ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

# II SEMESTER JOURNALISM & MASS COMMUNICATION Time:6hrs/week

JMC-Mi1-2801(4) **HISTORY OF MASS MEDIA**  Marks:100

w.e.f AK 2023-2024 (Admitted batch)

**I. COURSE OBJECTIVES:**

1. To understand the myriad facets of Journalism in the world

2. To acquire clear perspective about the historicity associated with the subject.

3. To understand the subject at international, national and regional level.

4. To comprehend the basic terminologies.

5. To identify the role of Press in pre-Independent India.

**II. SYLLABUS**

**UNIT I: INTRODUCTION TO MASS MEDIA**

1. Mass Media: definition

2. Functions and characteristics

3. Types of mass media: professions

4. Journalism, PR and advertising

**UNIT II: HISTORY OF PRINT MEDIA**

1. Print Media: history of printing

2. Indian print media

3. Growth & language media

4. Telugu print media: growth and trends

**UNIT III: HISTORY OF BROADCAST MEDIA**

1. Broadcasting: history of broadcasting

2. Growth and regional radio and TV

3. Broadcasting in Telugu

4. growth and trends

**UNIT IV: HISTORY OF MOTION PICTURES**

1. Motion pictures: history of motion pictures

2. Indian motion pictures

3. Growth and regional cinema

4. Telugu motion pictures; growth and trends

**UNIT V: HISTORY OF DIGITAL MEDIA**

1. Digital and online media: history of digital and online media

2. Digital and online media in India

3. Growth and trends

4. Digital and online media in Telugu 1. Understand the roots of Journalism in different countries

5. Understand the history of Journalism in India and famous newspapers by freedom fighters and social reformers.

5. Evaluate the role of press in the country

7. Analyse the role of press during pre and post independent India

8. Understand the basic terminologies of newspaper and present trends of journalism.

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**IV. REFERENCE BOOKS:**

1. Siebert, Peterson and Schramm. (1978). Four Theories of the Press. University of Illinois

Press, USA.

2. Jeffery, Robin.(2000). India’s Newspaper Revolution. OxfordUniversity Press, New Delhi.

3. Parthasarthy, Rangaswami. (1989). Journalism in India. Sterling Publications Pvt. Ltd. New Delhi.

4. Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.

5. Venkatramiah, Jus. E.S. (1987). Freedom of the Press- Some Recent Trends. B.R. Publications, Delhi.

6. Dash, A. (2010). Basic Concept of Journalism. Discovery Publishers, New Delhi.

7. R. AnandSekhar. Journalism Charithravyavastha

8. S. C. Bhatt (1999): Indian press since1955. New Delhi, Publication Division 9. Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.

10. Keval J Kumar. Mass communication in India. New Delhi: Jaico publications

**V. CO-CURRICULAR ACTIVITIES:**

1. Project on Current scenario of the press.

2. Flowchart of newspapers in chronological order

3. Pictorial presentation of freedom fighters, social reformers and their newspapers.

4. Deconstructing the parts of newspaper.

5. Working on the theories of press with case studies.

**III. COURSE OUTCOMES:**

On the completion of this course, the student will be able to:

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