

UNIVERSITY OF LADAKH



SYLLABUS
OF
THE FOUNDATION COURSE
OF

Media and Communication

(UNDER NEP – 2020)

(Implemented w.e.f Academic Session 2023-24)

UNIVERSITY OF LADAKH

SYLLABUS OF THE FOUNDATION/INTRODUCTORY COURSE IN MASS COMMUNICATION & JOURNALISM

UNDER NATIONAL EDUCATION POLICY - 2020

(Session 2023-2024)

Semester – I

Credit – 4

Max Marks – 100

Course Title: Introduction to Mass Media –I

Course Code: MCM-MC-101-M

Objective:

This course is the foundation course for Mass Communication and Journalism. Its primary purposes are to sharpen the news judgment and to improve student's skills as a reporter, writer and editor. This course would expose the students to the basic concept of communication and understand learn and practice communication skills. The course would also help learn the fundamentals of Journalism and develop journalistic skills involved in news writing and news analysis. Apart from this, the students would be introduced to basic photography skills and parts of camera. In this course students will learn strategies that they will use in deciding what news is, how to prioritize the various elements in a news story and how to communicate that story precisely and correctly. Another aim is to give students considering careers in journalism and media the introductory researching, communicating, writing and editing skills that are a foundation for successful newsgathering and dissemination.

Unit – 1: Introduction to Communication

- 1.1. Definition, needs and importance of Communication, meaning and definition of Mass Communication.
- 1.2. History and evolution of mass Communication (ancient, Gutenberg till internet)
- 1.3. Types of Communication: Verbal and Non Verbal
- 1.4. Levels of communication (Extra-personal communication, Interpersonal communication, Intrapersonal communication, Organizational communication, grapevine communication, Mass communication)
- 1.5. Process of Communication, Listening process, Barriers to Communication

Unit – 2: Introduction to Journalism

- 2.1 Concept and Role of Journalism
- 2.2 Defining news, types of news and News Values
- 2.3 Structure of News, Components of a news story (The Headline, Lead, Backup Quote, Attribution, Reaction, Background, Ending).
- 2.4 Leads types: (Summary, punch, contrast, anecdotal, descriptive, question, quotation, staccato lead).

Unit – 3: Introduction to Photography

- 3.1 Evolution & development of photography
- 3.2 Construction and types of Camera
- 3.3 Functioning of Camera:- ISO, Aperture, Shutter speed, white balance
- 3.4 Kinds of photography

Unit – 4: New Media

- 4.1 Definition and Concept
- 4.2 History of new media- Internet and emergence of social media)
- 4.3 Features of new media- Fundamentals of digital communication
- 4.4 Advantages and Disadvantages of Digital Communication

Unit – 5: Practical

- 5.1 Public speaking, group discussion
- 5.2 Hard news writing, news analysis,
- 5.3 Analyses of published photographs.
- 5.4 Basic photography skills
- 5.5 Typing in word, creating Pdf, writing emails, creating PowerPoint presentation, working on data tools etc.

References:

Essential Readings –

1. Keval J Kumar, Mass Communication in India
2. Seema Hassan, Mass communication: Principles and concepts
3. VirBala Aggarwal and VS Gupta, Handbook of Journalism and Mass communication
4. Shaikh Javad An Introduction to Mass Communication and Journalism
5. Micheal Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press
6. Steve Edwards, (2006), Photography: A Very Short Introduction, Oxford University Press.
7. Christopher Pinney, (1997), Camera Indica: The Social Life of Indian Photographs, The University of Chicago Press

Suggested Readings –

1. Shaikh Javad An Introduction to Mass Communication and Journalism
2. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006)
3. Steve Edwards, (2006), Photography: A very short introduction, Oxford University Press
4. Sohini Ghosh, inner and outer worlds of emergent Television Cultures, in No limits: Media Studies from India Ed. Ravi Sundaram, New Delhi: Oxford (2013)
5. McQuailD.(2003). Mass Communication Theory: An Introduction. Vistaar Publications, New Delhi
6. Baran, S. J. & Davis, D. K. (2012).Introduction to Mass Communication Theory: Foundations, Ferment and Future, 5th Indian Edition. Cengage Learning.
7. Narula, U. (2006), Handbook of Communication. Atlantic Publishers
8. DeFleur, M.L & Rokeach, S. (1989). Theories of Mass Communication. Longman
9. Michael Langford, EfthimiaBillisi, (2010), Langford's Advanced Photography, Focal Press.
10. Barbara Upton, John Upton, (1989), Photography. Harper Collins

Syllabus of the foundation Course of Media and Communication II under NEP-2020

Semester – II

Credit – 4

Max Marks – 100

Course Title: Introduction to Mass Media – II

Course Code: MCM-MC-201-M

Objective:

Mass communication and journalism is concerned with the collection and dissemination of news through print media as well as electronic media. The course would help to develop critical thinking about the media and its processes. It would enhance learning different formats of radio and television as well as broadcasting skills. The course would give a briefing of theoretical and practical aspects and provide students with contemporary knowledge to face the challenges experienced by the media, communication and public relations industry. The study would familiarize students to the Fundamental concepts in Public Relations and Advertising, their Importance, Functions and Applications.

Unit – 1: Radio and TV Production

- 1.1. Concept and definition of Mass Media and tools
- 1.2. Evolution of Radio and TV in India
- 1.3. Different types of radio format and scripts: Public Service Announcements, Advertisements and Jingles.
- 1.4. Elements of a TV news story: gathering, writing, reporting, Editing
- 1.5. Radio/Television Anchoring: broadcast skills- flow, modulation, Piece to camera, voice over.

Unit – 2: Advertisement

- 2.1 Advertising: Concept and definition
- 2.2 Types of Advertising
- 2.3 Models: AIDA, Hierarchy of Effects
- 2.4 Diffusion of Innovation Model

Unit – 3: Public Relations

- 3.1 Public Relations - Concept and Definition
- 3.2 Principles of Public Relations
- 3.3 functions of Public Relations
- 3.4 PR Tools
- 3.5 Internal and External Public Relations

Unit – 4: Media Ethics

- 4.1 Fundamental Rights
- 4.2 Article 19(1)-Freedom of Speech and Expression
- 4.3 19 (2)- Reasonable Restriction
- 4.4 Ethical Journalism (objectivity, truth, accuracy, fairness, unbiased)

Unit – 5: Practical

- 5.1 Radio advertisement, PSA.
- 5.2 Writing Press release, press briefing
- 5.3 Developing advertisements.
- 5.4 Article 19 (1) and 19 (2) case study
- 5.5 TV Commercials

Essential Readings –

1. David Ogilvy, Ogilvy on Advertsing, Pan/Prion Books
2. Health Robert L, Handbook of PR, Sage Publications
3. Chunawalla Advertising Theory and practice, Himalaya Publishing House.
4. Cutlip S.M. and Center A,H, Effective PR, Prentice Hall
5. Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
6. Pierre A. Kandorfer; Digital Video Production Handbook (Xlibris)
7. Gerald Millerson, Jim Owens; Video Production Handbook, (Focal, 4th ed.)

Suggested Readings –

8. Kaul J.M, Noya Prakash, PR, Calcutta
9. Frank Jefkins, Advertising Made Simpe, Rupa and Co
10. P. C. Chatterjee, Broadcasting in Inda, New Delhi, Sage (1987)
11. The Radio Handbook by Carol Fleming, Rout Ledge (London and New York 2002)
12. ParthsarthyRangaswamy, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989)
13. Das Biswajet, “Mediating Modernity: Colonial discourse and Radio Broadcasting in India,”
Communication Process Vol 1: Media and Mediation, B, Bel, B. Das, J. Brower, VibodhParthsarathi (Sage 2005)
14. Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rdedition. India: Sage
15. Bovee&Arens. Contemporary Advertising. USA: Irwin.
16. Chunawala&Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
17. Dennison, Dell (2006). The Advertising Handbook. India: Jaico
18. Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
19. Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
20. Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd
21. Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd
22. Steve Dawkins, Ian Wynd; Video Production: Putting Theory Into Practice (Palgrave Macmillan, 2010).
23. Jay Rose; Producing Great Sound for Film and Video: Expert Tips from Preproduction I Final Mix, (Focal Press, 2014).
24. Goodman, R.M, Mograt P.: Editing Digital Video: The Complete Creative and Technical Guide, (McGraw-Hill Education, 2003).
25. VasukiBelavadi; Video Production. (OUP: New Delhi, 2013