

4th SEMESTER
DISCIPLINE SPECIFIC COURSE (CORE-4)

MCV420C: MASS COMMUNICATION & VIDEO PRODUCTION: PRINT AND ELECTRONIC MEDIA

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Outcomes

- *The course will give students an overview of various mass medium, their evolution, and their role in the contemporary societies.*

UNIT 1

- Print Media in India- an overview
- Origin of press in India-introduction
- The Indian press and freedom movement
- Social political and economic issues before independence and the Indian press
- Press Laws-Freedom of speech and expression, Article 19 (a) and (2) responsible restrictions, Right to Information
- Prasar Bharati Act-salient features

UNIT 2

- Concepts and definitions of news in Print Media
- News story: elements, values and sources
- News language and journalese
- Principles of beat reporting
- Covering beats: Politics, crime
- Specialised reporting: education, travel and sports

UNIT 3

- Electronic Media in India- an overview
- Development of TV as a medium of mass communication
- Historical perspective of TV in India

UNIT 4

- Media and Culture-an introduction
- Stereotypes
- Media and Globalization
- Media as change agent
- Media functions in a democratic society
- Social controls on the media

PRACTICAL (2 CREDITS; 60 HOURS; 30 MARKS)

BASED ON ALL THE FOUR UNITS OF THEORY COURSE