



CONTENTS

Foreword by Ms Sheila Dikshit	ii
Foreword by Dr Tilak R Kern	vi
Foreword by Mr Karan Thapar	vii
Foreword by Mr Krishna Mohan Dixit	viii
Preface	ix

Unit 1: Principles of Communication 1

Introduction to Communication 2

Definition and Meaning of Communication, Importance and Functions of Communication, Features and Scope of Communication

History of Communication 6

The Beginning, The Age of Signs and Signals, The Age of Speech and Languages, The Age of Writing, Pictography, Phonetic Writing, Alphabetical Writing, Development of Portable Media, The Age of Print, Spread of Literacy, The Age of Mass Communication

Types of Communication 11

Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication, Non-verbal Communication, Written Communication

Barriers to Communication 25

Language Barrier, Physical Barriers, Social-psychological Barriers

Essentials of Communication 31

7 Cs of Communication—Clarity, Completeness, Coherence, Conciseness, Credibility, Correctness, Continuity

Process of Communication 33

Act of Communication—Message, Channel, Encoding, Receiver, Decoding, Feedback, Noise

Effective Communication 36

Oral Communication, Listening Skills, Reading Skills

Techniques of Business Communication 48

Formal and Informal Communication, Downward and Upward Communication, Horizontal and Diagonal Communication, Communication Skills for Business

Unit 2: Introduction to Mass Communication**89****What is Mass Communication? 90**

Meaning and Definitions of Mass Communication, Features of Mass Communication

Functions of Mass Communication 96

Functions of Mass Communication, Importance of Mass Media

Communication versus Mass Communication 99

Comparison between Communication and Mass Communication

Elements of Mass Communication 104

Audience, Feedback, Gate-keeping, Noise, Mass Media

Tools of Mass Communication 106

Newspaper, Magazine, Radio, Television, Films, Records, Internet, Advertising, Public Relations and Public Affairs, Folk Media and Traditional Media

Mass Communication and Society 120

Media Audiences, Public and Public Opinion, Mass Media and Public Opinion, Media in Society, Effects of Mass Media, Theories of Media Effects, Mass Media and Indian Family, 'Media World' versus Native Culture, Mass Media and Women, Importance of Media Literacy, Violence in Media

Models and Theories of Communication 153**Models of Mass Communications**

Aristotle Model, Shannon and Weaver Model, SMCR Model, Laswell's Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Combe's Model, Convergent Model, Gate Keeping Model

Theories of Mass Communications

Hypodermic Needle Theory, Cultivation Theory, Two Step Theory, Multistep Theory, Commercial Theory, Play Theory, Selective Exposure, Perception and Retention Theory, Individual Difference Theory, Normative Theories — The Authoritarian Theory, The Libertarian Theory, The Soviet Communist/Workers Theory and The Social Responsibility Theory

Unit 3: Journalism**179****Journalism 180**

History of Journalism, Objectives of Journalism, Role of Journalism, Journalism Ethics and Standards, Journalistic Writing

News Reporting 206

Types of News, News Structure, News Values, Functions and News Sources, Type of News Writing, News Room Structure and Role, News Agency, Report Writing for all Media, Concept of Free Press, Reporting Skills, Types of Reporting — Crime, Court, Civic, Political, Business, Science and Technology, Sports, Culture, Civil Administration, Education, Development. Journalistic Writing Techniques — OP-ED, Letter to Editor, Film Review, Book Review, Sport Review

Editing 258

Rules of Editing, Basic Editorial Set-up of a Daily Newspapers, Editing Processes

Newspaper Printing and Management 270

History of Printing, Types of Printing, Typography, Readability and Legibility, Paper for Printing, Newspaper Management, Working of the News Room, Newspaper Make-up, Ownership Pattern in India, Glossary of Journalism Terms

Unit 4: Broadcast Media**307****Television 308****TV Production**

Television Broadcasting, TV Studio, Post- and Pre-Production Stages, Structuring a Programme, Budget, Floor Plan, Sets and Locations, Makeup for Television and Film, TV Costumes, Shooting Schedule, Post-Production Editing, Crew for Production, Video Editing, Audio Editing, U-matic, Linear Editing, FCP, Latest Video Editing Software

Television for Journalism

Similarities and Differences between Print and Broadcast Journalism, Packaged News Stories, Live News Reports, Writing for Visuals, Piece to Camera, Journalistic Beats, Live Shows, Anchoring a Show, Programme Production

Camera

Types of Video Camera, Camera Shot Types, Camera Angles and Movement, Shooting Technique, Video Camera Filters, Production Process, Studio Lighting

Sound

What is a Microphone? Audio Mixers, Sound Editing, Sound and Camera

Radio 394

Strength and Weakness of Radio, Future of Radio, Radio Broadcasting, Radio Studio, Audio Effects, Music, Voice Modulations, Radio Scripting, Radio Journalism, Key Elements of Radio Writing, Radio Drama, Radio Commercials/Jingles, Radio Documentary, Radio Feature, Radio Interview, Radio Discussion

Unit 5: Advertising and Public Relations**427****Advertising 428**

Meaning and Significance of Advertising, Origin and Development of Advertising, History of Advertising, Purpose and Goals of Advertising, History of Indian Advertising, Publicity, Propaganda, Sales Promotion, Advertising Types, Principles of Advertising, Structure of Advertising Agency, Parts of Advertisements, Advertising as a Marketing and PR Tool, Comparing Advertising and Public Relations, Ethics and Morals of Advertising, Code of the Advertising Standards, Advertising through Print, Radio and TV, Advertising Objectives/Appeals, Advertising Copy and Design, Types of Newspaper Advertisements Designs, Regulations of an Advertisement, Media of Advertising, Media Planning, Print and Electronic Media Advertising, Visualization, Copywriting in Advertisement, Advertisement Effectiveness, Advertising Skills and Careers, Glossary of Important Terms in Advertising

Public Relations (PR) 524

Difference between Advertising and PR, Role and Meaning of Public Relations, History of PR, PR Programme, Tools of PR, Qualities of PRO, How to Conduct PR Campaign? Image Advisory, Importance of PR and Crisis Management, Code of Ethics for PR Firms, Role of Photography in PR, PR in India, Importance of Marketing Research for the PR Practitioner

Unit 6: Press Laws and Media Ethics**563****Press Laws 564**

Press Law, Society and Democracy, Press Commissions and their Recommendations, Press and Registration of Books Act, Press Council, Working Journalist Act, Law of Libel and Defamation, Official Secret Act, Copyright Act, Right to Information, Intellectual Property Rights in India, Social Responsibility of Press and Freedom of Expression, Press Commissions of India, Press and Social Responsibility in the USA, Code of Ethics and Self-Regulation

Media Ethics 590

Journalistic Codes and Standards, Censorship in Press, Media Laws in India, Broadcasting Codes, ABC, RNI

Unit 7: Media Research and Organizations**603****Research Methodologies for Media 604**

Media Research Methodology, Methods of Research, Writing Support Materials of Research, Designing Evaluation Tools and Techniques, Market Research, Format of Questionnaires, Surveys, Principles of Marketing Research, Pre-Testing and Post-Testing

Government Information Systems 631**Part A**

Publicity System — The Need for Government Publicity, Press Information Service in India, PR and Media Relations, Press Tours, Government Press Units

Part B

Handling Government and other Information Sources — PIB, Right to Information Act, Stock Exchange, CII, World Bank, Information and Facilitation Counters (IFCs), DFP, FICCI, RNI, Photo Division India, Directorate of Film Festivals, National Informatics Center (NIC), Major Government Media Organizations

Unit 8: New Media Technologies and World Media**655****New Media Technologies 656**

Meaning and Classification of Mass Media, History and Origin of Mass Media in India, Organizational Structure of All India Radio and Doordarshan, Traditional Folk Media, Conventional Media Scenario, Online News/Conventional Media, Media Technologies Across Borders, New Information Technologies, Emergence of New Media, Stand-Alone Technologies to 'Convergence', IT and Information Management, Information Technologies, Information Superhighway, Build-up of Globalization, Digital Media, Communication Revolution, Media Trends and International Relations, Cable Television, Telecommunication Revolution

World Media Scenario 704

Concepts of Global Media, Role of the Global Organizations — UNESCO, International Telecommunication Union (ITU), Global News Agencies. Ethical and Legal Considerations in Global Media Environment, The Third World, Struggle for News between Developing and Developed Countries, New World Economic and Information Order (NWEIO), International Multilateral Organizations, Inter-regional Cooperation, New Information Age and Non-aligned News Pool, Consequences of Dominance and Dependence, Need for Self-Reliance, Role of NAM, Formation of Non-Aligned News Pool, UN Resolutions on Media Related Issues

Unit 9: Photography and Photojournalism**739**

What is a Photojournalist? Photographic Camera, Uses and Kinds of Photography, Invention of Photography, History and Development of Photography, Photography Types, Social Implications of Photography, Elements of Photography, Role of Visualizations, Photographer's Jargon, Photographic Equipment, Cameras and Photo, Photo Editing, Types of Photos, News Values for Pictures, Photo Essay, Photo Feature, Picture Magazines, Qualities Essential for Photojournalism, Impact of Technology, Photography Lighting Techniques, Film Development, Photo Paper, Chemicals and Equipment

Unit 10: Recent Trends in Mass Communication**785****Cyber Journalism 786**

What is Cyber Space? Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Internet versus TV, Television versus the Internet Advertising, Advantages and Disadvantages of Cyber Journalism, Writing for Web Media, Online Interviewing, Impact and Future of Web Journalism, Online Advertising, Net Neutrality, Concept of e-Governance

Event Management 819

Principles and Methods, Event Manager, Budget of Event, Organizing a Media Event, Event Promotion, Exhibitions, Budgeting and Logistics, Publicity, Promotion and PR, Trade Fair, Future of Event Management

Index**857**