DJMC - 01

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY

Housefed Complex, Dispur, Guwahati - 781 006

Diploma in Journalism & Mass Communication

COURSE – 1

INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

CONTENTS

UNIT - 1: COMMUNICATION

UNIT - 2: COMMUNICATION MODELS AND THEORIES

UNIT - 3: HISTORY OF PRINT MEDIA

UNIT - 4: NEWS

UNIT - 5: REPORTING

UNIT - 6: EDITING

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DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE: I

INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

DETAILED SYLLABUS

UNIT - 1: COMMUNICATION

Concept of Communication, Functions of Communication, Types of Communication, Verbal, non verbal communication, Types of communication based on the number of persons involved, Mass communication, Characteristics of Mass Communication, Types of Mass Communication, Mass Media and Mass Audience.

UNIT - 2: COMMUNICATION MODELS AND THEORIES

Concept and Functions of Model, Some Important Models of Communication, SMR Model, SMCR Model, Shannon and Weaver's Model, Westley and Maclean's Model, Normative Theories

UNIT - 3: HISTORY OF PRINT MEDIA

Evolution of Print Media in India, First phase — 1780 – 1900, Second Phase – 1901 – 1947, Third Phase – 1948 – 2008, Indian Language News Media, Variety and Availability, Growth of magazine sector, Factors responsible for the growth of print media, Print Media in Assam since 1846, A Historical Overview

UNIT - 4: NEWS

Concept of News, Definition of News, Types of News, Sources of News , News Writing , Structure of a News Story, The Inverted Pyramid style, How to Write the Copy , Objectivity, impartially and authenticity of news

UNIT - 5: REPORTING

Concept of Reporting, Different types of Reporting – Investigative, Interpretative, Reporting beats, Importance of background research

UNIT - 6: EDITING

Meaning and Concept of Editing, Newsroom / Newsdesk set up, Deadline, Headlines, Layout

COURSE INTRODUCTION

In this course we are going to discuss the basic concepts of Mass Communication and Journalism. The course is divided into six units, which are as follows –

UNIT - 1: COMMUNICATION

In this unit we will introduce to you the concept of communication in general and mass communication in particular. Now, even though the process of communication seems to be a simple activity yet it may become difficult and complicated at times.

UNIT - 2: COMMUNICATION MODELS AND THEORIES

This unit deals with the models and theories of communication. A model is an abstracted representation of a reality. A good model comes as close to reality as possible and it discusses and explains the reality as clearly as possible.

UNIT - 3: HISTORY OF PRINT MEDIA

In order to develop a better understanding of the subject, it is necessary to study the past contributions of the media and its journey to the present status. This unit will give an in-depth look into this aspect.

UNIT - 4: NEWS

The main topic of discussion of this unit is news. News is something new, interesting and relevant for the majority of the people in a society. It must have the capacity to influence a large number of people in the country or anywhere around the world to qualify to be called news in the true sense of the term.

UNIT - 5: REPORTING

In this unit you will be acquainted with Reporting as an important part of Journalism. A reporter's job is to file report of an event that is newsworthy. The reporting of such an event in a newspaper deals with facts. This unit aims at introducing the various aspects of news reporting such as the concept of reporting, types of reporting, reporting beats and importance of background research for a reporter.

UNIT - 6: EDITING

Editing is another important segment of news production. It is the final stage of processing and packaging the news for delivery to the target audience. In this unit we shall introduce you to the concept of news editing.

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SCHOOL OF PROFESSIONAL STUDIES

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COURSE – 1

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