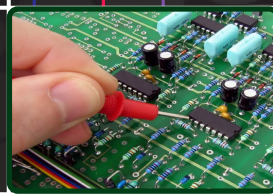


SANGAI INTERNATIONAL UNIVERSITY



B.A. (Honors) Journalism

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B.A. (Honors) Journalism

Under

Choice Based Credit System

B. A. (HONS) JOURNALISM
Proposal Semester wise Structure

		AECC	SEC	DSE	GE
I	C1 Introduction to Journalism C2 Introduction to media and Communication	English/MIL Communication Environmental Science			GE 1: Basics of Journalism
II	C3 Reporting and Editing for Print C4 Media and Cultural Studies	English/MIL Communication Environmental Science			GE 2: Photography
III	C5 Introduction to Broadcast Media C6 History of the Media C7 Advertising and Public Relations		SEC-1 Radio Production		GE 3: Film Appreciation
IV	C8 Introduction to new media C9 Development Communication C10 Media Ethics and the law		SEC -2 Documentary Production		GE 4: Documentary Production
V	C11 Global media and Politics C12 Advanced Broadcast Media			DSE1: Media Industry and Management1 AND/OR Media Industry and Management2 DSE 2: Print Journalism and Production DSE 3: Photography DSE4: Media, Gender and Human Rights	

SEMESTER I

C1 Introduction to Journalism

Course contents:

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Different forms of print-A historical Perspective

Yellow journalism

Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news

Unit 3 - Understanding the structure and construction of news

Organising a news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

Use of archives, sources of news, use of internet

Unit 4 – Different mediums-a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism

Citizen journalism

Unit 5 - Role of Media in a Democracy

Responsibility to Society

Press and Democracy

Contemporary debates and issues relating to media

Ethics in journalism

Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno& R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing,2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication,2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications,2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication,2006.

C2 Introduction to Media and Communication

Course contents:

Unit I Media and Everyday Life
Mobile phones, Television, Ring tones, Twitter
The Internet- discussion around media and everyday life
Discussions around mediated and non mediated communication
Unit II Communication and Mass Communication
Forms of Communication, Levels of Communication
Mass Communication and its Process
Normative Theories of the Press
Media and the Public Sphere
Unit III Mass Communication and Effects Paradigm
Direct Effects; Mass Society Theory, Propaganda
Limited Effects; Individual Difference Theory, Personal Influence Theory
Unit IV Cultural Effects and the Emergence of an Alternative Paradigm
Cultural Effects: Agenda Setting,
Spiral of Silence, Cultivation Analysis
Critique of the effects Paradigm and emergence of alternative paradigm
Unit V Four Models of Communication
Transmission models
Ritual or Expressive models
Publicity Model
Reception Model

Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133
(fourth Edition)
Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)
Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

VI	C13 Advanced New Media C14 Communication Research and Methods			DSE 5: Multimedia Journalism DSE 6: Introduction to Film Studies DSE 7: Development Journalism DSE 8: Dissertation	