

Journalism & Mass Communication

(Lecture for BS 1st Semester)

Journalism: Collection of information in term of recent events, giving them proper shape and sharing.

Mass Communication: Mass means big number of people or audience, Communication means exchange of thoughts/approaches/information/opinion/knowledge.

Journalism & Mass Communication:

Collection of information in term of recent events, giving them proper shape and sharing with audience using different plate forms like Print or electronic media.

Exchange of information/opinion/knowledge

Sharing of information/opinion/knowledge

Spreading of information/opinion/knowledge

Dissemination of information/opinion/knowledge

Journalistic objectivity is a considerable notion within the discussion of journalistic professionalism.

Journalistic objectivity may refer to fairness, disinterestedness, factuality and nonpartisanship, but most often encompasses all of these qualities.

Mass Communication Tools:

Print Media: Newspaper, Magazine and Tabloid

Electronic Media: Radio, TV and Internet

Types of Radio Stations

1. Internet/Web/IP/Online Radio
2. Satellite Radio
3. Terrestrial Radio Stations:
 - i. DAB (Digital Audio Broadcast) Radio
 - ii. FM (Frequency Modulation) Radio
 - iii. AM (Amplitude Modulation) Radio (SW, MW and LW Radio Stations)

Types of TV Stations

1. Internet/Web/IP/Online TV
2. Satellite TV (DVB or Digital Video Broadcast), DTH (Direct To Home)
3. Terrestrial TV Stations (PTV in Pakistan) State Owned TV Station
4. CTV (Cable TV)

Terrestrial: Something related to ground, when we receive Radio or TV signal using ordinary antenna or free of cost signal or catching our favorable Radio/TV tunes, that is know as terrestrial Radio/TV station approach.

Satellite: Something related to space, to get Radio/TV signal from almost 35 to 40 thousand kilometer above earth's level using Dish Antenna having LNB.

Tabloid: A newspaper with a compact page size smaller than broadsheet. There is no standard size for this newspaper format.
