



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- Ist Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: Introduction to Journalism & Communication (Major)

Course Code: UGJOR22J101

Contact Hrs: 60 (Theory: 45, Tutorial: 15)

Total Credits: 04 :(Theory: 03; Tutorial/Practical = 01)

Max. Marks: 100

Theory External: 75

Tutorial (Internal): 25 Marks

Objectives:

- To introduce students to the basics of Communication
- To apprise them about the relevance and functions of Mass Communication
- To impart knowledge about the basics of journalism and news media

Learning Outcomes:

- Students will be able to understand various dimensions of communication
- Students will comprehend role of mass media and nature and scope of a journalist's job
- Students will understand conceptual and structural framework of news

UNIT I	Introduction to Communication
	a) Communication: Concept and Definitions b) Types and Forms of Communication c) Mass Communication: Origin and evolution d) Functions of Mass Communication
UNIT II	Introduction to Journalism
	a) Different forms of Mass Media b) Journalism as a profession: Nature and Scope c) Journalism and democracy: Concept of Fourth Estate d) Job of a journalist, Qualities and skills of a journalist
UNIT III	Basics of News
	a) News: Concept & definition b) Understanding what makes news; News Values c) Types of News d) Features and components of a news story; 5 'W's and One 'H'
UNIT IV	Tutorials/Practical
	a) Presentations on key communication concepts b) Group Discussions on nature, scope and relevance of mass media c) Reporting assignment on relevant civic issues on completion of unit 3

Suggested Readings

- Kumar, K. J. (2011). Mass Communication in India. New Delhi: Jaico Publishing House.
- Raman, Usha (2009). Writing for Media. New Delhi: Oxford University Press.
- Dominick, Joseph (1993). The Dynamics of Mass Communication. New Delhi: McGraw Hill.
- Rayudu, C.S., Communication, Himalaya Publishing House, Mumbai
- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Callison, Candis, and Mary Lynn Young. 2019. Reckoning: Journalism's Limits and Possibilities. Oxford University Press.