

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: I

**JOURNALISM - PAPER I
INTRODUCTION TO JOURNALISM AND MEDIA**

Course Code: 18IJE1

Number of hours: 60

COURSE OBJECTIVES:

- To provide students with an insight into the world of Journalism
- To develop critical thinking and an ethical outlook among students
- To help them critically analyse and evaluate the contemporary media scenario based on established and evolving theoretical concepts
- To help students make a foray into the world of Journalism by providing them with an overview of Journalism – its foundations, inherent challenges and limitless possibilities.

LEARNING OUTCOMES:

- Students delve into the fundamentals of media and understand the basic concepts of Journalism
- Students gain an insight into contemporary media scenario and learn to critically analyse media content based on existing and evolving concepts
- Students learn to think critically and improve upon their writing skills

UNIT 1: MASS COMMUNICATION AND JOURNALISM

11 HRS

Understanding Communication, Journalism as a form of Mass Communication: Definition, nature, scope, functions; Evolution and History of Journalism – Global and Indian Scenario; Journalism in a democracy

UNIT 2: MEDIA FOR JOURNALISM

11 HRS

Print, Radio, Television, New media - Characteristics, scope and limitations; **Kinds of Journalism:** Mainstream, Alternative, Convergence; Beat Reporting, Investigative, Tabloid Journalism, Photojournalism; Participatory – Advocacy journalism, Citizen journalism

UNIT 3: NEWSPAPERS AND MAGAZINES

12 HRS

Characteristics, Types; Parts of a newspaper; Newspaper organization – Departments and functions; **News:** Definition, characteristics, types; news values; news sources, news agencies; Journalism Terminologies

UNIT 4: THEORIES AND CONCEPTS IN JOURNALISM

13 HRS

Normative Theories of Media – Four theories of the press; development theory, participatory theory; Agenda-setting, gate-keeping, framing, priming, propaganda, censorship, Journalistic ethics, political economy of media

UNIT 5: CASE STUDIES ON CONTEMPORARY TRENDS AND ISSUES IN JOURNALISM

13 HRS

Political coverage in Media; Media and War; Photojournalism; News as infotainment; Sensationalism; Fake news; Paid news; Trivialization; Commercialization; Credibility issues; Online space – Possibilities and Pitfalls.

I SEMESTER JOURNALISM: PRACTICAL – I

DURATION : 3 HRS / WEEK

NO. OF UNITS: 15

News Diary: Students read newspapers and online news and analyse them critically and maintain a News Dairy that hones their critical thinking and news analysis skills

Critical Analysis: Students are required to read suggested texts and critically analyse and review the same and submit reports.

Creative Writing: In order to hone their writing skills and help them differentiate between different forms of writing, students are required to work extensively on writing assignments and short literary projects.

All written assignments would be compiled together as '*The Bundle*'.

REFERENCES:

1. Mass Communication in India – Keval J. Kumar; Fourth edition, Jaico Impression, 2014
2. Understanding the Media – Eoin Devereux, Second edition, Sage Publications, 2007
3. Journalism WWWWH – James Glen Stovall, First edition, Pearson Education, 2005
4. Mass Communication and Journalism in the New Millennium – Nagendra Kumar Singh, Abhijeet Publications, 2014
5. Journalism and Society – Denis McQuail, Sage Publications, 2013
6. Journalism in India – Rangaswami Parthasarthy, Sterling Publications Pvt. Ltd., 1989
7. McQuail's Mass Communication Theory – Denis McQuail, Sixth edition, Sage Publications, 2013
8. Communication Studies – Sky Mansen, Palgrave Macmillan, 2009
9. Manufacturing Consent: The Political Economy of the Mass Media - Edward S. Herman and Noam Chomsky, Pantheon Books, 1995
10. Mass Communication Theory: Foundations, Ferment and Future - Dennis K. Davis and Stanley J. Baran, Cengage, 2015
11. Mass Communication: Theory and Practice- Uma Narula, Har-Anand 2008
