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**Complementary Course in Journalism**

**Semester I/II**

**Course I**

**Code JOU1(2)C01**

**JOU1(2) C01 Introduction to Communication and Journalism**

**Contact Hours 6**

**Credits 4**

**Course Outcome:**

1. Make the students literate about the communication terms
2. Provide the students with an outlook of the history of the Print media

**Module I: Fundamentals of communication**

Definitions of communication, elements of communication, types of communication, functions and dysfunctions of mass communication; Models of Communication - Aristotle, Shannon and Weaver, Lasswell, Schramm and Berlo; Normative theories; Magic Bullet theory.

**Module II: Different Media**

Print media –advantages and limitations of print media, Challenges faced by Print Media.

Electronic media and film: characteristics of radio and television – strengths and limitations of radio and television, F.M radio, Community radio, radio on mobile; 24X7 News Channels in India. – Communication aspect of film.

New media: Definitions- characteristics of new media – evolution of internet – online media platform: blog – online newspapers – citizen journalism – social media- troll. Impact of New media on other media

**Module III: Freedom of the press**

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation; Right to Information Act, Media ethics; contempt of court, Film Censorship and CBFC, Plagiarism, sting operations.

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#### **Module IV: Evolution of Indian press**

Evolution of Print Media world-wide; Evolution of Indian Press: James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohun Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period Press Commissions, Press Council of India, Press during the Internal Emergency, Contemporary Press in India: Paid News, Corporatisation of media.

#### **Module V: History of Malayalam press**

Rajya samacharam – Paschimodayam – Jnana NIKshepam Western Star and Paschima Tharaka; Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu; Early Literary publications in Malayalam; Early Women’s publications in Malayalam; Publications by political and religious organizations, Malayalam press during the Freedom Struggle.

#### **Module VI: Legends of journalism**

Prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothen Joseph, Kuldeep Nayyar, Leela Menon, Legends of Malayalam Journalism: Hermann Gundert – Kandathil Varughese Mappillai – Swadeshahimani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K. Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

#### **Books for Reference**

1. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail and Sven Windahl: Communication Models.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.

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6. GNS Raghavan, 'The Press in India'.
7. Robin Jeffrey, 'India's Newspaper Revolution'.
8. Puthupally Raghavan, 'Kerala Pathrapravarthana Charithram'.
9. M.V.Thomas, 'Bharathiya Pathracharithram', Bhasha Institute.
10. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

### **Books for Further Reading**

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppaswami : Communication and Social Change.
4. Rangaswami Parthasarathy, 'Journalism in India'.
5. Dr.Nadig Krishna Murthy, 'Indian Journalism'.
6. Mehra Masani, 'Broadcasting and the People'.
7. G.C.Asathy, 'Broadcasting in India'.
8. Amanas Ramachandran Nair, 'Chalachithra Padhanagal'.

### **I. Continuous Assessment: 20 Marks**

**As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

### **II. Semester end examination: 80 Marks**