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**(A) Objectives**

The purpose of the course is to introduce the students to the profession of Journalism and its management. By the end of the course the students will be conversant with i) what are news and features the basic areas in reporting and various types of features. They will also be able to identify news values and the essentials of recognizing a good feature ii) the process of management overviews of media industry in India their membership pattern.

**(B) Mode of Instruction**

Lectures including expert lectures Tests assignments and class room participation should be given due space during the course of instruction.

**Maximum Marks and Time Allowed**

The maximum marks for the paper will be 100 and the time allowed will be 3 hours.

The syllabus is as follows: **Journalism and Mass Communication**

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- Basics of TV script writing techniques
- Basic production process pre production production post production
- Above the line and below the line function

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- Basic camera shots angles
- Language of camera move ment static camera move ments and moving camera movements
- Camera composition and camera perspective
- Basic language of vision mixing

**A B A A**

A 3 minute classroom presentation on a current topic related to mass communication

Preparing a report on the functions being performed by any one mass media of your choice  
The report of about 1000 words should be based on observation and analysis of mass media messages

Identification of camera shots and angles used in a tv programme of three minute duration of your choice

Choose a 3 minute clip of a tv programme and identify i the compositions of shots based on principles of compositions and ii the transitions used

**A A**

- Hohenberg John January *Mass Communication* Holt Rinehart and Winston London
- Barnouw Erik *Mass Communication* Oxford University Press New York
- Thomas Sunny *Introduction to Mass Communication* Vision Books Ltd N D
- Lee Richardson *Mass Communication* N Y Appleton Century Croft
- Deniel Ketz et al *Mass Communication* N Y Holt
- Kohli Vanita *Mass Communication* Sage
- Ganaratne Shelton *Mass Communication* Sage
- Marie Perle *Mass Communication* Penguin Books

**A A A**

- Cohen Akilia A *Mass Communication* SAGE New Delhi
- Shrivastava K M *Mass Communication* New Delhi
- De Sola Pool *Mass Communication* Ithiel ed Rand McNally College Publishing Co Chicago
- McManus John *Mass Communication* Iowa State Press
- Underwood Doug *Mass Communication* Columbia University Press