

**OBJECTIVES:** To enable the students to

- Acquire a general and comprehensive view of the media in the country
- Develop a comprehensive idea about the process of communication and the media organization in the country
- Understand the origin and growth of mass media in the world and India in particular
- Gain basic knowledge of journalism and its principles

**COURSE:**

**UNIT – I :** Introduction to Journalism and Mass Communication- Definition, kinds of journalism, kinds of newspapers, News- components of news, journalist- Qualities of journalist, Mass Communication- Tools and functions of mass media, History of Journalism, History Indian Press & Press since independence.

**UNIT – II :** Communication and Types of Communication- Meaning and needs for communication, communication as process, purpose of communication, types of communication, personal communication, group communication, mass communication, mass-linear communication.

**UNIT – III :** Group Communication and Mass Communication- Definitions, size of the group, characteristics of a group, types of groups, distinction between formal and informal groups, effective group performance, advantages and disadvantages of group communication, Various media; electronic media, audio system, visual system, advantages and disadvantages of visual aids.

**UNIT – IV :** Impact of Mass Media on Society: Impact of newspapers on public opinion, Impact of advertisements, Impact of Television, Impact of films on the attitudes, beliefs and opinions, What is Yellow Journalism and its effects.

**UNIT – V :** Different Media Organization and Committees: Press Council, Joshi Working Group, Registrar of Newspaper of India, Chanda Committee, Varghese Committee, DAVP, PIB and NAM Media.

**REFERENCES:**

1. Theory and Practice of Journalism- B.N Ahuja, Surjeet Publishers, Delhi (1988)
2. Media Communications Vol I- Ved Prakash Gandhi, Kanishka Publishers, New Delhi (1995)
3. Communication- C.S. Rayudu, Himalaya Publishing House, Mumbai (2003)

