

SUBJECT - JOURNALISM
CERTIFICATE COURSE

DURATION - ONE YEAR

PAPER - I (Theory)

70 Marks

INTRODUCTION TO JOURNALISM

- 1 Journalism: Concept, Dimension, Growth, importance, requirements, Ideals, Nature, Objective, Purpose and functions.
- 2 What is news? Definition, nature of news, Qualities of news, news value, Hard and safe News. Orientation and perspective, objectivity and fairness. News as a process. Why is news important Difference between news and information. journalism influence of stories of high interest celebrity journalism, trends of modern journalism influence of T.V. channels on serious News reporting in print media sensationalism and Entertainment.
- 3 News Media operation: How news media functions: Three modes of daily journalism, National Media - it nationalizes the news Agenda setting functions of the national Media, New categories of News, Approaches to Journalism.
- 4 New trauancies Journalism: History functioning and role of PTI & UNI, International News Agencies, features Syndicates.
- 5 News value for pictures: Photo essays Photo features, teachers, qualities essential for photo journalism, picture maga 2, colors photography, impact of technology, practices, field assignments and their assessment.

PAPER II (Theory)

70 Marks

- journalism influence of stories of high interest celebrity journalism, trends of modern journalism influence of T.V. channels on serious News reporting in print media sensationalism and Entertainment.
- 3 News Media operation: How news media functions: Three modes of daily journalism, National Media – it nationalizes the news Agenda setting functions of the national Media, New categories of News, Approaches Journalism.
 - 4 New trauancies Journalism: History functioning and role of I & UNI, International News Agencies, features Syndicates.
 - 5 News value for pictures: Photo essays Photo features, teachers, qualities essential for photo journalism. picture maga 2, colors photography, impact of technology, practices, field assignments and their assessment.

PAPER II (Theory)

70 Marks

MASS COMMUNICATION: CONCEPTS AND PROCESS

1. Mass communication: meaning & definitions, charactersticity and features, scope, the concept of mass and mass culture of mass communication.
2. Mass communication and other forms of mass communication interface between intrapersonal & mass communication.
3. Functions of mass communication: To – Persuade, inform, educate enter tain, other functions, impact and influence of mass media.
4. Theories of mass communication meaning of theories based on scientific study and analysis, from major theories of press, according to Fred subvert, Theodore Paterson & Wilbur schramm : (a) Authoritarian theory (b) Libertarians theory, (c) Social Responsibility theory (d) sovid communist/workers theory, (e) other theories: Development media and democratic participant theory.
5. Tools of mass communication :-
 - (a) Newspapers, Magaging, Radio, T.V., Films, Records, Internet.
 - (b) Advertising, Public Relations & Public Affairs.
 - (c) Traditional & Folk media. Journalism and mass communication: Mass media and modern society – function, mass and democracy, print media, an overview.
6. A Training in A.I.R. or T.V. Channel for two weeks.

15/05/14