Journalism and Mass Communication
Semesters 1 & 2 under NEP

Syllabus
Passed by
BOARD OF STUDIES
4 OCTOBER, 2021

CENTRE FOR MEDIA STUDIES
JYOTI NIVAS COLLEGE AUTONOMOUS

JOURNALISM AND MASS COMMUNICATION

Semester 1
DSC1: Introduction to Journalism
OE1: Photography and Visual Storytelling

Semester 2
DSC2: Computer Applications for Media
OE2: Graphic Design

DSC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1: Introduction to Journalism		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4 hrs/week
Practical: 4 hrs /week
Total: 6 credits

COURSE OUTCOMES:
- Students understand the basic concepts of Journalism
- Students learn to critically analyse news based on its characteristics and values
- Students gain an understanding of the Journalistic style of writing
- Students create content based on different formats of Journalistic writing

UNIT I: JOURNALISM – AN OVERVIEW   15 HRS
Journalism**:** Definition, nature, scope, functions; Evolution and History of Journalism – Global and National scenario; History of Kannada Press; Journalism in a democracy; Qualities and Responsibilities of Journalists. Principles of Journalism

UNIT II: JOURNALISM - MEDIA AND TYPES   15 HRS
Print, Radio, Television, New media - Characteristics, scope and limitations; **Types of Journalism**: Mainstream, Alternative, Convergent Media; Investigative, Interpretative, Tabloid, Development Journalism, Photojournalism; Advocacy journalism, Citizen journalism, Digital Journalism.

UNIT III: NEWS AND NEWS REPORT WRITING   15 HRS
News: Definition, characteristics, types; news values; journalistic jargons; Fundamentals of Journalistic Writing; **Writing news reports:** Inverted pyramid format, Hourglass style; Headlines – Types and Writing styles; Lead – Characteristics and Types

UNIT IV: FORMS OF JOURNALISTIC WRITING   15 HRS
Features: Types of features; Feature Writing Styles; **Interviews** – Nature, Types; Interview Writing; **Editorials** and Opinion Writing; Writing Book & Film Reviews and Middles.

Content of Practical Course

Course Title: Intro. To Journalism (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
	Summative Assessment Marks: 35

List of Exercises to be done:
1. News reading and analysis
2. Reading and analysis of critical texts
3. Writing news stories in the inverted pyramid format (based on information provided).
4. Writing features – news, profile, lifestyle
5. Writing a personality interview
6. Writing editorials, opinion pieces and middle
7. Writing film and book reviews
8. Writing letter to the editor
9. Writing Press Releases and writing articles using Press Releases

Each student will maintain a blog wherein she will post her journalistic writing practical exercises through the entire semester.

Students are also required to publish one article (any format) in either of JNC's campus wall newspapers *Our Story* or *Open Story*.

Minor Project: At the end of the semester, the student will be provided with a single draft of factual information. Student would be required to use the same information to **write a news story, a feature and an editorial**. This will help the student differentiate between the different forms of journalistic writing and also hone the writing skills. This project also will be updated in their blog and will be evaluated along with the other exercises for the End Semester Practical Evaluation.

REFERENCES:

1. Devereux, Eoin (2007). *Understanding the Media*, Sage Publications.
2. Kumar, Keval J. (2014). *Mass Communication in India*, Jaico Impression.
3. Mehta, D.S. (1979). *Mass Communication and Journalism in India*, Allied Publishers
4. Roy, Barun (2017). *Understanding Journalism: Communicating Efficiently and Presenting News in Sensational Manner*, V&S Publishers.
5. Singh, Nagendra Kumar (2014). *Mass Communication and Journalism in the New Millennium*, Abhijeet Publications.
6. Slavtcheva-Petkova, Vera and Bromley,Michael(2019). *Global Journalism: An Introduction*, Springer.
7. Stov, James Glen (2005). *Journalism WWWWWH*, Pearson Education.

DSC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSC 2: Computer Applications for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4 hrs/week
Practical: 4 hrs /week
Total: 6 credits

COURSE OUTCOMES:
At the end of the course the students will be able to:
- Understand the nature and functions of various computer applications for media productions and publications.
- Technically create media image & page related, video and audio media content.

UNIT 1
INTRODUCTION TO COMPUTER AND COMPUTER APPLICATIONS   **[15 HOURS]**
Introduction to computers: Input and Output devices, hardware and software (applications), operating systems, files and folders. Information Communication Technology: Nature, Scope and role in the media industry. Glossary: Internet of things, artificial intelligence, web browsers. Online Collaborative Software and Open-source software.

UNIT 2
VISUAL DESIGN AND PAGE LAYOUT APPLICATIONS   **[15 HOURS]**
Visual design theory: elements and principles, colour theories, typography. Introduction to Design Software, visual design workflow, working with visuals, image formats. Introduction to Page Layout Software, page size, page layout workflow.

UNIT 3
AUDIO EDITING APPLICATIONS   **[15 HOURS]**
Aesthetics of sound, sound tracks, microphones, portable recording equipment, introduction to sound studio, introduction to sound editing software, audio editing workflow, audio files and formats, mono, stereo, 5.1, sample rate, bit depth, channels.

UNIT 4
VIDEO EDITING APPLICATIONS   **[15 HOURS]**
Introduction to video: aspect ratio, resolution, file formats. Introduction to video editing software, Understanding video editing workflow: importing videos, assembling and cutting, speed, video effects, transitions, titles and subtitles, dialogues and audio track control, exporting video.

Content of Practical Course

Course Title: Computer Applications for Media (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
	Summative Assessment Marks: 35

List of Exercises to be done:
1. Designing logos
2. Designing a magazine cover
3. Designing a dummy newspaper page
4. Studio sound recording
5. Outdoor sound recording
6. Audio editing
7. Importing, editing and exporting videos
8. Titling and subtitling (closed captioning)
9. Chroma key and green screen

Minor Project: At the end of the semester students shall submit **a media project with three segments**, using their (1) image editing and layout skills, (2) audio recording and editing skill, and (3) video editing skills.

References
1. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles* by Amy Graver, Ben Jura. Rockport Publishers 2012
2. Illustrator Tutorials, https://helpx.adobe.com/in/illustrator/tutorials.html, Adobe (October 2021)
3. InDesign Tutorials, https://helpx.adobe.com/in/indesign/tutorials.html, Adobe (October 2021)
4. *Irwing K, David: Producing and Directing a Short Film and Video*
5. *Robert Goodman, Patrick McGrath: Editing Digital Video: The complete creative and technical guide (Digital Video and Audio)*
6. Karel Reisz: Techniques of Film Editing
7. Walter Murch: Blink of an eye
8. Gabriel Aoldham: First cut – Conversations with Film Editors
9. *James Monaco: How to Read a Film (4th Edition)*
10. *Logo Design Love: A guide to creating iconic brand identities (Voices That Matter)* by David Airey. Peachpit Press; 2nd edition 2014
11. Photoshop Tutorials, https://helpx.adobe.com/in/photoshop/tutorials.html, Adobe (October 2021)
12. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
13. Sunder, R., 2000. Computers Today Ed.2, John Wiley.

OE1: PHOTOGRAPHY AND VISUAL STORYTELLING

Course Title and Code	OE1: Photography and Visual Storytelling		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	1
Course Type	Open Elective	Academic Year	2021-22

LEARNING OUTCOMES:
- Students learn the basics of photography
- Students gain an understanding on story-telling through visuals.
- Students learn to critically analyse and evaluate the nuances of photographs
- Students apply the skills learnt through the course to create their own photography portfolio

UNIT I: PHOTOGRAPHY   **15 HRS**
Introduction to Photography • Brief history of Photography/Camera • Understanding camera: Lenses, camera body and its accessories • Fundamentals of mobile photography

UNIT II: PHOTOGRAPHY CONCEPTS   **15 HRS**
Photography concepts: The exposure triangle • Picture Composition rules - Background, foreground and depth of field, Rule of thirds, Golden Triangle, Golden ratio, Framing, Gaze room, head space • Shot size • Camera Angles.

UNIT III: VISUAL STORYTELLING THROUGH PHOTOGRAPHS   **15 HRS**
Principles of Visual Storytelling • Documentary photography – importance of identifying and telling stories; documenting events as they unfold over a period of time • Photo captioning • Creating a photostory.

Course Title: Photography and Visual Storytelling	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam:
	Summative Assessment Marks: 70

References:
1. Chris George: The Book of Digital Photography
2. Jürg Wittwer and Jessica Holom: Talking Through Pictures: A Beginner's Guide to Photojournalism
3. Harman, Doug: The Digital Photography Handbook
4. Kobre, Kenneth: Photojournalism – the Professional's Approach
5. Grimm, Tom: The Basic Book of Photography
6. Haines, George: Learning Photography
7. Susan Sontag: On Photography

OE2: GRAPHIC DESIGN

Course Title and Code	OE2: Graphic Design		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	2
Course Type	Open Elective	Academic Year	2021-22

Course Outcomes
- Students will understand concept of visual communication as well the difference between different graphic design and art
- They will use industry-standard software to design graphical images
- They will apply the concepts found within elements and principles of art and design
- They will create a brand identity works such as business cards, packaging, and advertising

UNIT 1: **INTRODUCTION TO DESIGN**   **15 HRS**
Defining visual communication design; Graphic design vs art; Image files and formats; Elements, principles and design theory

UNIT 2: **DESIGN AESTHETICS, COLOUR THEORY, AND TYPOGRAPHY**   **15 HRS**
Design aesthetics and rules of composition; Colour Theory; Typography and Typographic Elements

UNIT 3: **DESIGN THINKING**   **15 HRS**
Design process; Visual design tools, software and application; Practical works: Logos and posters

Course Title: Graphic Design	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam:
	Summative Assessment Marks: 70

References
1. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students* by Ellen Lupton (Princeton Architectural Press; 2nd Revised and Expanded 2010)
2. *Design as Art* by Bruno Munari (Penguin UK; Latest Edition 2019)
3. *Graphic Design Theory: Readings from the Field* by Helen Armstrong (Princeton Architectural Press; 1st edition 2009)
4. *Interaction of Color* – 50 Anniversary Edition by Josef Albers (Yale University Press 2013)
5. *Logo Design Love: A guide to creating iconic brand identities* by David Airey (Peachpit Press; 2nd edition 2014)
6. *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World* by Michael Bierut (Thames & Hudson Ltd; Revised and expanded edition 2021)