



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- Ist to 3rd Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: Understanding Media (Multi-Disciplinary)

Course Code: UGISL22D101

Contact Hrs: 45

Total Credits: 03

Max. Marks: 75

Theory External: 55

Internal (Continuous Assessment): 20 Marks

Objectives:

- To introduce students to forms and functions of mass media
- To acquaint them with basic skills of journalism.
- To apprise them with the process and terms used in journalism.

Learning Outcomes:

- Students will be able to understand forms and functions of mass media
- Students will learn basic skills of journalism
- Students will get acquainted with the journalism process and terminology

Unit I.	Introduction to mass media
	a) Forms of mass media (print, broadcast and online) b) Functions of mass media c) Media's role in democracy, Concept of Fourth Estate
Unit II.	Journalism Basics
	a) Types of Journalism b) Process and tools of Journalism c) Basics of media ethics
Unit III.	Components and features of news story
	a) Five 'W's and One 'H': the main elements of news b) Understanding what makes news; News Values c) Features of a news story d) Basic Media Terminology

Suggested Readings:

- Introduction to Media Literacy; SAGE Publications Inc
- Mastering Media Literacy, Heidi Hayes Jacobs & Frank W. Baker ; Solution Tree 2013
- Media Literacy, 2020 Edition by Nick Pernisco, Indy Pub
- Approaches to Media Literacy, Silverblatt and Jane Ferry & Barbara Finan, Ess Ess Publication.
- Perse, E.M. & Lambe, Jennifer. (2017). Media Effects and Society. New York, Routledge. Poepsel, Mark. (2015). Media, Society, Culture and You.
- Lal, Ankit. (2010) India Social. New Delhi: Hachette India.