

# **CURRICULUM**

# MASS COMMUNICATION CURRICULUM

## 1. Rationale

Academic programmes for the study of mass media are usually referred to as Mass Communication programmes. Today, Mass Communication is a good career choice with immense potential for growth offering plenty of opportunities for aspiring professionals in diverse fields such as newspapers, magazines, radio, television, advertising, public relations, new media etc.

Today, Mass Communication is a good career choice with immense potential for growth. Media courses being offered by several universities/ colleges as well as private media schools at the undergraduate level are in great demand.

Several young learners at the school level would be aspiring to take up mass communication as a career option. There is a need to groom such learners by accelerating their level of awareness. A basic understanding of the subject may equip them better while choosing mass communication as a career option.

The course will impart some of the basics of mass communication to those aspiring to pursue a career in the information/ communication/entertainment industry, and equip them with skills required for fundamental jobs in the media industry.

## 2. Objectives

- i) To give learners an exposure to the diverse areas of mass communication;
- ii) To endow learners with the knowledge, communication skills and perspectives necessary for future careers in the information/ communication/entertainment industry;
- iii) To develop their aesthetic skills by providing basic guidelines;
- iv) To inculcate elements of creativity.

## 3. Course Structure

The entire syllabus has been divided into two sections : the CORE MODULES and the OPTIONAL MODULES.

The core modules comprise six modules that provide an insight into the different forms of mass media. These modules are **Introduction to Mass Communication; Print media; Radio; Television; Advertising and Public Relations; and New media**. It is compulsory for the learners to study all the six modules.

The Second part in the optional modules comprising two modules namely **Traditional media and Photojournalism**. These modules are of immediate utility to the learner and point out the areas of potential employment. The learner has a choice of studying only 'ONE' of these optional modules.

## 4. Course Description

### A. CORE MODULES

#### 4.1 INTRODUCTION TO MASS COMMUNICATION

This module is designed to familiarize the reader with the concept of mass communication, different forms of mass media, the role and impact of media, functions of government media agencies/ departments and the importance of development communication.

##### 4.1.1 Introduction to Communication

- Understanding human communication
- Why do we communicate?
- Definition of communication
- How do we communicate?
  - five senses of communication
  - non-verbal communication
  - oral communication
  - written communication
- Types of communication
  - interpersonal

- intrapersonal
- group and
- public communication

#### **4.1.2 Mass Communication**

- Meaning of mass communication
- Functions of mass communication
- Origin of mass communication
  - Invention of paper and printing
  - Invention of telegraph, radio and television
  - Different forms of mass media
  - wireless communication
  - photography
  - newspapers
  - films
  - radio
  - television
  - new media
  - traditional media

#### **4.1.3 Role and Impact of Mass Media**

- Mass media and democracy
- Functions and responsibility of media
- Media ethics
- Impact of media
- Government media agencies

#### **4.1.4 Development communication**

- Definition
- Development communication using various media
- Core areas of development
- Development campaigns and examples

### **4.2 PRINT MEDIA**

Print Media is the oldest and basic form of mass communication. It includes news papers, periodicals like weeklies, magazines, monthlies and other forms

of printed journals. A basic understanding of print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, print media has not lost its charm. Print media has the advantage of making a longer impact in the minds of the reader with more in depth reporting and analysis.

#### **4.2.1 Introduction to print media**

- Newspapers and magazines
- History of printing
- Size of newspapers
- Cultural awakening and freedom movement
- Advent of modern technology
- Internet papers and editions
- Largest circulated dailies in India
- Differences between print and electronic media

#### **4.2.2 What is news ‘?’**

- Definition
- Differences between news and information
- What makes news?
- News values
- Types of news
- Objectivity, fairness and credibility of news
- News as a tool

#### **4.2.3 Reporting and Editing**

- basic facts about reporting
- qualities of a good reporter
- investigative and interpretative reporting
- ethics of reporting
- breaking news; exclusives or scoops
- types of editors
- editing a copy
- editing on a computer
- editing pictures

- tools of a sub-editor
- layout of pages

#### **4.2.4 Language press in India**

- differences between English newspapers and language newspapers
- reasons for the newspaper boom in India
- growth of language newspapers
- recent trends in the circulation of language newspapers
- circulation and readership levels
- some unhealthy trends in the newspaper industry
- future of language press in India

### **4.3 RADIO**

This module intends to provide learners with an understanding of the radio broadcasting process and production techniques so that they are encouraged to study further in these streams and prepare themselves to fill certain entry level positions at radio stations and production houses.

Today, there are 225 stations of All India Radio and more than 300 private FM channels. About 5000 Community/ Campus radio stations are likely to open soon in our country. Therefore, the need for station managers, producers, news reporters, editors, scriptwriters (drama, features, talks etc.), production assistants, news readers, presenters, anchors, comperes and announcers will also arise.

#### **4.3.1 Characteristics of Radio**

- concepts of radio broadcast
- objectives of radio
- characteristics of radio
- limitations of radio

#### **4.3.2 The Radio Station**

- working of a radio station
- functionaries of a radio station
- All India Radio
- Types of radio stations

#### **4.3.3 Formats of Radio Programmes**

- factors to be taken into account for making a radio programme

- ingredients of a radio format
- types of radio formats
- information technology based formats

#### **4.3.4 Radio Programme Production**

- qualities of a radio producer
- elements of radio production
- phases of radio production
- writing for radio

### **4.4 TELEVISION**

Television in India has witnessed tremendous growth over the last few years. Television channels today cater to a wide range of audiences with News & Current Affairs, General Entertainment, Infotainment & niche programming. There has been an explosion in the number of regional language channels. With distribution technologies like DTH, CAS & IPTV gaining ground, there is going to be a demand for specialized TV content suited to specific audience profiles.

All this means that television is going to become a big source of employment in the years to come. It has tremendous scope for employing people at various levels- technicians, editorial, creative, programming, operations, journalistic etc. It would therefore help to orient higher secondary level students towards this medium- its unique strengths, limitations and give them a bird's eye view of television as a medium, as an industry, as a tool for mass empowerment and a source of employment. This would also enable them make informed career choices in the television industry.

#### **4.4.1 Television in India**

- evolution of television
- history of television in India
- emergence of private television channels - impact of television in our daily lives
- new trends in television

#### **4.4.2 Role of television as a mass medium**

- characteristics of television as a mass medium
- television and other mediums of mass communication

- functions of television

#### **4.4.3 Television channels**

- categories of television channels
- types of television programmes
- television programme formats

#### **4.4.4 Television programme production**

- programme production stages
- production process
- key professionals in television production
- studio and outdoor recording
- live and recorded television programmes

### **4.5 ADVERTISING AND PUBLIC RELATIONS**

Advertising is the process of creating a brand out of a product, idea, thought or even a service, through effective mediums of communication. From newspapers, magazines, posters, signboards, bills to the commercials on radio, television and now the internet, advertising has come a long way. This module is designed to familiarize students with the basic concepts and principles of advertising and will also introduce them to the practice and techniques of advertising.

Today, advertising stands as an attractive career prospect. This course will not only help a student develop an understanding of the subject, but will also create an awareness of the career options in this field.

#### **4.5.1 Advertising - An introduction**

- origin and development
- history of advertising in India
- classification of advertisements according to various media
- types of advertising
- advertising terms
- popular advertising slogans

#### **4.5.2 Advertising Industry**

- principles of advertising

- important concerns in planning an advertisement
- advertising agency- structure and functions
- differences between advertising and public relations

#### **4.5.3 Public Relations**

- concept
- evolution of public relations in India
- government public relations structure
- types of public relations

#### **4.5.4 Public Relations - Tools**

- oral communication
- printed and graphic communication
- print media
- outdoor media
- broadcast media
- other media- websites, endorsements, exhibitions

### **4.6 NEW MEDIA**

If there is one thing that has revolutionized the way we communicate and connect with each other, it is TECHNOLOGY. The advent of cellular phones and the internet has expanded the avenues for Interpersonal and Mass Communication like never before. It allows people to freely generate and share written, photographic, audio and video content with others.

The New Media- including the worldwide web, mobile phones and other hand held devices is expected to grow and further expand its influence in the coming years with films, music, news and television content being delivered through internet and mobile phones. This calls for awareness on the part of people to exploit this medium by becoming responsible content generators and content consumers. New Media also offers vast employment opportunities, both, in the formal and non-formal (freelance) sector. It is therefore imperative that students at Higher Secondary level are oriented towards New Media and the umpteen possibilities it offers in terms of communications, creativity and career options.

#### **4.6.1 Characteristics of New Media**

- new media- an introduction
- new media and computers
- new media as a form of communication
- new media and interpersonal relations
- new media and other forms of mass media
- interactive nature
- limitations

#### **4.6.2 New Media: The industry**

- transition to new media in India
- impact of new media
- examples of new media

#### **4.6.3 New Media: target audience**

- The youth audience
- The creativity factor
- New media and business opportunities

#### **4.6.4 New Media: employment opportunities**

- opportunities for journalists
- new media skills
- new media and business opportunities

### **B. OPTIONAL MODULES**

#### **4.7A TRADITIONAL MEDIA**

Communication is not only confined to print, television, radio, photography, internet etc. People used to share or exchange their joy, sorrow or information with each other even before the existence of electronic media.

There are other ways of communication which exist in different forms in and around you. Such forms communicate some messages of entertainment, education or information through them.

What were these mediums that helped people to communicate with each other? In this module, you will learn about some of these mediums of communication.

#### **4.7.1 Introduction to traditional media**

- Definition of traditional media
- Different forms of traditional media
- Differences between traditional media and other forms of media
- Use of traditional media in communication

#### **4.7.2 Types of traditional media**

- Drama

- Street theatre
- Puppetry
- Music and dance
- Traditional motifs and symbols
- Paintings
- Story telling

#### **4.7.3 Comparison of traditional media with electronic media**

- Advantages and disadvantages of traditional media and electronic media
- Nature of traditional media and electronic media
- Integration of traditional media with electronic media

#### **4.7.4 Communicating through traditional media**

- Traditional media as a part of socio-cultural and ritual communication
- Use of traditional media
- Future of traditional media

#### **4.7B PHOTOJOURNALISM**

The practice of illustrating news stories with photographs is called Photojournalism. Content remains the most important element of photojournalism. Several years ago, at least 30 minutes was required to scan and transmit a single colour photograph from a remote location to a news office for printing. Now, equipped with a digital camera, a mobile phone and a laptop computer, a photojournalist can send a high quality image in a few minutes, sometimes even seconds after an event occurs. Video phones and portable satellite links increasingly allow for the mobile transmission of images from almost any point on earth.

This module will introduce learners to this interesting form of journalism and equip them with the basic skills required to evolve effective pictures and telling a story through them.

#### **4.7.1 Introduction to Photography**

- Significance of photography
- Evolution and history of photography
- Definition of photography
- Film and Digital photography

#### 4.7.2 The Camera

- Working of a camera
- Parts of a camera
- Types of lenses
- Other important equipment in photography

#### 4.7.3 Photojournalism

### 5. SCHEME OF EVALUATION

The learner will be evaluated through public examination and comprehensive evaluation in the form of Tutor Marked Assignments (TMAs)

#### 5.1 Distribution of Marks

- Types of photojournalism
- Composition of a photograph
- Photofeature and photo editing

#### 4.7.4 Role of a photojournalist

- Preparedness of a photojournalist
- Work ethics in photojournalism
- Photojournalism in India

### CORE MODULES

Name of the Module		Name of the Unit	Study hours	Marks allotted
4.1	Introduction to Mass Communication	4.1.1 Introduction to Communication 4.1.2 Mass Communication 4.1.3 Role and impact of Mass Media 4.1.4 Development Communication	20	7
4.2	Print Media	4.2.1 Introduction to print media 4.2.2 What is news? 4.2.3 Reporting and Editing 4.2.4 Language press in India	35	12 -
4.3	Radio	4.3.1 Characteristics of Radio 4.3.2 The Radio Station 4.3.3 Formats of Radio Programmes 4.3.4 Radio Programme Production	35	12
4.4	Television	4.4.1 Television in India 4.4.2 Role of television as a mass medium 4.4.3 Television channels 4.4.5 Television programme production	35	12
4.5	Advertising and Public Relations	4.5.1 Advertising-an introduction 4.5.2 Advertising-an industry 4.5.3 Public relations - an introduction 4.5.4 Public relations - tools	35	12
4.6	New Media	4.6.1 Characteristics of New Media 4.6.2 New Media - The industry 4.6.3 New media - target audience 4.6.4 New media - employment opportunities	30	10
4.7A.	Traditional Media	<b>Optional modules</b> 4.7.1 Introduction to traditional media 4.7.2 Types of traditional media 4.7.3 Comparison of traditional media with electronic media 4.7.4 Communicating through traditional media	45	15

4.7B	Photojournalism	4.7.1 Introduction to Photography 4.7.2 The Camera 4.7.3 Photojournalism 4.7.4 Role of a photojournalist		
Practical			10	20
<b>Total</b>			<b>245 hrs.</b>	<b>100</b>

## 6. Scheme of evaluation

6.1 Examination	Paper	Marks	Duration
Theory	1	80	3 hrs
Practical	1	20	3 hrs

## 6.2 Practical Evaluation

Two activities from core modules	8 marks
One activity from optional modules	4 marks
Record book	4 marks
Viva Voce	4 marks

# PRACTICAL ACTIVITIES

## CORE MODULES

1. Construction of a simple and clear message.
2. Observation of nonverbal communication in the print media.
3. Cultivating the habit of newspaper reading and analyzing a newspaper.
4. Preparation to conduct an interview.
5. Differentiation between the spoken word used in radio and the written word used in print media.
6. Identification of different formats of radio programmes.
7. Differentiation between television and print as two different mediums of mass communication.
8. Categorisation of television channels.
9. Identification of different forms of advertisements in the print media.
10. Observation of activities involved in product public relations.
11. Accessing facilities on the internet.
12. Opening an e-mail account.

## OPTIONAL MODULES

### TRADITIONAL MEDIA

1. Communicating effectively through traditional media.
2. Identifying a traditional media form and its function in society.

### PHOTOJOURNALISM

1. Making a photograph
2. Preparing a photofeature