



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
B.A. (Journalism and Mass Communication)
Semester I

BA JMC
1st Semester
SVIJMC
Generic Elective Subject



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Semester I

Generic Elective

GUJMC102

Brief history of Media

| Course Code | Category | Course Name | TEACHING & EVALUATION SCHEME | | | | | L | T | P | CREDITS |
|-------------|----------|------------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|---|---|---|---------|
| | | | THEORY | | | PRACTICAL | | | | | |
| | | | End Sem University Exam | Two Term Exam | Teacher's Assessment | End Sem University Exam | Teacher's Assessment | | | | |
| GUJMC 102 | GE | Brief history of Media | 60 | 20 | 20 | 0 | 0 | 4 | 0 | 0 | 4 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The student will be able:

CEO 1 – To acquire fundamental knowledge about the history and working various media platforms.

CEO 2 –To become socially responsible media professionals with global vision.

CEO 3 – To acquire theoretical outlook of various media fields.

CEO 4 – Learn about the visionaries of media.

CEO 5 – To inculcate the knowledge of current media scenarios.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to -

CO1 - Acquaint student with the glorious journey of Journalism

CO2 - Analyze nature and characteristics of various mediums.

CO3 - Demonstrate the foundations required for professional journalism.

CO4 - Understand the working of web media.

CO5 - Understand the present status of various mass media.

Chairperson

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Vishwavidyalaya,Indore

Chairperson

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Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Joint Registrar

Shri Vaishnav Vidyapeeth
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Course Content

UNIT-I

- Newspaper as a medium of Mass Communication
- History of Newspaper in India
- Types of newspapers – Broadsheet and Tabloid
- Merits and challenges

UNIT-II

- Radio as a medium of Mass Communication
- All India radio
- Private radio channels and Community radio.
- Merits and challenges

UNIT-III

- Cinema as a medium of Mass Communication
- Evolution of Indian Cinema
- Effects of cinema on society.
- Merits and challenges

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UNIT-IV

- Cinema as a medium of Mass Communication
- Growth and development of Doordarshan
- Growth and development of private channels in India.
- Merits and challenges

UNIT-V

- Digital media as a medium of Mass Communication
- Importance of digital media
- Digital media and globalization
- Merits and challenges

Suggested Readings

1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi : Har Anand Publication .
3. Natarajan, J. (2010). *History of Indian Journalism* . Delhi: Ministry of Information and Broadcasting .
4. Raguavan, G. (1995). *Press in India: New History* . Delhi: Gyan Publishing House .

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