



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA+ MA (Journalism and Mass Communication)
Semester I 2022

BA JMC
1st Semester
SVIJMC
Generic Elective Subject



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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.

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Controller of Examination

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UNIT-I

Brief History of Newspaper

History of print media in India: an overview, types of newspapers: contents, characteristics, magazines & books

UNIT-II

Brief History of Radio

Radio as a medium of mass communication, all India radio, prasar bharti, development of private radio channels, community radio.

UNIT-III

Brief History of Cinema

History of Indian Cinema development of Indian films- silent era, talkies, types of cinemas: fiction, Non- Fiction, documentaries, films as a mass medium, Effects of cinema on society.

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UNIT-IV

Brief History of T.V. Broadcasting

History of television in India, site, brief history of Doordarshan, growth and development of private channels in India.

UNIT-V

Emergence of Digital Media

The emergence of digital media, need, importance, nature and scope of digital media, limitations of digital media.

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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