

Elective (Open) Courses are for the students of departments other than Department of Journalism and Mass Communication.

S.No.	Course Code	Course Title	Credits	Course Nature
<i>To be offered in (Autumn Semester: August – December)</i>				
1.	JMC-27	Journalism – Basics	04	Elective (Open)
<i>To be offered in (Spring Semester: March – July)</i>				
2.	JMC-28	Writing for Media	04	Elective (Open)
3.	JMC-30	Citizen Journalism	02	Elective (Open)

Syllabus for Elective (Open) Courses

JMC 27: Journalism - Basics

The course aims to provide the basic understanding of the whole dynamics of Journalism and Mass Communication. It attempts to give a comprehensive understanding regarding the principles of mass media to help the students to examine how various media exert influence on us as individuals and us as a collective society.

Unit I Fundamentals of Communication

- Meaning and Definition of Communication and elements of communication
- Need for communication.
- Types of communication- intrapersonal, interpersonal, group and mass communication
- Characteristics and functions of mass communication
- Models of Mass Communication - Lasswell, Shannon and Weaver, David Berlo's, Schramm, Osgood.

Unit II Principles of Journalism

- Journalism – Introduction, Principles, Functions
- Role and responsibilities of journalists
- Ethics of journalism
- What is news? News values
- Elements of News: 5 Ws and 1 H
- Inverted Pyramid Model

Unit III Reporting

- Reporting. Kinds of Reporting
- Qualities of a Reporter
- News Sources
- Role of Sub-editor
- The role of the Press. Freedom of press, Legal limitations on Press Freedom
Press council of India

Unit IV Media and Society

- Media and Society relationships: Characteristics and responsibilities of newspapers, magazines, photography, radio, television, cinema and the Internet as news media
- Audiences as receptors.
- News Media and Society: The structure and function of news media in society

Suggested Readings

- Kumar, Keval.J. (2011). *Mass Communication in India*. Delhi: Jaico Publishing House.
- Shukla,A.S.(2008). *Handbook of Journalism and Mass Communication*. New Delhi: Rajat Publications.
- Saxena, Ambrish. (2007). *Fundamentals of Reporting and Editing*. New Delhi: Kanishka Publishers.
- Rani, Usha. (2006). *Educational TV in India*. New Delhi: Discovery Publishing House.
- Kamath, M.V.(2008). *Professional Journalism*. New Delhi: Vikas Publishing House.
- Sabharwal, Tarjeet. (2008). *Satellite TV*. New Delhi: Kanishka Publishers.
- Verma, T.C. (2005). *Practice of World Journalism*. Jaipur: ABD Publishers.
- Chaturvedi, G.D.(2004). *The Ethics of Reporting the News*. Jaipur: ABD Publishers.
- Dash, Ajay. (2007). *Basic Concept of Journalism*. New Delhi: Discovery Publishing House.
- Murthy, C.S.H.N.(2007). *Media Education in Third World*. New Delhi: Kanishka Publishers.
- Rajsekhar, T. (2008). *News Coverage*. New Delhi: Sonali Publications.
- Sharma, Diwakar. (2005). *Modern Journalism Reporting and Writing*. New Delhi: Deep and Deep Publications.
- McQuail, D.(1975). *Communication*.London: Longman.
- Fiske, John.(1990). *Introduction to Communication Studies*. London: Routledge.
- McQuail, D.(2008). *Mass Communication Theory*. New Delhi: Vistar Publications.
- Luthra, H.R. (1986). *Indian Broadcasting*. New Delhi: Publications Division.
- Dominick,Joseph. (2012). *Dynamics of Mass Communication*. Boston: McGraw-Hill.
- Bordwell, David and Kristin Thompson. (1979). *Film Art: An Introduction*. Boston: McGraw-Hill.

JMC 28: *Writing for Media*

This course is designed for students who are interested in contributing to various media forms like newspapers, blogs, social media, websites etc. It will teach them basics of writing for media and helps them make effective language choices to creatively shape meaning with accuracy, clarity and coherence. Students are encouraged to think imaginatively, creatively, interpretively and critically about the world around them and present ideas information, and arguments through media texts. Students will develop and express their own ideas and perspectives on a range of issues that are important to young people today.

Unit I

- Introduction to Mass Media
- Various media forms
- Media Literacy
- 7 Cs of Communication

Unit II

- Observation, Incubation,
- Idea and Evolution of a thought
- Rules of writing,
- KISS principle

Unit III

- Writing Opinion pieces/ Articles
- Book review,
- Film Review
- Writing Obituaries,
- Captions

Unit IV

- Travelogues
- Writing Social Media,
- Citizen journalism
- The writers' code of ethics, Libel

Suggested Readings:

- *Seely, John. Writing and Speaking Delhi: OUP*
- *Wallace, Michael J. Study Skills in English. New Delhi: CUP, 1998.*
- *Mohan, Krishna and Meera Banerji. Developing Communication Skill, Delhi: Macmillan, 1990.*
- *Sasikumar V., P. KiranmaiDutt and GeethaRajeevan. A Course in Listening and Speaking (I & II) Bangalore: Foundation Books, 2006.*
- *Sood, S C et al. Developing Language Skills, Delhi: Manohar, 1998.*

- *Day, Richard R, ed. New Ways in Teaching Reading. Illinois: TESO 1993.*
- *Chaturvedi, P.D and MukeshChaturvedi. Business Communication, Delhi: Pearson Education, 2006.*
- *Trimble, Louis. English for Science and Technology, Cambridge: CUP, 1985.*
- *Prasad, LM. OrganisationalBehaviour New Delhi: Sultan Chand & Sons, 1984.*
- *Taylor, Shirley. Communication for Business New Delhi: Pearson Education, 1988.*
- *Wilfred Gruein et al. MLA Handbook for Writers of Research Papers.*
- *Battacharaya, Indrajit. An Approach to Communication Skills.*
- *O'Conner, J.D. Better English Pronunciation.*
- *Roach, Peter. English Phonetics and Phonology with Cassettes.*

JMC 30: Citizen Journalism

Citizen journalism is a rapidly evolving form of journalism, which has enabled ordinary people to report newsworthy situations around them. It means citizens themselves report the issues confronting them. The advent of Information and Communication technologies (ICTs) has proliferated the process of citizen journalism.

Objectives

Nowadays mainstream media do not serve as the only source of news. The alternative news sources on Internet, such as blogs, web portals, social networking sites and websites featuring user-generated content (USG), give a good competition to mainstream media. It is, therefore, important for students to understand this novel trend in journalism. They also need to learn how to deal with the challenges posed to mainstream media by citizen journalism.

UNIT- I

- Citizen Journalism- concept and definitions.
- Parameters of citizen journalism.
- Noted citizen journalism organizations.
- Types of citizen journalism.

UNIT- II

- Evolution of citizen journalism. Where did the term ‘citizen journalism’ come from?
- Old citizen journalism.
- Modern citizen journalism.
- Role of information and communication technologies in proliferating citizen journalism.

UNIT-III

- Significance and demerits of citizen journalism.
- Citizen journalism vs. mainstream journalism.
- Prominent cases of citizen journalism.

UNIT- IV

- Citizen journalism in India.
- Television citizen journalism.
- CNN-IBN’s ‘*The Citizen Journalist Show*’ Online citizen journalism in India.
- State of citizen journalism in Kashmir.

Practical work

Practical work will involve the exercises as per the details above. The practical work will be assigned and assessed by the concerned faculty.

Suggested Readings

- Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen Journalism: Global Perspectives*. New York: Peter Lang Publishing, Inc.
- Tremayne, M. (Ed.). (2007). *Blogging, Citizenship, and the Future of Media*. London, New York: Routledge.
- Prasad, K. (Ed.). (2009). *e-Journalism: New Media and News Media*. Delhi: BR Publishing.
- Campbell, W. J. (2001). *Yellow Journalism: Puncturing the Myths, Defining the Legacies*. USA: Praeger Publishers.
- Axford, B., & Huggins, R. (Eds.). (2001). *New Media and Politics*. London: SAGE Publications.
- Coyer, K., Dowmunt, T., & Fountain, A. (2007). *The Alternative Media Handbook* . London and New York: Routledge Taylor and Francis Group.
- Criado, C. A., & Kraeplin, C. (2003). *Convergence Journalism*. Texas: Southern Methodist University.
- Dewdney, A., & Ride, P. (2006). *The New Media Handbook*. London and New York: Routledge- Taylor and Francis Group.
- Flew, T. (2002). *New Media: An Introduction*. UK: Oxford University Press.
- Ganesh, T. K. (2006). *Digital Media: Building the Global Audience*. Delhi: GNOSIS Publishers of Educational Books.