

GARGI COLLEGE : SIRI FORT ROAD : NEW DELHI
ADD ON COURSE
MASS COMMUNICATION
COURSE CONTENT

Course Objective:

To enable the students to understand the concept, scope and significance of Mass Communication.

To familiarize students with media studies and provide them an opportunity for them to pursue their areas of interest.

1 Introduction to Mass Communication:

Mass Communication :- Meaning & Purpose/ Scope & Relevance.
Models of Mass communication,

2. Language of Mass Communication and Writing for the Media:

Language and writing skills – vocabulary and spellings, figure of speech,
Fundamentals of good writing

Newspaper: News Reporting – what is news, news value, sources of news, types of news reporting.
Principles of writing news stories, articles, opinion and editorial writing for different Print Media.
Editing .
Reporting

3. Radio :

History of Radio
Radio News/Programme. Writing and editing Radio scripts
Web based radio transmission
Visit to the radios station

4. Television :

History of TV
News/Programme, TV anchoring, techniques of holding interviews, group discussions and making presentations, preparation of scripts for selected television programmes.
Web based TV

Visit to the studio

5. Advertising:

Meaning and definition of Advertising
Distinction between Advertising & Publicity
Advertisement Media – Print, electronic and others and their effectiveness.
Impact – a tool for Socio-economic and cultural revolution.
The Ethical Dimensions of Advertising -- manipulation, distortion, confusion and exploitation.
What is PR

6. Cybermedia:

Challenges and opportunities of convergence of **mass** communication and information technology.

Convergence

News portals and related websites

New Media:How to write for the new media, create a blog

Writing a blog

Editing a blog

7. Film studies and Introduction to Photography:

History of Films

Film language

Film components: overview

Mobile Filming

8. Media Ethics and Press Laws :

What are ethics?

Issue of responsibility of the Press,

Accountability of Journalists and Publishers ,

Press Laws and the issue of the Freedom of the Press

and its control –Law of Libel and Defamation , Contempt of Court and Self Regulation -- the Press Council of India.

9. Practical Application including Examination

Working with Social Media/Twitter

Working with Photography

Making a video

AC : Abhay

MJC : Meenakshi

DC : Divyoshri

SA : Sakshi

Suggested Reading Books :

- 1 Communication for Development in the Third World; Theory and Practice for Empowerment—Srinivas, R Melkote, HLeslie, Steevans Sage Publications
 - 2 Mass Communication in India, Kewel J.Kumar, Jaico, 2001
 - 3 Developing Communication Skills -- Krishna Mohan and Meera Banerji
 - 4 Mass Media in National Development by Schramm, Wilbur
 - 5 Communication & Integrated rural development by J.S.Yadav.(IMC)
 - 6 A Manual of Development Journalism by Alan Chalkely (Press Institute Of India.
 - 7 Communication & Social Development in India- Kappuswami Writing for the Media
 - 8 The craft of copywriting ; June .A. Vailadaras, Response Books Sage Publications
 - 9 Here is the News—Reporting for Media, Rangaswami Parthasarthy, Sterling Publications,1994
 - 10 News Reporting and Editing; Sterling Publishers,1987
 - 11 News Writing & Reporting for Today's Media by Bruce D.Itule & Douglas A.Anderson.
 - 12 A Handbook of Modern Newspaper Editing & Production; F W Hodgson; Focal Press 1987
 - 13 The Radio Handbook, Carole Fleming, Routledge 2002
 - 14 AIR Style Book, New Delhi, 1991
 - 15 Television in India; Changes and Challenges; Gopal Saxena. Vikas Publishing1996
 - 16 Television and social change in rural India; Kirk Johnson, Sage Publications.
 - 17 Before the Headlines—A Handbook of TV Journalism, CP Singh, Macmillan, 1999
 - 18 Broadcasting and the People; Mehra Masani (National Book Trust)
 - 19 Magazine Editing & Production by J. William Cleck & Russell N.Bard WCB Brown & Benchmark – 1994.
- Advertising
- 20 Advertising: Theory & Practice by CH Sandage & Vernon, Fry Eurger.
 - 21 Advertising by Maurice Mandell. (Prentice Hall)
 - 22 Image Journeys;- Audio Visual Media and Cultural Change in India;- Christine Brosius & Melissa Butcher, Sage Publications;
- Cyber Media
- 23 Journalism in the 21st Century; Online Information, Electronic Databases and the News—Tom Koth, Adamantive Press Ltd
 24. Introduction to Information Technology; Turban, Rainer, Potter, John Wiley Publications 2001
 - 25 Online Journalism, Jim Hall, Pluto, 2001
 - 26 Web Production (11 Edition) Jason Whitmaker, Routledge,2001
- Mass Communication of Conflict
- 27 Refence Reporting in India; The communication gap; VC Natrajan and AK Chakraborty; Trishul publications 1995
 - 28 The Kargil Conflict and the Role of the Indian Media ;Ajai K Rai, (Institute of Defence Studies and analyses)
- Media Ethics and Press Laws
- 29 The Press -- M.Chalapati Rao (National Book Trust)
 - 30 Press Laws- D.D. Basu (Prentice Hall)