

BA JMC
2nd Semester
SVIJMC
Generic Elective Subject

**Generic Elective
GUJMC 202
Introduction of Journalism**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
GUJMC202	GE	Introduction of Journalism	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical - Credit;
***Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.**

Course Educational Objectives (CEOs):
The student will be able:

- CEO 1 – To understand the basics of journalism including roles and responsibilities of reporters
- CEO 2 - To carry out the process of news making.
- CEO 3 - To excel in theoretical and practical working in Media Organizations.
- CEO 4 – To acquire knowledge about different types of journalism.
- CEO 5 - To understand the importance and purpose of journalism for the betterment of society

Course Outcomes (COs):

After completion of this course the students are expected to be

- CO 1** – Inculcate the knowledge of elements of journalism
- CO 2** – Obtain comprehensive and advanced education in the field and seek wide career opportunities..
- CO 3** – Analyze the role and responsibility of media in democracy.
- CO 4** – Differentiate between various types of journalism.
- CO 5** - Apply various styles of news writing.
- CO 6** - Understand technical terms and jargons of journalism.

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COURSE CONTENTS:

Unit 1

Journalism: meaning and definition, journalist, roles and responsibilities of a journalist, stringers, correspondents, reporter, anchor, freelancer.

News: meaning, definition, nature, elements, types: hard and soft

Unit 2

The News Process: from the event to the reader, basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline, use of archives, Sources of news, Use of internet

Unit 3

Yellow journalism, Penny press, Tabloid press, Citizen Journalism, Mobile Journalism.

Unit 4

Basic differences between print, electronic and online journalism based on Language and principles of writing.

Unit 5

Role of Media in a Democracy, Responsibility to Society, Media Ethics, Current issues of press freedom

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Suggested Readings

1. Berner, R. T. (2007). *Fundamentals of Journalism: Reporting, Writing and Editing* . Northwestern University: Marquette Books .
2. Carole Flemming, E. H. *An Itroduction to Journalism* . 2006: Vistaar Publication.
3. Keeble, R. (2006). *The Newspaper's Handbook* . New York : Roultedge Publication.
4. Rodmann, G. (2007). *Mass Media in Changing World* . Macgraw Hill Pulbication .