

PCEMA20 - MASS COMMUNICATION AND JOURNALISM

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEMA20	Mass Communication And Journalism	Theory	Core	5	4	100

Course Objective

To introduce the broad field of mass communication and journalism to students including the models, theories and ethics in the field of media

Course Outcomes (CO)

The learners will be able to

CO1: Review the Basics of Communication and Mass Culture.

CO2: Analyze and Understand the Western Models and Theories of Communication.

CO3: Acquiring Knowledge about the inception of Journalism.

CO4: Analyse the Journalistic Values and Various News Paper Organizations.

CO5: Evaluate the Concept of Journalistic Writing and Editing.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H

CO5	H	H	H	M	H	H
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(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Communication Basics

(15 Hours)

- 1.1 Communication, Need of Communication (K1, K2)
- 1.2 Functions of Communication, Levels of Communication, Patterns of Communication (K1, K2, K3)
- 1.3 The Mass concept, Mass Communication process, the Mass Audience (K1, K2, K3, K4)
- 1.4 Mass Culture and popular culture (K3, K4)
- 1.5 Barriers of Communication (K3, K4, K5)
- 1.6 Media democracy (K5, K6)

Unit II: Models of Communication

(15 Hours)

- 2.1 Transmission model, Ritual or Expressive model (K1, K2)
- 2.2 Publicity model., Reception model, Lass well Model (K1, K2, K3)
- 2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)
- 2.4 Two Steps flow model, Westley and Maclean model (K3, K4, K5)
- 2.5 Agenda Setting model, Spiral of Silence model (K3, K4, K5, K6)
- 2.6 Indian theories of communication (K4, K5, K6)

Unit III: Basics of Journalism

(15 Hours)

- 3.1 Basics of writing and editing (K1, K2)
- 3.2 News values. (K1, K2, K3)
- 3.3 Sources of news and confidentiality (K2, K3, K4)
- 3.4 Makeup, Newspaper organisation (K2, K3, K4)
- 3.5 Press council (K3, K4, K5, K6)
- 3.6 Press commission (K4, K5, K6)

Unit IV: Journalistic Principles

(15 Hours)

- 4.1 Journalism and the concept of news (K1, K2)
- 4.2 Journalism principles(K1, K2, K3)
- 4.3 Brief history of press in the world, India and Tamilnadu (K2, K3, K4)
- 4.4 Online Journalism (K2, K4)
- 4.5 Tabloid Journalism (K2, K4, K5, K6)
- 4.6 Yellow Journalism (K3, K4, K5, K6)

Unit V: Journalistic Skills**(15 Hours)**

- 5.1 Art of writing a newspaper story (K1, K2, K3)
- 5.2 Inverted pyramid style (K2, K3, K4)
- 5.3 Feature writing (K1, K3, K4, K5)
- 5.4 Qualities of a Reporter, (K2, K3, K4)
- 5.5 Role of Editor (K2, K4, K5, K6)
- 5.6 Copy flow, Proof reading (K4, K5, K6)

Books for Study and Reference:

- 1. Mc Quail Denis – Mass Communication Theory 5th Edition
- 2. Keval J Kumar – Mass Communication in India 3rd Edition – Jaico publication 1982
- 3. Arthur Asa Berger- Essentials of Mass Communication Theory- Sage Publication 2000
- 4. Alfred Laurence Lorenz John Vivian– News Reporting and Writing– Pearson education – 2005.
- 5. D.S. Mehta – Mass Communication and Journalism in India– Allied Publication- 2003
- 6. T Rejshekar – Journalism Ethics and Objectives - Sonali Publication – 2009
- 7. Rangaswamy Parthasarthy – Journalism in India – Sterling Publication - Delhi – 2005
- 8. Ahuja B.N. - Concise Course In Reporting For Newspaper Magazine Radio And television – Surjeet Publication, Delhi - 1988

Web Reference:

Communicationtheory.org

