

SEMESTER 1st
MAJOR COURSE

MCM122J: 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.

THEORY (4 CREDITS)

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.*