



MEDIA EDUCATION RESEARCH CENTRE UNIVERSITY OF KASHMIR

Course Title: Introduction to Mass Communication

Course Code: IMCJMIM0126

Semester: I

Year: 01

Course Type: Major

Credit: 4

Max Marks: 100

Term End Marks: 70

CIA : 30

Contact Hours: 60

Course Learning Outcomes (CLOs):

1. Explain the basic concepts, nature, and functions of mass communication.
2. Identify and differentiate types of mass media (print, electronic, digital).
3. Apply media language and communication concepts to analyze media messages.
4. Evaluate the impact of mass communication on society and audiences.

Unit I: Introduction to Communication

- Communication as a concept
- Communication as a process
- Levels of Communication (Intrapersonal, Interpersonal, Group, Mass)
- Barriers to Communication.

Unit II: Introduction to Mass Communication

- Mass Communication: Definition and Nature
- Functions and Dysfunctions of Mass Communication
- Audience
- Basics of journalism:

Unit III: Communication Models

- Model as a concept
- Basic models of communication
- Advanced models of Communication
- Communication Models: Functions

Unit IV: Mass Communication Theories

- Why Theory is Important?
- Four Eras of Communication Theories
- Normative Theories of Media
- Effects Theories:
 - a) Magic Bullet / Hypodermic Needle Theory
 - b) Limited Effects Theory
 - c) Cultivation Theory
 - d) Spiral of Silence Theory

Suggested Readings:

- Baran, S. J. (2021). *Introduction to mass communication: Media literacy and culture* (11th ed.). McGraw-Hill Education.
- Vivian, J. (2019). *The media of mass communication* (12th ed.). Pearson.
- Dominick, J. R. (2013). *The dynamics of mass communication: Media in transition* (12th ed.). McGraw-Hill.
- Hanson, R. E. (2021). *Mass communication: Living in a media world* (8th ed.). SAGE Publications.
- Campbell, R., Martin, C. R., & Fabos, B. (2021). *Media and culture: Mass communication in a digital age* (13th ed.). Bedford/St. Martin's.

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MEDIA EDUCATION RESEARCH CENTRE UNIVERSITY OF KASHMIR

Course Title: Journalism-Basics

Course Code: IMCMNJB0126

Semester: I

Year: 01

Course Type: Minor

Max. Marks: 100

Term End : 70

CIA:30

Credits: 4

Contact Hours : 60

Course Learning Outcomes (CLOs):

- Students will understand the basic concepts of journalism across different platforms.
- Students will understand the intricacies of writing for different media platforms.
- They will be able to tell stories according to the specific requirements of various media platforms.
- Students will become proficient in working with different media channels and platforms.

Unit-I: Understanding Journalism

- Journalism as profession, craft and public service
- Functions of journalism in society
- Journalism, democracy and public opinion
- Basic journalism glossary

Unit-II: Reporting

- Reporter: Role and responsibilities
- Basic reporting process
- Beat system: topical and geographical
- Newsroom functioning

Unit III: News & Interview

- Media platforms
- Types of news
- Basics of interviewing
- Objectivity, fairness and transparency

UNIT IV: Case Studies

- Accuracy vs speed
- Sensationalism & media trial
- Emerging trends in media
- Practical based on relevant topics

Suggested Readings

- Horst, M. L., & Viet, K. (2017). *Journalism basics: An introduction to print journalism*.
- Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. New Delhi: Concept.
- Itule, B. D., & Anderson, D. A. (2008). *News writing and reporting for today's media*. New York: McGraw Hill.
- Zinsser, W. (2014). *On writing well, 30th anniversary edition: An informal guide to writing nonfiction*. Place of publication not identified: Harper Perennial.
- Blundell, W. (1988). *The art and craft of feature writing: Based on "The Wall Street Journal Guide"*. New York: Plume.
- Frost, C. (2012). *Reporting for Journalists*.

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MEDIA EDUCATION RESEARCH CENTRE UNIVERSITY OF KASHMIR

Course Title: Camera Basics

Course Code: IMCJSECB0126

Semester: I

Year: 01

Course Type: SE

Credit: 2

Max Marks: 50

Term End Marks: 35

CIA : 15

Contact Hours: 30

Course Learning Outcomes (CLOs):

1. Understand the basics of digital images and image editing software.
2. Use basic tools and color adjustments for simple image editing.

Unit I: Introduction to Camera

- Basics of Camera
- Types of Camera
- Handling the Camera
- Clicking and Capturing

Unit II: Introduction to Photography

- Concept of Photography.
- Basics of Setting
- Exposure
- Elements of a photograph

Suggested Readings:

- Whitt, P. (2023). *Beginning photo retouching and restoration using GIMP: Learn to retouch and restore your photos like a pro* (2nd ed.). Apress.
- Valentine, S. (2020). *The hidden power of Adobe Photoshop: Mastering blend modes and adjustment layers for photography*. Adobe Press.
- Faulkner, A., & Chavez, C. (2022). *Adobe Photoshop classroom in a book* (2022 release). Adobe Press.

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