics, differences & similarities with other media

UNIT-VI : FILM STUDIES

Film as a mass medium, characteristics, audience, impact, film as an industry, art and popular movie, Concept Film Appreciation, Film in India, With special reference to Assamese, a few important film makers of India, (Dada Saheb Phalke, Satyajit Ray, Jyotiprasad Agarawala, Dr. Bhabendranath Saikia). Central Board of Film Certification (CBFC), Concept of documentaries,

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