

Course Code	Course Name	Credits
26HS607	History of Journalism and Mass Media	04

Course Objectives

- To understand the origin and evolution of the printing press and journalism, including Gutenberg's contribution.
- To study the growth of the Indian press and early regulatory frameworks during colonial rule.
- To examine the role of English and Bengali newspapers in shaping public opinion and nationalism.
- To analyze the contributions of major journalism personalities in India's freedom struggle and media development.
- To explore the development of broadcasting, new media, and media laws in India's democratic framework.

Learning Outcomes:

Upon successful completion of this course, it is intended that a student will be able to:

- Describe the origin of the printing press and key developments in early journalism and Indian press history.
- Explain early press regulations such as the Censorship of Press Act 1799 and Vernacular Press Act 1878.
- Illustrate the role of major newspapers like *Amrita Bazar Patrika*, *The Hindu*, and others in colonial and modern India.
- Examine the contributions of key journalism personalities to nationalism, reform, and media growth in India.
- Assess the impact of broadcasting, new media, and media laws on democratic communication in India.

Unit 1 - Origin of Press & Early Journalism (12 Hrs.)

Invention of the printing press by Johannes Gutenberg and its role in modern newspapers; History of the Indian press and early regulations, including Hicky's Bengal Gazette, the Censorship of Press Act 1799, the Vernacular Press Act 1878; Growth of the English press in colonial India; Role of Bengali newspapers like *Amrita Bazar Patrika*.

Unit 2 – Indian Journalism Personalities – I (12 Hrs.)

Sisir Kumar Ghosh & Motilal Ghosh – nationalist journalism; Mahadev Govind Ranade-reform through media; Surendranath Banerjee-The Bengalee; Kasturi Ranga Iyengar-strengthened press credibility; Lala Lajpat Rai-press as political tool; Gopal Krishna Gokhale-responsible journalism.

Unit 3 - Indian Journalism Personalities – II (12 Hrs.)

Mahatma Gandhi-Young India, Harijan; Aurobindo Ghose-revolutionary writings; Maulana Abul Kalam Azad-Al-Hilal; Jawaharlal Nehru-National Herald; Syed Abdulla Brelvi-Bombay chronicle; S. Sadanand-independent press.

Unit 4 – Major Indian Newspapers (12 Hrs.)

The Hindu; The Times of India; Hindustan Times; The Indian Express; The Tribune; The Statesman.

Unit 5 - History of Broadcasting in India (12 Hrs.)

Beginning and growth of radio and television in India; development of cable and satellite television in India; development of internet based new media: Online Journalism, Social Networking; importance and relevance of Media law in a democratic society.

Reference:

1. Bhatt, S. C., & Bhargava, G. (2005). *Media and communication in India*. Mittal Publications.
2. Barns, M. (1940). *The Indian press: A history of the growth of public opinion in India*. G. Allen & Unwin.
3. Chatterji, P. C. (1921). *Broadcasting in India*. Sage Publications.
4. Gupta, V. S., & Agarwal, V. B. (2002). *Handbook of journalism and mass communication*. Concept Publishing Company.
5. Kumar, K. J. (2013). *Mass communication in India*. Jaico Publishing House.
6. Luthra, H. R. (1986). *Indian broadcasting*. Publications Division, Ministry of Information & Broadcasting.
7. McQuail, D. (2010). *McQuail's mass communication theory*. Sage Publications.
8. Menon, A. (1998). *Journalism and mass communication*. National Publishing House.
9. Moran, J. (1973). *Printing presses: History and development from the fifteenth century to modern times*. University of California Press.
10. Natarajan, J. (1955). *History of Indian journalism*. Publications Division, Ministry of Information and Broadcasting, Government of India.
11. Parthasarathy, R. (1997). *Journalism in India: From the earliest times to the present day*. Sterling publishers.

COs and Bloom's Taxonomy Mapping – 26HS607

Course Outcomes	On successful completion of this course, students will be able to	BTL
CO1	Recall facts and explain basic ideas on the invention of the printing press and understand how print technology contributed to the rise of modern newspapers and the spread of information and the impact of early press regulations, the role of newspapers such as Hicky's Bengal Gazette and Amrita Bazar Patrika.	K1, K2
CO2	Apply the information in new situations and will learn how prominent Indian leaders and journalists used newspapers and media as powerful tools to spread nationalist ideas, promote social reform and mobilize public opinion during the freedom struggle.	K3
CO3	Analyze a connection and compare the significant role of newspapers, journals and revolutionary writings in India's freedom struggle and how nationalist leaders used the press to spread political awareness and mobilize public opinion against colonial rule.	K4
CO4	Evaluate and justify about some of the major newspapers in India and understand their role in shaping public opinion and spreading information on national and international events.	K5
CO5	Create or construct new ideas on the historical evolution and growth of radio, television, cable, satellite broadcasting and internet-based new media in India, including online journalism and social networking platforms.	K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 – Create

Relationship Matrix – 26HS607

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	2	2	3	2	2	1	2	3	2	2	1	1	1.9
CO2	2	2	3	1	2	1	2	2	2	3	2	2	2
CO3	2	2	1	2	1	2	1	1	3	2	2	3	1.8
CO4	1	2	2	3	1	2	2	2	3	1	3	2	2
CO5	3	2	1	2	3	2	3	2	1	2	2	3	2.2
Total													1.98

Mean Score: 3- High, 2- Medium/Moderate, 1-Low