

History of Mass Media

Curriculum:

- Unit – I** Origin and Development of Journalism in India (Pre -independence and Post-independence).
- Unit – II** Indian Press : Challenges and Possibilities, Indian Vernacular Journalism, News Agency : Concept, Shape and Development.
- Unit - III** Origin and Development of Radio Broadcasting in India, Development of FM Radio and Private Broadcasting, Forms of Radio Broadcasting.
- Unit - IV** Beginning and Development of Television in India, Development of Cable TV & Private TV Channels, Beginning and Development of Cinema in India, Film Organization in India.

Reference Books :

1. Barua U L: This is all India Radio, Publication Division, Ministry of I&B, New Delhi.
2. Bhatnagar RR: The Rise & Growth of Indian Journalism, Allahabad.
3. Mehra, Masani: Broadcasting & People, National Book Trust, New Delhi.
4. Saxena Gopal; Television in India : Changes & Challenges, Vikas Publication.
5. Sharma K C: Journalism in India, Regal Publication, New Delhi.
6. नटराजन जे:
7. :