

4th SEMESTER
MASS COMMUNICATION AND MULTIMEDIA PRODUCTION
(COMMUNITY JOURNALISM)
SKILL ENHANCEMENT COURSE (SEC)

COJ420S COMMUNITY JOURNALISM-I

CREDITS: THEORY: 2, PRACTICAL: 2
MAX MARKS: THEORY: 30, PRACTICAL: 30
MIN MARKS: THEORY: 12, PRACTICAL: 12

THEORY (2 CREDITS)

UNIT 1: BASICS OF JOURNALISM

Definition and Forms of Journalism
Role of Journalism in societal functioning
Ethics in Journalism: Social responsibility, Freedom of Expression

UNIT 2: MEDIA-COMMUNITY RELATIONSHIP

Community: Concept and Definition, components
Community institutions (e.g cultures, gender, ethnicity, family, occupation) Relation between
Media and Community

PRACTICAL (2 CREDITS)

Community engagement: Field visit to and profiling media usage patterns in an identified community

Formalizing the Project idea to work upon in the community
Synopsis-Treatment-Budget

INDICATIVE READING LIST

- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
- Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
- Flemming, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.