

AIMS

- Due to the changing environment in mass media, in which the boundaries of each traditional medium such as newspaper, radio and television have been integrated online. This programs will prepare students to enter the field of new media in the new globalized world .
- The program aims to produce graduates with the necessary and advanced knowledge in communication preparing them to be the leaders in communication.
- Preparing them to be the leaders in mass communication with morality ,creativity, insightful attitudes and other necessary related skills particularly ,English language skills.
- Focusing on concepts theories and professional practice in digital lab and studio ,students are taught to think and analyze issues critically ,and gain a comprehensive understanding in their field.
- The goal is for graduates to apply their knowledge and contributes to helping develop society in a positive way.

Course syllabus

Component- I Basics of journalism and mass communication

Component II News writing and reporting

Component III Editing and copy editing

Component IV Mass communication theories

Component V Online journalism and social media

Component VI Advertising

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① What is the role of journalism in mass communication?

Ans. Journalism and mass communication are two interrelated ~~are~~ overlapping fields of study and practice that deal with producing and disseminating information and messages to a large and diverse audience.

Journalism and mass communication significantly impact the society, culture, politics and economy of the world.

Journalism is the process of gathering, verifying, analyzing and presenting news and information to the public. Journalism definition can be stated as "the activity of profession of writing for newspapers, magazines, or news websites or preparing news to be broadcast" (Oxford English Dictionary). Journalism has a long and rich history, and some of the pioneers and innovators of journalism are considered as the father of journalism, such as Benjamin Franklin, Joseph Pulitzer, and Walter Cronkite.



Journalism also follows certain criteria and standard that determine the selection and presentation of news stories, known as the news values in journalism, such as timeliness, relevance, proximity, prominence, impact, conflict, novelty, and human interest. Journalism also employs various methods and techniques that suit the nature and purpose of the news stories, known as the types of reporting in journalism, such as hard news, soft news, investigative reporting, feature reporting, opinion reporting, and specialized reporting.

Mass communication is the process of transmitting and receiving messages to and from a large and heterogeneous audience through various media channels, such as print, radio, television, internet, and social media. Mass communication can be defined as "the process by which a person, group of people, or organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience."



* Surveillance:- The first function of mass communication is to serve as the eyes and ears for those seeking information about the world. The internet, television, and newspapers are the main sources for finding out what's going around you. Society relies on mass communication for news and information about our daily lives, it reports the weather, current issues, the latest celebrity gossip and even start times for games. Do you remember the Boston Marathon Bombing that happened in 2013? How did you hear about it? Thanks to the internet and smartphones with the latest news.

Correlation:- Correlation addresses how the media presents facts that we use to move through the world. The information received through mass communication is not objective and without bias. People ironically state "it must be true if it's on the internet." However, we don't think that in generations past people must have without a doubt stated it "has to be true" because it was on the radio. How credible are the media? Can we consume media without questioning motive and agenda?



Mass communication can also be defined as "the study of how people and entities relay information through mass media to large segments of the population at the same time".

② What is the function of mass communication in journalism.

Ans:- Mass communication has the following basic functions: to inform, to educate, to entertain and to persuade. Mass media is the term applied to the technical device that is used to transmit the message. Print and the electronic are the two major classifications of the mass media.

Mass communication doesn't exist for a single purpose. With its evolution, more and more uses have developed and the role it plays in our lives has increased greatly. Wright characterizes seven functions of mass communication that offer insight into its role in our lives.



someone selects, arranges, interprets, edits and critiques the information used in the media. If you ask anyone who works for a major reality TV show if what we see is a fair representation of what really happens, the person would probably tell you "no."

→ Sensationalization:- There is an old saying in the news industry "If it bleeds, it leads." which highlights the idea of sensationalization. Sensationalization is when the media puts forward the most sensational messages to titillate consumers.

→ Entertainment:- media outlets such as people magazine, TMZ, and entertainment blogs such as Perez Hilton keep us up to date on the daily comings and goings of our favourite celebrities. we use technology to watch sports, go to the movies, play video games, watch youtube videos.

→ Transmission:- mass media is a vehicle to transmit cultural norms, values, rules and habits. Consider how you learned about what's fashionable in clothes or music. Mass media plays a significant role in the socialization process.



→ Mobilization :- Mass communication functions to mobilize people during times of crisis. Think back to the Boston Marathon bombing. Regardless of your association to the incident, Americans felt the attack as a national event and people followed the news until they found the perpetrator. With instant access to media and information, we can collectively witness the same events taking place in real time somewhere else, thus mobilizing a large population of people around a particular event.

20 → Validation :- Mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products. The validation of particular people, or groups serves to enforce social norms (Lazarsfeld & Merton). If you think about most television dramas and sitcoms, who are the primary characters? What gender and ethnicity are the majority of the stars? What gender and ethnicity are those that play criminals? Are those considered abnormal? The media validates particular cultural norms while diminishing differences and variations from those norms.