

Open Electives Offered by Dept of Journalism & Mass Communication
16JRM01

Paper-16JRM01

MEDIA AND SOCIETY

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Course Outcomes

Course Outcomes:

- CO1: Students would gain basic knowledge about media, its types and role, importance, and its impact on society.
- CO2: Students would be able to appreciate media's role and relationship on myriad socio-cultural-economic- scientific issues.
- CO3: Students would gain knowledge about media's impact on children, youth, gender issues, rural society, popular culture, etc.
- CO4: Students would learn about the concept of media literacy, role of media in democracy, role of media in environmental consciousness, media and its relationship vis- a vis violence and crime in society.
- CO5: Students would learn about media's role in nation- building, social change, and community development.

Unit I

1. Media Definition
2. Relationship of Media in Society
3. Impact of Media on society- recent trends
4. Media and Social Development

Unit II

1. Media Literacy
2. Impact of Media on children and youth
3. Media and gender issues
4. Media and Rural Society

Unit III

1. Media and Violence
2. Media and Rising Crime
3. Media and Democracy

4. Media and development of Scientific temperament
5. Media and environmental issues

Unit IV

1. Media accountability
2. Media and Economic development
3. Media and Nation building
4. Popular culture and media

INSTRUCTIONS FOR THE PAPER-SETTER

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Note 1 :The Criteria for awarding internal assessment of 20 marks shall be as under:

| | | |
|------------------------------|---|----------------|
| A) Class test | : | 10 marks. |
| B) Assignment & Presentation | : | 5 marks |
| C) Attendance | : | 5 marks |
| <i>Less than 65%</i> | : | <i>0 marks</i> |
| <i>Upto 70%</i> | : | <i>2 marks</i> |
| <i>Upto 75%</i> | : | <i>3 marks</i> |
| <i>Upto 80%</i> | : | <i>4 marks</i> |
| <i>Above 80%</i> | : | <i>5 marks</i> |

OPEN ELECTIVE-NEW MEDIA (18JRMO2) to be Offered in 3rd semester

Time allowed : 3 Hours

Total Marks : 100

Max. Marks : 80

Internal Assessment : 20

Credit : 3

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in Unit five shall be compulsory.

Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about New Media, its characteristics features, and its applications.
- CO2: Students would be able to understand and analyze the interface about New Media and Society.
- CO3: Students would learn about the history, developmental journey of Internet, and its applications in the field of Journalism and Mass Communication.
- CO4: Students would gain knowledge about Online Journalism, its characteristic features, and the challenges & trends related to Online Journalism.
- CO5: Students would be able to understand the importance of social media and its applicability and also the aspects of Reliability, Truth and Credibility related to New Media.

Unit I

- 1.1 New Media- Introduction, Definition, Concept and Scope
- 1.2 Characteristic Features of New Media.
- 1.3 New Media and ICT (Information & Communication Technology), Convergence of Media.
- 1.4 Applications of New Media, New Media & Society, Digital learning.

Unit II

- 2.1 Internet as a medium of mass communication
- 2.2 History & Development of Internet, World Wide Web (WWW)
- 2.3 Computer-mediated – communication (CMC), Multimedia Web Search Engines – functions and uses.
- 2.4 Application of the Internet, especially in Journalism & Mass Communication; e-newspapers, e-magazines

Unit III

- 3.1 Online Journalism- Definition, meaning, concept brief history
- 3.2 Basic Elements of Online Journalism, Characteristic features

3.3 Status of Online Journalism, Challenges & New Trends

3.4 Open Source Journalism, Wikipedia, Wiki leaks, Online News Portals

Unit IV

4.1 Impact of New media, Internet, and Online Journalism

4.2 Social media – Definition, important social media platforms (Facebook, Twitter Instagram, You Tube, LinkedIn), Uses and applications

4.3 Citizen Journalism, Participatory Journalism, Blogging as a form of Online Journalism

4.4 Reliability, Truth and Credibility factors on new media/Social Media, Fake News, Trolling on Social media, and Values & Ethics in New Media.

INSTRUCTIONS FOR THE PAPER-SETTER

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in Unit five shall be compulsory.

Note 1 : The Criteria for awarding internal assessment of 20 marks shall be as under:

| | | |
|------------------------------|---|-----------|
| A. Class test | : | 10 marks. |
| B. Assignment & Presentation | : | 5 marks |
| C. Attendance | : | 5 marks |

To be offered in 2nd Semester by the Dept of Journalism

Foundation Elective- Introduction to Mass Media

Time allowed: 3 Hours

Total Marks:50

Theory Marks: 40

Internal Assessment: 10

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17JRM01

INTRODUCTION TO MASS MEDIA

Course Outcomes

Course Outcomes:

CO1: Students would gain knowledge about Mass Media and its various types including their role and importance.

CO2: Students would gain knowledge about developmental journey of Print Media, role of print media, challenges before print media, and new trends in print media.

CO3: Students would learn about the role and development of Radio and Television as medium of mass communication in India, their importance and current status.

CO4: Students would gain knowledge about history and developmental journey of Cinema in India, its importance as a medium of mass communication, current status and its new trends.

CO5: Students would learn about New Media (Web Journalism), Challenges and emerging trends.

Unit 1

1.1 Mass Media: Definition, Meaning & Concept

1.2 Types of Mass Media

1.3 Traditional & Folk Media- Characteristic Features

1.4 Print Media, Electronic Media, New Media- Characteristic Features

Unit 2

- 2.1 Print Media- Brief History, Evolution from early times
- 2.2 Print Media in India- Role in freedom struggle, growth of print media after independence
- 2.3 Important newspapers and magazines of India, noted journalists; current role and importance of print media
- 2.4 Emergence of Regional Print Media, Challenges before Print Media, Emerging trends of Print Media

Unit 3

- 3.1 Origin and Development of Radio in India; role and importance of radio as a medium
- 3.2 A.I.R, Private FM, Community Radio;, Current status of Radio in India
- 3.3 Origin and Development of Television in India
- 3.4 Public and Commercial Television; role and importance of Television as a medium; present status of Television industry in India

Unit 4

- 4.1 Brief History and Development of Cinema in India
- 4.2 Cinema as a medium of mass communication- role and importance; Emerging trends in Indian Cinema
- 4.3 New Media- salient features, social media, social sharing to social activism- new media as a medium of mass communication
- 4.4 Current status of New Media, especially Web Journalism; Emerging trends & challenges

Internal Assessment

Total Marks : 10

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|-----------|
| 1. House Test | 5 Marks |
| 2. Class Attendance | 2.5 Marks |
| 3. Term Paper/Assignment | 2.5 Marks |