

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

COURSE STRUCTURE AND SYLLABI

BHUPEN HAZARIKA SCHOOL OF MASS COMMUNICATION

Programme Structure

The DJMC Programme is a one year programme and consists of four courses. Each of the four courses consists of 6 units each.

DETAILED SYLLABI

COURSE – 01 : INTRODUCTION TO MASS COMMUNICATION AND JOURNALISM

UNIT - 1: Communication

Concept of Communication; Functions of Communication; Types of Communication- Verbal, non verbal communication, Types of communication based on the number of persons involved; Mass communication- Characteristics of Mass Communication, Types of Mass Communication, Mass Media and Mass Audience

UNIT - 2: Communication Models and Theories

Concept and Functions of Model; Some Important Models of Communication - SMR Model, SMCR Model, Shannon and Weaver's Model, Westley and Maclean's Model; Normative Theories

UNIT - 3: History of Print Media

Evolution of Print Media in India, First phase : 1780 – 1900 ; Second Phase : 1901 – 1947; Third Phase : 1948 – 2008; Indian Language News Media, Variety and Availability, Growth of magazine sector, Factors responsible for the growth of print media; Print Media in Assam since 1846, A Historical Overview

UNIT - 4: News

Concept of News - Definition of News, Types of News, Sources of News ; News Writing - Structure of a News Story, The Inverted Pyramid style, How to Write the Copy ; Objectivity, impartiality and authenticity of news

UNIT - 5: Reporting

Concept of Reporting; Different types of Reporting – Investigative, Interpretative; Reporting beats; Importance of background research

UNIT - 6: Editing

Meaning and Concept of Editing; Newsroom / Newsdesk set up- Functions; Headlines- Types of Headline; Layout; Deadline; Library and Reference Section

COURSE – 02 : ADVERTISING AND PUBLIC RELATIONS

UNIT -1 : Concept of Advertising

Advertising - concept, objectives and functions of advertising, classification of advertising, various parts of an advertisement.

UNIT -2: Advertising and Publicity

Publicity and propaganda, advertising media, advertising for print, radio and TV, Advertising Standards Council of India (ASCI).

UNIT -3 : Advertising Agency

Advertising agency, Organizational set up of an ideal advertising agency, different types of agencies, Media buying, Advertising manager.

UNIT- 4 : Concept of PR

Definition of PR , objectives and functions, growth and development; PR target audience and publics of PR – internal, external, Corporate Social Responsibility (CSR).

UNIT 5. PR and Organization

Qualities, duties and responsibilities of a PRO, PR set up in an organization, Public Relations Society of India (PRSI)

UNIT 6. Methods and Tools of PR

PR tools, Press Conference, Press Release, Press Note, Press Communiqué, Backgrounder, Rejoinders, Press briefing, House Journal

COURSE – 03 : ELECTRONIC MEDIA

UNIT – 1 : Radio

What is radio : Definition and Etymology; Characteristics of Radio – Characteristics , Radio as Mass Media, Impact of Radio; History of Radio Broadcasting- The Beginning of Radio, Growth of radio in India, FM and Community Radio; Radio Contents – Classification of Programmes, Various Radio Programmes, Assamese Programme in Radio ; Elementary knowledge of radio productions

Unit – 2 : Television

Introduction to the television medium; Brief history of television in India; Doordarshan; Television Programmes – News Items, Current Affairs Programme; Television Production

Unit- 3 : Photography

Concept of Photography : Photography – Basic Idea, Beginning of Photography, Still Photography, Technical concepts of Photography; Types of Camera- Types, Parts of a still camera, Movie camera; Writing & Editing of Captions; Shots and Camera Movements- Shot, Camera movement

Unit – 4 : New Media

Concept of New Media – The meaning of new media, Characteristics of new media , New media Vs Interpersonal and Mass Communication, Fundamental characteristics of the new media; Computer Revolution and Internet in India – History and growth of computers, The internet, History and growth of internet, Internet and the concept of global village, Convergence and the new media ; Impact of new media and information overload

Unit- 5 : Computer and Mass Communicatio

Use of computer in mass media- Use of computer in media, Application of internet in media business; Online Newspapers- Internet editions, Growth of cyber newspaper, Characteristics of cyber newspapers; Comparison with other media- Differences, Similarities ; Audience of New Media

Unit- 6 : Film Studies

Film as a mass medium- Characteristics, Audience of film, Impact of film on audience, Film as an industry, Art and commercial movie, Concept of film appreciation ; Film in India- Regional Cinema, Assamese film, A few important film makers of India ; Central Board of Film Certification; Concept of Documentaries

COURSE – 04 : MEDIA LAWS AND ETHICS

Unit -1 : Constitutional Rights

Concept of Fundamental Rights- Types of fundamental rights, Fundamental rights under the Constitution of India; Concept of Freedom of Speech and Expression – Constitutional Guarantees and Limitations; Concept of Directive Principles of State Policy- Differences between Fundamental Rights and Directive Principles of State Policy

Unit – 2 : Emergency Provisions and Parliamentary Privileges

Emergency and State of Emergency : Concepts – Constitutional Emergency Provisions, Code of Conduct for the Press, 1971 , Effect of Emergency Provisions on Media Freedom; Parliamentary and Legislative Privileges : Concept – Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech, Right of publication of proceedings, Law Courts and Privileges, Some points on Parliamentary and Legislative Privileges, Effect of Parliamentary and Legislative Privileges on Media Reporting

Unit – 3 : Legal Aspects of Media Freedom

Media Freedom : Concept, History of Media Freedom, Media Freedom : Constitutional Guarantees and Reasonable Restrictions; Defamation : Concept – Kinds of Defamation, Defamation and Law, Liabilities of different persons as regards Defamation; Official Secrets Act, 1923; Right to Information : Concept – Right to Information : A Human Right, Right to

Information : International Standards, Right to Information : Indian Perspectives, Right to Information Act, 2005

Unit – 4 : Rights of Journalists

Press Council of India- Ethics of Journalism; Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955; Prasar Bharati (Broadcasting Corporation of India), Act, 1990

Unit – 5 : Media Freedom

Media freedom- Need for restraint on media freedom; Media and importance of ethics; Media Code of Ethics- Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards; Right of Reply

Unit – 6 : Media and Privacy

Media and Intrusion into Privacy- Privacy under International Law, Privacy and Indian Legal Provisions, Sensationalism- Sensationalism : Development of the Concept, Sensationalism in Electronic Media; Sting Operations- Operation West End : Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial; Paparazzi- Paparazzi and Celebrities : Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism- Yellow Journalism Today