

**JYOTI NIVAS COLLEGE AUTONOMOUS  
JOURNALISM AND MASS COMMUNICATION  
SEMESTER – I  
DSC 1: INTRODUCTION TO JOURNALISM**

<b>COURSE TITLE AND CODE</b>	<b>DSC 1: INTRODUCTION TO JOURNALISM</b>		
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:**

1. Students understand the basic concepts of Journalism
2. Students learn to critically analyse news based on its characteristics and values
3. Students gain an understanding of the Journalistic style of writing
4. 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**

<b>COURSE TITLE: INTRO. TO JOURNALISM (PRACTICAL)</b>	
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.