

CLUSTER UNIVERSITY SRINAGAR

UG- 1ST SEMESTER (NEP)

Subject: **Journalism and Mass Communication**

Course Title: **Introduction to Journalism & Communication (Major)**

Course Code: **UGJOR22J#01**

Credits: 04 (Theory: 3; Tutorial/Practical: 1)

Objectives:

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

Learning Outcomes:

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

UNIT I	<i>Introduction to Communication</i>
a.	Communication: Concept and Definitions
b.	Types and Forms of Communication
c.	Mass Communication: Origin and evolution
d.	Functions of Mass Communication
UNIT II	<i>Introduction to Journalism</i>
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	<i>Basics of News</i>
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	<i>Tutorials/Practical</i>
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.

CLUSTER UNIVERSITY SRINAGAR

UG- 1ST SEMESTER (NEP)

Subject: Journalism and Mass Communication

Course Title: **Introduction to Journalism & Communication (Minor)**

Course Code: UGJOR22N101

Credits: 04 (Theory: 3; Tutorial/Practical: 1)

Objectives:

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

Learning Outcomes:

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

UNIT I	<i>Introduction to Communication</i>
a.	Communication: Concept and Definitions
b.	Types and Forms of Communication
c.	Mass Communication: Origin and evolution
d.	Functions of Mass Communication
UNIT II	<i>Introduction to Journalism</i>
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	<i>Basics of News</i>
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	<i>Tutorials/Practical</i>
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.
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