

**SEMESTER 1<sup>st</sup>**  
**MAJOR / MINOR COURSE**

**MCM122M: MASS COMMUNICATION AND MULTIMEDIA PRODUCTION (INTRODUCTION TO JOURNALISM)**  
**CREDITS: THEORY – 04; PRACTICALS - 02**

***COURSE OBJECTIVES:***

1. *To introduce students to the basics of journalism.*
2. *To acquaint them with basic process of journalism.*
3. *To develop the basic skills of journalism.*
4. *To introduce students to the technical terms/jargon of Journalism.*

**UNIT I**

- Journalism as a profession: Concept, nature and scope
- Journalism and democracy; Concept of Fourth Estate
- Job of a journalist, Qualities and skills of a journalist

**UNIT II**

- What is News, Understanding what makes news; News Values
- Types of News
- Features or components of a news story

**UNIT III**

- Five 'W's and One 'H': the Main Elements of News
- Generating story ideas
- Sources of news

**UNIT IV**

- Gathering information: Observation, Interviews, Documents, Internet
- Attribution & Verification; Multi-Sourcing
- Changing trends in Journalism
- Basic journalism terminology

**PRACTICALS (2 CREDITS)**

***Practical work based on relevant theory topics***

**SUGGESTED READINGS**

1. *Elements of Journalism. Bill Kovach & Tom Rosenstiel*
2. *Hough, George (1994). News Writing. Houghton Mifflin College.*
3. *Harcup, Tony (2009). Journalism Principles & Practices. London: Sage.*
4. *Smith, John (2007). Essential Reporting. London: Sage.*
5. *Mencher, Melvin (2011). News Reporting and Writing. New York: McGraw-Hill.*