

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Dharmvir Singh

Course BAMC , ODD Semester

**Govt PG College, AmbalaCantt**

**Department of Mass Communication & Journalism**

**B.A. Mass Communication**

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

**PO1-** Acquire knowledge related to the discipline under study.

**PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.

**PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.

**PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

**PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.

**PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.

**PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.

**PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

**PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

**PSO2 –** Learn communication and professional skills related to various fields of mass communication.

**PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

**PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.

**PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

**B23-JMC-102**  
**CC-B1**  
**INTRODUCTION TO JOURNALISM**

**Time-3Hours**  
**Total Credits-04**  
**Theory-70**  
**Internal assessment-30**  
**Total Marks-100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO1: To understand the basic concept and values of journalism including Indian perspective.

CLO2: To study contemporary issues of journalism and relevance of media literacy in society.

CLO3: To understand types of journalism

CLO4: To enhance understanding of new trends and terminologies of journalism

| UNIT     | Topic  |      | Contact Hours |
|----------|--|------|---------------|
| UNIT-I   | <ul style="list-style-type: none"> <li>• Journalism: Concept, definition, elements, nature and scope</li> <li>• Indian concept of Journalism: Ancient Perspective</li> <li>• Functions and Skills of Journalism</li> <li>• Role of Journalism in Democracy</li> <li>• Journalistic values- Truth, objectivity, fairness, balance, diversity and plurality</li> </ul> | CLO1 | 12            |
| UNIT-II  | <ul style="list-style-type: none"> <li>• Contemporary Issues and Debates in Journalism</li> <li>• Media Literacy: concept and definition</li> <li>• Relevance of media literacy in society</li> <li>• Convergence – meaning and concept</li> </ul>   | CLO2 | 12            |
| UNIT-III | <ul style="list-style-type: none"> <li>• Journalism; Yellow Journalism</li> <li>• Investigative Journalism Advocacy Journalism</li> <li>• Citizen Journalism</li> <li>• Data Journalism</li> </ul>   | CLO3 | 12            |
| UNIT-IV  | <ul style="list-style-type: none"> <li>• New trends in journalism, Cyberjournalism</li> <li>• Journalism through social media</li> <li>• MoJo (Mobile Journalism)</li> <li>• Terminologies of journalism</li> </ul>  | CLO4 | 12            |

**Suggested Readings:**

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass Communication & Journalism Bhopal
3. Bhargava G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S. de and Merrill John C., Global Journalism: New Delhi

## **COURSE OBJECTIVES:**

- CLO1: Understand the basic concept of journalism including Indian perspective
- CLO2: Inculcate the knowledge of elements and types of journalism.
- CLO3: Understand the contemporary issues and important aspects of the process of journalism
- CLO4: Enhance understanding of the technical terms and jargon of journalism

## **Course Learning Outcomes:**

After completing the Course, the student will be able to:

1. Understand basic concept of communication including Indian (Bharatiya) concept
2. Know about the different levels and types of Journalism
3. Develop understanding of basic models of Journalism
4. Enhance Journalism skills by practice

## BAMC\_SEMESTER\_I\_INTRODUCTIONTOJOURNALISM

28-07-2023to25-11-2023

|                |   |
|----------------|---|
| <b>Week 1</b>  | Journalism:Concept,definition,elements,natureandscope           |
| <b>Week 2</b>  | IndianconceptofJournalism:AncientPerspective                    |
| <b>Week 3</b>  | FunctionsandSkillsofJournalism                                  |
| <b>Week 4</b>  | .RoleofJournalisminDemocracy                                    |
| <b>Week 5</b>  | Journalisticvalues-Truth,objectivity,fairness,balance,diversity |
| <b>Week 6</b>  | ContemporaryIssuesandDebatesinJournalism                        |
| <b>Week 7</b>  | MediaLiteracy:conceptanddefinition                              |
| <b>Week 8</b>  | Relevanceofmedialiteracyinsociety                               |
| <b>Week 9</b>  | InvestigativeJournalismAdvocacyJournalism                       |
| <b>Week 10</b> | Convergence-meaningandconcep                                    |
| <b>Week 11</b> | Journalism;YellowJournalism                                     |
| <b>Week 12</b> | YellowJournalism and society                                    |
| <b>Week 13</b> | Journalismthroughsocialmedia                                    |
| <b>Week 14</b> | MoJo(MobileJournalism)  |
| <b>Week 15</b> | CitizenJournalism,plurality                                     |
| <b>Week 16</b> | Terminologiesofjournalism                                       |
| <b>Week 17</b> | DataJournalism  |
| <b>Week 18</b> | <b>(DiwaliVacations)</b>  |
| <b>Week 19</b> | <b>RevisiontestAssignments</b>                                  |
|                | <b>ExamStarts25-11-2023</b>                                     |