

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
HYDERABAD – 500 007
REGIONAL CAMPUS, SHILLONG

Department of Journalism and Mass Communication

MAJMC Semester I

Course Description

Semester I

MAJMC 101: Theories of Communication (5 Credits): This course is designed to introduce you to the history, models, theories, concepts and terminology of mass communication, specifically focusing on journalism, advertising and public relations. It will enable you to understand the complex interactions between media and society, and think critically about the ways in which mass media inform our everyday lives. It will introduce you to mass communication theories and concepts to help explain and/or predict causes and effects of mass communication. It will also introduce you to the various careers in mass media to help prepare you for the professions. The purpose of this course is to explore the theoretical foundations of the media from a social scientific perspective. We will trace the development of media theories following the four eras of mass communication theory as defined by the textbook: mass society theories, limited-effects perspectives, critical and cultural approaches, and meaning-making perspectives. **(Dr.Alankar Kaushik)**

Course Objectives

1. Develop a working knowledge of theories that explain the world of mass media and users of the media
2. Understand the historical development of the field of mass communication and its theoretical foundations
3. critically evaluate theories as applied to practical mass communication problems, e.g., wikileaks' effect on democracy
4. demonstrate enhanced media literacy skills
5. develop a personal understanding of a particular theoretical approach and demonstrate that via a multimedia project

MAJMC 102: Print Journalism I (5 Credit): It is the basic core subject in Journalism & Mass Communication. Be it electronic media, newspapers, magazines or any other media form, it plays a vital role and gives a strong base and knowledge for being a good journalist. This course will help students to understand and appreciate the need for good reporting and skills required for it. **(Dr.AbirSuchiang)**

Course Objectives

1. The course will enable students to demonstrate skills and knowledge necessary to succeed in the reporting career.
2. It also aims for the highest standard of professional competences so that students emerge as ethical, fair and well-rounded journalists.

***MAJMC 103: History of Media (5 Credit):** The course seeks to provide an historical perspective on the evolution of the different forms of media. It will also try to understand the specific mediums namely print, audio-visual and new media technologies. By providing a continuous narrative of media development in India, the course will attempt to look at the basic concepts behind the origins of

various trends that reveal aspects both of previous developments and of new ones that start to emerge. The course will also employ a comparative enquiry in reading history between countries, industries and the periods of time. Both linear and contextual narrations of history will be implemented. Apart from the imperialist and nationalist historiographies, the students will be exposed to a variety of other reading strategies that will cover the lessons, additional readings and seminar presentations. **(Prof.Ravindra Kumar Vemula)**

Course Objectives

1. Students will be able to understand Media history through key events in the cultural history
2. The course will enable the students to understand the major developments in media history.
3. They will understand the history and role of professionals in shaping communications.
4. They will understand the values that shaped and continue to influence Indian mass media.
5. Students will develop the ability to think and analyse the media.

MAJMC 104: Radio Production I (5 Credits): Radio Production is one of the essential skills for a media student as it is a stepping stone into the field of production and broadcasting by training the learner to be articulate and confident in presentation; technically efficient in packaging and designing programmes; and understanding audience requirement in distribution and marketing of content. With changes in digital and convergence technology, radio is evolving into an even more user-friendly medium that percolates into everyone's life through informative and entertaining programmes, allowing for increased user participation and content streaming at a convenient time for the listener. FM radio is gaining more and more ground as a popular medium of entertainment, the rise of community radio is continuing to contribute to various social services, and we cannot ignore that, in India, the state broadcaster, All India Radio, has played a massive role in popular campaigns and development ventures across the country. **(Ms. SantidoraNongpluh)**

The course is divided into two parts:

Radio Production I- Dealing with the basics of radio production

Radio Production II- Dealing with the practical aspects of production

Course Objectives

1. Understand the structure and organisation of radio broadcasting as well as the format of existing types of radio programmes.
2. Be able to investigate the technologies for multi-platform radio broadcasting, including how to publish audio files on the internet.
3. Demonstrate remote recording of spoken voice, ambience and sound effects; demonstrate audio file importing, exporting, subbing and live studio recording.
4. Generate story ideas for radio production, be able to create a plan for an original radio programme, preparing basic scripts, planning and designing the use of sound effects, music, narration, and dialog in a radio script.
5. Operate the production studios and audio production equipment, apply multi-track audio/radio production techniques, and operate digital audio software.

Sd/-

Head, Department of JMC