

List of Courses Focus on Employability/ Entrepreneurship/
Skill Development

Department : Journalism and Mass Communication

Programme Name : B.A. in JMC

Academic Year : 2018-19

List of Courses Focus on Employability/ Entrepreneurship/Skill Development

Sr. No.	Course Code	Name of the Course
01.	SS/EC/C-101	Introduction to Journalism
02.	SS/EC/C-102	Introduction to Media and Communication
03.	SS/EC/GE-101/C	Basics of Journalism
04.	SS/EC/C-203	Reporting and Editing for Print
05.	SS/EC/C-204	Media and Cultural Studies
06.	SS/EC/GE-202/PS	Photography

Scheme and Syllabus

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**Proposed Syllabus for
B.A. (Hons.) Journalism and Mass Communication based on CBCS System
(Three years/Six semesters)**

(To be implemented from the academic session 2018-2019)

**Department of Journalism and Mass Communication
School of Arts
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) 495009**

**B.A. (Hons.) Journalism and Mass Communication based on CBCS System
(Three years/Six semesters)**

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26/7/18

School of Arts: BA (Hon's): Subject: - Journalism and Mass Communication

Semester	Course Opted	Course Code	Name of the course	Credit	Hour / week
I	Core-1	SS/EC/C-101	Introduction to Journalism	5	5
	Core -1 Tutorial	SS/EC/C-T-101	Tutorial-1 based on Core-1	1	1
	Core -2	SS/EC/C-102	Introduction to media and Communication	5	5
	Core -2 Tutorial	SS/EC/C-T-102	Tutorial-2 based on Core-2	1	1
	Generic Elective (GEI)-1	SS/EC/GE-101/C	Basics of Journalism	5	5
	Generic Elective - Tutorial	SS/EC/GE-T-101/PS	Tutorial-1 based on Generic Elective-1	1	1
	Ability Enhancement Compulsory Course (AECC)	SS/EC/AE-101/EC	Environmental Science	4	4
	ECA	SS/EC/ECA-101	ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS//Yoga/ Swachhta/ sports/ community service/ others	2	(2)
		TOTAL	24	24	

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II	Core-3	SS/EC/C-203	Reporting and Editing for Print	5	5
	Core -3 Tutorial	SS/EC/C-T-203	Tutorial-3 based on Core-3	1	1
	Core -4	SS/EC/C-204	Media and Cultural Studies	5	5
	Core -4 Tutorial	SS/EC/C - T-204	Tutorial-4 based on Core-4	1	1
	Generic Elective (GEI-B)-2	SS/EC/GE-202/PS	Photography	5	5
	Generic Elective - Tutorial	SS/EC/GE-T-202/PS	Tutorial-2 based on Generic Elective-2	1	1
	Ability Enhancement Compulsory Course (AECC)	SS/EC/AE-201/ES	English Communication/ MIL. (Hindi Communication)	4	4
	ECA		ECA-Extracurricular activity/Educational Tour/ Field visit/ Industrial training/NSS/yoga/ Swachhta/ sports/ community service/ others	2	(2)
			Total	24	24
SUMMER Internship: 15 days (Optional)		Swayam Swachhta / NSS / Industrial/ others		2	100
III	Core-5		Introduction to Broadcast Media	5	5
	Core -5 Tutorial		Tutorial-5 based on Core-5	1	1
	Core -6		History of the Media	5	5
	Core -6 Tutorial		Tutorial-6 based on Core-6	1	1
	Core - 7		Advertising and Public Relations	5	5
	Core - 7 Tutorial		Tutorial-7 based on Core-7	1	1
	Generic Elective (GEII-A)-1		Film Appreciation	5	5
	Generic Elective - Tutorial		Tutorial-3 based on Generic Elective-3	1	1
	Skill Enhancement Course (SEC -1)		Radio Production	4	4
			Total	28	28
IV	Core-8		Introduction to new media	5	5
	Core -8 Tutorial		Tutorial-8 based on Core-8	1	1
	Core -9		Development Communication	5	5
	Core -9 Tutorial		Tutorial-9 based on Core-9	1	1
	Core - 10		Media Ethics and the law	5	5
	Core - 10 Tutorial		Tutorial-10 based on Core-10	1	1
	Generic Elective (GEII-B)-2		Documentary Production	5	5
	Generic Elective - Tutorial		Tutorial-4 based on Generic Elective-4	1	1
	Skill Enhancement		Documentary Production	4	4

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SEMESTER I

CI Introduction to Journalism

Course contents:

Unit 1 –

Understanding News, Ingredients of news
News: meaning, definition, Nature, The news process: from the event to the reader (how news is carried from event to reader)
Hard news vs. Soft news, basic components of a news story
Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2 –

Different forms of print-A historical Perspective Yellow journalism, tabloid newspaper, Language of news-
Principles of clear writing skills to write news

Unit 3 –

Understanding the structure and construction of news, organizing a news story, 5W's and 1H, Inverted pyramid,
Criteria for news worthiness, principles of news selection
Use of archives, sources of news, use of internet

Unit 4 –

Different mediums-a comparison
Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism

Unit 5 –

Role of Media in a Democracy
Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media Ethics in journalism

Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

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C2 Introduction to Media and Communication

Course contents:

Unit I

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter
The Internet- discussion around media and everyday life . Discussions around mediated and non mediated communication

Unit II

Communication and Mass Communication, Forms of Communication, Levels of Communication
Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere

Unit III

Mass Communication and Effects Paradigm, Direct Effects; Mass Society Theory, Propaganda
Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence,
Cultivation Analysis,

Unit V

Four Models of Communication, Transmission models, Ritual or Expressive models
Publicity Model, Reception Model

Readings:

- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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GE 1: (Elective Generic) Semester I

Basics of Journalism

Course contents:

Unit 1 –

Understanding News: meaning, definition, The news process: from the event to the reader (*how news is carried from event to reader*), Hard news vs. Soft news, News Formation in Different Medium, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

Unit 2-

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press
Language of news- Robert Gunning: Principles of clear writing.

Unit 3 –

Understanding the structure and construction of news, 5W's and 1H, Inverted pyramid, *Criteria for news worthiness*, sources of news, use of internet.

Unit 4 –

Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism.

Unit 5 –

Role of Media in a Democracy, Responsibility to Society press and Democracy *Contemporary debates* and issues relating to media Ethics in journalism.

Readings

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

SEMESTER II

C3 Reporting and Editing for Print

Course contents:

UNIT 1

Covering news, Reporter- role, functions and qualities . General assignment reporting/ working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health., education, sports;

UNIT 2

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story: attribution, Articles, features, types of features and human interest stories, leads for features, difference, between articles and features.

UNIT 3

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department
Introduction to editing: Principles of editing, Headlines; importance, functions of headlines., typography and style, language, types of headline, style sheet, importance of pictures., selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
Editorial page: structure, purpose, edits, middles, letters to the editor, special articles

UNIT 4

Trends in sectional news, Week-end pullouts., Supplements, Backgrounders, columns/columnists

UNIT 5

Understanding media and news, Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news, Neutrality and bias in news

Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication
Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing Personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, Tests, debates and tests may be held regularly.

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C4 Media and Cultural Studies

Course contents:

Unit I

Understanding Culture, Mass Culture, Popular Culture, Folk Culture, Media and Culture

Unit II-

Critical Theories, Media as Cultural Industries, Political Economy, Ideology and Hegemony

Unit III

Representation, Media as Texts Signs and Codes in Media, Discourse Analysis, Genres, Representation of nation, class, caste and gender issues in Media

Unit IV

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular.

Unit V

Media and Technologies, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)

John Storey, *Cultural Theory and Popular Culture: An Introduction*, London: Pearson Longman, 2009

Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

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GE 2: (Elective Generic) SemesterII

Photography

Course contents:

Unit I:

History of Photography Definition and origin of Photography , The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography

Unit II:

Equipments of Photography Cameras , Lenses, Tripods, Monopods Camera bags, Digital storage

Unit III:

Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, The reflection of light Recommended equipment for outdoor lighting , Introduction to indoor lighting and Photographing

Unit IV:

Types of Photography and Photo journalism , News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography
The basics of photojournalism and importance of context in photojournalism.

Unit V:

Editing Photo editing software : Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010
New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet