

Garden City University

B.A Journalism (Honors)

SEMESTER-I

INTRODUCTION TO MEDIA AND COMMUNICATION

CODE: 03ABAJH17111

CREDITS: 04

Unit 1- Introduction

- 1.1 Types of Media- Folk media, Traditional media-Newspapers, Radio & Television, New Media- Internet, Mobile phones
- 1.2 Impact of Social Media- Facebook and Twitter
- 1.3 Mediated and non-mediated communication
- 1.4 Discussion around media and everyday life

Unit 2- Aspects of Communication

- 2.1Types of Communication- Verbal, Non-verbal and written Communication
- 2.2Levels of Communication- Interpersonal, Intrapersonal, Group and Mass Communication
- 2.3 Mass Communication and its Process
- 2.4Four Models of Communication-[Aristotle Model of Communication](#), [Berlo's Model of Communication](#), [Shannon and Weaver Model of Communication](#) and [Schramm's Model of Communication](#)
- 2.5Public Sphere

Unit 3- Effects of Communication

- 3.1Mass Communication and Effects
- 3.2Paradigm-Direct Effects
- 3.3Mass Society Theory
- 3.4 Paradigm shift- Limited Effects Theory
- 3.5 Two-step flow of communication
- 3.6 Uses and Gratification

Unit 4- Theories of Communication

- 4.1Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects
- 4.2Agenda Setting
- 4.3Spiral of Silence
- 4.4Cultivation Analysis
- 4.5Critique of the effects Paradigm and emergence of alternative paradigm

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B.A Journalism (Honors)

Semester- I

INTRODUCTION TO JOURNALISM

Course Code: 03ABAJH17112

Credits: 4

Unit-1- History of Journalism

- 1.1.Pre and post-independence Journalism in India
- 1.2.Prominent newspapers and their editors
- 1.3. Role of newspapers in India's freedom struggle, British curbs on Indian Press
- 1.4. Dawn of freedom-changing role of the Indian Press - Mahatma Gandhi
- 1.5.Evolution of Print media scenario post freedom struggle- From 1947 onwards
- 1.6.Popular News magazines and periodicals

Unit 2-News-Making Process

- 2.1The News-making process- From the event to the reader
- 2.2 Hard news /Soft news
- 2.3 Basic components of a news story- lead, dateline, credit line, byline
- 2.4 Fundamentals of news- Attribution, embargo, verification, balance and fairness, brevity
- 2.5 Gate-keeping

Unit 3- Aspects of Print Media

- 3.1. Different forms of print media
- 3.2. News Agencies in India - English and Hindi, their set up functions and role.
- 3.3. Yellow journalism, Penny press, Tabloid press
- 3.4.Language of news and principles of clear writing - Robert Gunning

Unit 4- Recent Trends in Journalism

- 4.1 Different mediums-a comparison Language and principles of writing
- 4.2 Citizen journalism
- 4.3 Role of Media in a Democracy
- 4.4 Ethics in journalism

WRITING FOR PRINT MEDIA

CODE: 03ABAJH17113

CREDITS: 04

Unit 1- Structure of News

- 1.1. Definition of News and Elements of News
- 1.2. Definition of Lead- Direct and Indirect Lead
- 1.3. Organizing a news story, 5W's and 1H with Inverted Pyramid Criteria for news worthiness
- 1.4. Principles of news selection- News Values
- 1.5. Use of archives, sources of news, use of internet

Unit 2 –Print Reporting

- 2.1. Analysis of reporting pattern
- 2.2. Specialized reporting
- 2.3. In-depth reporting
- 2.4. Interpretative reporting & Investigative reporting
- 2.5. Difference between features, articles, editorial and news

Unit 3-Different sections of a newspaper

- 3.1. Column writing
- 3.2. Columnist
- 3.3. Middles
- 3.4. Review writing, Principles of reviews, Types of reviews
- 3.5. Criticism, Types of criticism

Unit 4 – Language Press

4.1. Brief history of Kannada press

4.2. Major Kannada news papers

4.3. Contributors and Personalities of English, Hindi and Kannada press

4.4. Objectivity in Reporting