

Bachelors in Journalism & Mass Communication (BJMC Hons)

Core Course

(BJMC-CR-1101)

Credits: 6

Semester I

INTRODUCTION TO JOURNALISM

Objectives: To brief students about the basic concepts of journalism

UNIT I

- Job of a journalist
- Defining News, Understanding News Values
- News Story Genres
- Features or components of a news story

UNIT II

- Events, Press conferences, Press releases
- Finding, Cultivating and Using Sources
- Internet, social media
- Brainstorming, follow ups

UNIT III

- Making Sound Observations
- Interviewing: Principles and Practices
- Digging out documents and records
- Social responsibility and ethics, Multi-sourcing

UNIT IV

- Story structure
- Single-element story, multi-element story
- 5 Ws-1H, Inverted Pyramid
- Leads, Writing basic news leads

Practical work based on relevant theory topics

Suggested readings

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