

BHUPEN HAZARIKA SCHOOL OF MASS COMMUNICATION

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
(KKHSOU)**

GUWAHATI-781022



SYLLABUS

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

Overview of the course

The Diploma in Journalism and Mass Communication (DJMC) is a one-year undergraduate diploma programme offered by the Bhupen Hazarika School of Mass Communication. Designed to provide learners with a strong foundation in the theory and practice of journalism and media studies, the programme equips students with the essential knowledge and skills required for careers in the media and communication industries. The course caters to aspiring journalists, media professionals, communication practitioners, and individuals interested in understanding the evolving media landscape.

The programme consists of **four courses (papers)**, each comprising **six units**, covering diverse aspects of journalism, mass communication, advertising, public relations, electronic media, media laws, and ethics. The curriculum introduces learners to the fundamental concepts of communication, communication models and theories, news reporting and editing, and the historical development of print media. It further explores the principles and practices of advertising and public relations, including media planning, publicity, corporate communication, and public relations tools.

In addition, the programme provides comprehensive exposure to electronic media, including radio, television, photography, new media, film studies, and the application of digital technologies in communication. Recognising the importance of responsible media practice, the course also familiarises learners with media laws, constitutional provisions, freedom of expression, rights of journalists, media ethics, privacy concerns, and contemporary issues related to media accountability.

By integrating theoretical understanding with practical insights, the DJMC programme seeks to develop critical thinking, communication competence, and professional awareness among learners. Upon successful completion of the programme, students will possess a broad understanding of the media ecosystem and the foundational skills necessary for further studies or entry-level opportunities in journalism, mass communication, public relations, advertising, and related fields.

Programme Structure

COURSE – 01 : INTRODUCTION TO MASS COMMUNICATION AND JOURNALISM

UNIT – 1 : Communication

Concept and functions of communication; verbal and non-verbal communication; types of communication; mass communication, mass media, and mass audience.

UNIT – 2 : Communication Models and Theories

Communication models including SMR, SMCR, Shannon and Weaver's Model, Westley and Maclean's Model; normative theories.

UNIT – 3 : History of Print Media

Evolution of print media in India and Assam; growth of Indian language newspapers and magazines.

UNIT – 4 : News

Concept and definition of news; news sources; structure of a news story; inverted pyramid style; objectivity and authenticity.

UNIT – 5 : Reporting

Concept and types of reporting including investigative and interpretative reporting; reporting beats and background research.

UNIT – 6 : Editing

Concept of editing; newsroom functions; headlines; layout; deadline; library and reference section.

COURSE – 02 : ADVERTISING AND PUBLIC RELATIONS

UNIT – 1 : Concept of Advertising

Objectives, functions, and classification of advertising; parts of an advertisement.

UNIT – 2 : Advertising and Publicity

Publicity and propaganda; advertising media; advertising for print, radio, and television; ASCI.

UNIT – 3 : Advertising Agency

Advertising agencies, organizational setup, media buying, and advertising manager.

UNIT – 4 : Concept of PR

Objectives, functions, and development of public relations; CSR and PR audiences.

UNIT – 5 : PR and Organization

Duties and responsibilities of a PRO; PRSI and organizational PR setup.

UNIT – 6 : Methods and Tools of PR

Press conference, press release, press note, backgrounder, rejoinders, and house journals.

COURSE – 03 : ELECTRONIC MEDIA

UNIT – 1 : Radio

Characteristics and history of radio broadcasting; FM and community radio; radio programmes and production.

UNIT – 2 : Television

Introduction and history of television in India; Doordarshan; television programmes and production.

UNIT – 3 : Photography

Concept of photography; cameras; captions; shots and camera movements.

UNIT – 4 : New Media

Characteristics of new media; internet and computer revolution; convergence and information overload.

UNIT – 5 : Computer and Mass Communication

Use of computers and internet in media; online newspapers; audience of new media.

UNIT – 6 : Film Studies

Film as a mass medium; regional cinema; Assamese cinema; documentaries and film certification.

COURSE – 04 : MEDIA LAWS AND ETHICS

UNIT – 1 : Constitutional Rights

Fundamental rights, freedom of speech and expression, directive principles of state policy.

UNIT – 2 : Emergency Provisions and Parliamentary Privileges

Emergency provisions, code of conduct for press, parliamentary privileges and media reporting.

UNIT – 3 : Legal Aspects of Media Freedom

Media freedom, defamation, Official Secrets Act, and Right to Information.

UNIT – 4 : Rights of Journalists

Press Council of India, Working Journalists Act, and Prasar Bharati Act.

UNIT – 5 : Media Freedom

Media ethics, plagiarism, compliance with ethical standards, and right of reply.

UNIT – 6 : Media and Privacy

Privacy, sensationalism, sting operations, paparazzi, and yellow journalism.