

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

1st SEMESTER

DISCIPLINE SPECIFIC COURSE-2 (CORE – 2)

MCH120C2: INTRODUCTION TO JOURNALISM

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Objectives:

- This course will enable students to comprehend the basic concepts about Journalism, besides writing a variety of mass media products while following accepted Journalistic standards.

THEORY (4 CREDITS: 60 HOURS)

Unit I Journalism and Society (15 HOURS)

- Media and Democracy : Freedom of Expression
- Media Consumption and News Production; Audience, Readerships, Markets
- Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, page 3.
- Changing Practices: new/alternative media, speed, circulation,

Unit II Principles of Journalism (15 HOURS)

- Social Responsibility and Ethics
- Positioning, Accuracy, Objectivity, Verification, Balance and Fairness
- Defining Spot/Action, Statement/Opinion, Identification/Attribution

Unit III The News Process: from the event to the reader (15 HOURS)

- News: meaning, definition, nature
- Space, Time, Brevity, Deadlines
- Five Ws and H, Inverted pyramid
- Sources of news, use of archives, use of internet etc.

Unit IV Language and Narrative of News (15 HOURS)

- Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, by-line, and dateline.
- Styles for print, electronic and online journalism
- Robert Gunning: Principles of clear writing,
- Rudolf Flesch's Formula- skills to write news

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals: Based on Theory Course

Suggested Readings:

- ✓ Adams, Sally, Gilbert, Harriett, Hicks, Wynford. *Writing for Journalists*, Routledge, London, 2008.
- ✓ Bull, Andy. *Essential Guide to Careers in Journalism*, Sage, London, 2007.
- ✓ Bruce D. Itule and Douglas A. Anderson, *News writing and reporting for today's media*, McGraw Hill Publication.
- ✓ Flemming, , Carole and Hemmingway, Emma, *An Introduction to journalism*, Sage, London, 2005.
- ✓ Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: *Key Concepts in Journalism Studies*, Sage, London, 2005.
- ✓ Harcup, Tony. *Journalism Principles and Practice*, Sage, London, 2009.
- ✓ King, Graham. *Collins Improve Your Writing Skills*, Collins, London, 2009.
- ✓ Schudson, Michael: 2011, *Sociology of News*, W.W. Norton, New York,
- ✓ Schwartz, Jerry: 2002, *Associated Press Reporting Handbook*, McGraw-Hill, New York,
- ✓ Smith, Jon: 2007, *Essential Reporting*, Sage, London,
- ✓ Truss, Lynne: 2003, *Eats, Shoots & Leaves*, Profile Books, London, \
- ✓ Watson, Don: 2003, *Gobbledygook*, Atlantic Books, London,
- ✓ Willis, Jim: 2010, *The Mind of a Journalist*, Sage, London.