

**LEC 5013 Journalism and Mass Communication**

Course Code	LEC 5013	Semester	--
Course Title	<i>Journalism and Mass Communication</i>		
Credits	3	Type	Elective

**Course Description**

This elective course aims at enabling students acquire journalistic skills, especially focusing on the current trends in journalism, types of news, interpretative stories, news leads, interviews, editorials and strategic steps to familiarize journalistic code of ethics.

**Course Outcome**

By the end of the course, students are expected to be able to:

1. Write news reports and features effectively.
2. Compare and contrast the various approaches and methods of journalism.
3. Develop a comprehensive knowledge about various methods of news writing.
4. Familiarize the most modern techniques used in journalistic discourse.
5. Identify national as well as international news sources and news agencies.
6. Familiarize the code of ethics behind journalism.

**Course Structure****Module I: History & Definition**

This module familiarizes the history of journalism and mass communication and traces, the definitions and structural patterns.

- A Brief history of journalism; early newspapers in India; Journalism in the post-independence era; an overview of journalism in Kerala; current Trends in journalism
- Qualities and responsibilities of reporters and sub-editors
- Definition and ingredients of news, types of news, interpretative stories, Inverted pyramid structure, news leads, headlines, features, profiles; interviews, editorials, middles, cartoons

**Module II: News Sources**

This module looks into various sources of news both national and international level.

- News sources- International and Indian news agencies, news releases, news conferences, news, briefs, meet-the-press and beats; off-the-record.

**Module III: Types of Journalism**

A module showcasing the major types of journalism.

- Citizen journalism, Investigative journalism; major scoops; undercover journalism; sting operation; invasion of privacy; yellow journalism; code of ethics and paid news Journalism materials; their construction and use.

types of news

**Module IV: A Journalist in making**

This module is a practical activity in which the students are to get a first-hand knowledge in the production and publication of journalistic materials.

- Practical Training– Submission of Journalistic items - visit media institutions for first-hand-experience
- prepare a newsletter of departmental activities

End Semester Exam

### References

- Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- Bob Franklin and Martin Hamer, Key Concepts in Journalism Studies, New Delhi: Vistaar
- Fred Fedler and John Bender, Reporting for the Media, New York, Oxford UP, 2001
- Hugo de Burgh, Investigative Journalism: Context and Practice, London: Routledge, 2000.
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York, Oxford University
- Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers, 1994
- Lynette Sheridan Burns, Understanding Journalism, New Delhi: Sage Publications, 2002.
- Melvin Mencher, News Reporting and Writing, New York, Oxford UP, 2007
- Press, 2008
- Publications, 2006
- Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2004
- Tony Harcup, Journalism: principles and Practice, New Delhi: Sage Publications, 2004
- Vanita Kohli-Khandekar, The Indian Media Business, New Delhi: Sage Publications, 2006

### Internal assessment

Internal assessment for 40 marks will be distributed in several components which will be distributed through the semester.

### End Semester Assessment

The End-Semester Assessment for 60 marks will comprise of:

Essay questions:	3 questions of 10 marks each (30 marks)
Short answer questions:	4 questions of 5 marks each (20 Marks)
Annotation	2 questions of 5 marks each (10 Marks)