

SEMESTER 1st

MULTIDISCIPLINARY COURSE

Subject: MASS COMMUNICATION & Multimedia Production

Code: BMM22M104

Title: UNDERSTANDING MEDIA

CREDITS: THEORY: 3

COURSE OBJECTIVES:

1. To introduce students to forms and functions of Mass Media.
2. To acquaint them with basic skills of journalism.
3. To apprise them with the process of journalism.
4. To introduce students to the tools and terms used in journalism.

Learning Outcomes:

On completion of Course, the student should:

- Know the concept, meaning, functions and Scope of the Media.
- Able to differentiate between forms of mass media.
- Analyse the role of Media as fourth Estate.
- Know the tools and terms used in journalism.

UNIT 1

- Introduction to mass media
- Forms of mass media (print, broadcast and online)
- Functions of mass media
- Media's role in democracy, Concept of Fourth Estate

UNIT II

- Types of journalism
- Skills of journalism
- Understanding what makes news; News Values
- Features of a news story

UNIT III

- Five 'W's and One 'H': the main elements of news
- Process of journalism, Tools of Journalism
- Basics of media ethics
- Basic Media Terminology
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SUGGESTED READINGS

1. *Writing for Media* by Usha Raman; Oxford.
2. *Elements of Journalism*. Bill Kovach & Tom Rosenstiel
3. *Hough, George (1994). News Writing*. Houghton Mifflin college.
4. *Harcup, Tony (2009). Journalism Principles & Practices*. London:Sage.
5. *Smith, John (2007). Essential reporting*. London: Sage.