

## Course Content

### Sem -I/ Paper -1 Fundamentals of Journalism and Principles of Communication

#### Unit-1

##### 1. Principles of Journalism

Journalism – Definition, Nature, Scope and Significance, Relationship between Press, Society and Government

##### 2. Freedom of Press: Its basic principles and constraints - Responsibilities and Criticism.

##### 3. Press as a tool of social service

Newspaper Organisation - The role of press as an agency of communication, Relationship between press and other mass media, Press and Democracy, Print Media in India: An overview

#### Unit-2

##### 4. Fundamentals of Communication

Meaning of communication, features, importance, patterns, Techniques of communication formal/ informal, verbal/written, downward & upward. Barriers of communication, Essential of communication, Factors affecting process of communication.

##### 5. Process of Communication

Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback).

### Sem -II/Paper -1

### Art & Technique of News Reporting and Reading

#### Unit-1

##### 1. Gathering the News:

Reporting & Reporters - Training & Qualifications , Reporting for Newspapers - Reporting the expected & unexpected , Reporting skills- Nose for News, Observation (listening & seeing), Taking notes, finding, checking, verifying, analysing & interpreting information,

##### 2. Types of Reporting:

Objective, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic & Commercial, Technical & Science Reporting.

##### 3. Extracting Stories from outside sources:

Citizens, Press releases, Institutional sources Ministries & Govt. Departments, etc.

#### Unit-2

##### 4. Reading skills

Model of reading to learning, Reading tactics and strategies.

##### 5. Reading purposes – kind of purposes and associated apprehensions, reading for meaning, reading outcomes.

**Sem-III/ Paper -1**  
**Art & Technique of Creative Writing and Editing**

**Unit-1**

**1. Skills For Writing News:**

The basic formula - The Inverted Pyramid, Writing the Lead, Kinds of Leads, The summary Lead, Thinking through the Lead, Finding the appropriate verb, Organising the facts, Time elements, Variations on the summary Lead ,Date lines, Credit Lines, Checklist for the standard of the news story.

**2. Writing The Story:**

Single - Incident Story, Attribution – Identification, Time and Timeliness, The Style book.

**Unit-2**

- 3. Editing:** Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.
- 4. Functions** and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing.
- 5. Structure** and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions

**Sem-IV/ Paper -1**  
**New Techniques of Broadcast and Web Journalism**

**Unit-1**

1. Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.
2. Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.
3. Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

**Unit-2**

4. Internet TV and Internet Radio Future of mass media technologies
5. Future of media. Technological advancement and its impact on entertainment.
6. Online journalism vs. traditional journalism –difference in news consumption

## List of Suggested Books and References

1. Beyond the lines: An Autobiography by Kuldeep Nayyar , Roli Books ,2012
2. India's Newspaper Revolution , Robin Jeffrey, 2000, Hurst Publication
3. Indian Media Business ,Vanita Kohli,2013, Sage Publication
4. India on Television ,Nalin Mehta, 2009, Harper Collins Publishers India
5. Mass Communication in India (English, Paperback, Kumar Keval J., 1981, Jaico Publishing House,(Hindi and English Both)
6. Handbook of Journalism and Mass Communication , Aggarwal Virbala, 2001, Concept Publishing Co.
7. Mass Communication And Journalism In India by Mr. D.S. Mehta, 1979, Allied Publishers
8. 21st Century Journalism in India, uthors: Nalini Rajan,2007. SAGE Publication
9. Journalism in India , Rangaswami Parthasarathy, 1989 , Stosius Incorporated/Advent Books Division
10. Investigative Journalism in India , S. K. Aggarwal, 1990 , Mittal Publications
11. The Green Pen , Keya Acharya, Frederick Noronha, 2010, SAGE Publications India
12. Indian Journalism in a New Era , Shakuntala Rao, 2019 ,
13. Sterling, C. H. (2009). Encyclopedia of journalism. Thousand Oaks, SAGE
14. Wilson, J. (1996). Understanding journalism: A guide to issues. London: Routledge.
15. Hennessy, B. (2006). Writing feature articles, 4th ed. Oxford: Focal Press. (e-book)
16. Kershner, J. W. (2009). The elements of newswriting, 2nd ed. Boston, Mass: Allyn & bacon
17. Streckfuss, R. (1990), Objectivity in Journalism: A Search and a Reassessment. Journalism Quarterly 67: 973-983.
18. Ang, I. (1996). Living Room Wars: Rethinking Media Audiences for a Postmodern World. London & New York: Routledge.
19. Castells, M. (2007). Communication, Power and Counter-power in the Network Society. International Journal of Communication 1, 238-266.
20. Goldberg, J. (2000). Careers in journalism. Chicago, Ill: VGM Career Horizons.
21. Healy, R., Mazierska, E., & Gregory, G. (2007). Careers in media and film: The essential guide. Los Angeles: Sage Publication

## Practical/Project Work

Students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by external examiner and viva voce will be conducted

### Semester-1

I (Theory)	Fundamentals of Journalism & Principles of Communication
II (Practical)	Textual Project Work based on Case Studies

### Practical/Project Work

1. Textual Project Work based on Case Studies

### Semester 2

I (Theory)	Art & Technique of News Reporting
II (Practical)	Field Project Work

### Practical/Project Work

**News Reporting:** News items regarding programmes in the College Departments (minimum 10)- News items about various programmes in the city assigned by the concerned teachers (minimum 10)

2. Various Types of News: Development news, mis-shap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.

3. Non-news Articles: These include topical articles such as side article, Biography, Bookreview, Film Review and Special article, At least one article of each type must be produced by the student.

### Semester 3

I (Theory)	Art & Technique of Creative Writing and Editing
II (Practical)	Project Work and Mock Interviews

### Practical/Project Work

1. Interview: The student is expected to write interviews of 5 personalities in various field
2. Column Writing • Development, Criticism,
3. Feature writing • News Analysis

**Semester 4**

I (Theory)	New Techniques of Broadcast & Web Journalism
II (Practical)	Project Work & Actual Interface with Media agencies and News Houses ( Print and Electronic)

Students will be required to take timely practical tests for writing content for the web on the following topics:

1. Writing reviews for product launches
2. Writing review: books, movies, plays
3. Writing questionnaire for an interview to be published on the web
4. Writing features and understanding the mechanisms of feature writing for the web
5. Writing subject-based articles and features: science, sports, food, health etc