

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN ENGLISH
SYLLABUS WITH EFFECT FROM 2020-2021

Title of the Course	Elective BEN-DSE1A: INTRODUCTION TO JOURNALISM		
Category of the Course	Year & Semester Third Year & Fifth Semester	Credits 5	Subject Code
Hours:	75		
Objectives:	To introduce the basic concepts in Journalism and give a knowledge about the various aspects and latest developments in the field of Journalism To give inputs that help identify skills suitable for aspiring a career in Journalism		
Course Components	<p>UNIT 1: Introduction 1.1 Introduction to Journalism 1.2 History of Journalism in India 1.3 Principles and Ethics of Journalism 1.4 Freedom of Press and threats to Press Freedom</p> <p>UNIT 2: Press Laws and News Organizations 2.1 Press Laws – Defamation, Libel, Contempt of Court, Slander, Copyright Laws, Press Regulation Act, Press Registration Act, Law of Privileges 2.2 News Agencies 2.3 Press Council of India 2.4 Press Information Bureau</p> <p>UNIT 3: Reporting News and Layout 3.1 Reporting and Types of Reporting 3.2 Role of a Reporter 3.3 Editing 3.4 Duties of an Editor 3.5 Headlines, Editorial, Feature , Personal Column, Reviews, Interviews and Press Conferences 3.6 Make-up of a newspaper, Layout of the Newspaper 3.7 Advertisement -Types, Techniques and Social Responsibility</p> <p>UNIT 4: Electronic and New Media 4.1 Electronic Media 4.2 Television, Radio 4.3 Social Media, Importance of Media 4.4 Types of Social Media like Blog, Twitter etc 4.5 Ethics and Social Responsibilities of New Media</p>		

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	<p>UNIT 5 : Application Oriented Project (For Internship)</p> <p>5.1 DTP (Desk Top Publishing)</p> <p>5.2 Usage of tools related to Copy Writing</p> <p>5.3 Digital Story Telling- Image,Text,Audio,Video</p> <p>5.4 Basics of using Overleaf (Online Latex Editor)</p> <p>5.5 Adobe Photoshop Elements, Photoshop CC (Creative Cloud)</p> <p>(Note: Unit 5 is not to be included for testing in the End Semester external examination)</p>
<p>Learning Outcomes:</p>	<p>By the end of the course, the students will be able to</p> <ul style="list-style-type: none"> ➤ trace the history of journalism in India and discuss the aspects of Press and its governing principles ➤ assess the various components of a newspaper ➤ analyse the importance of news agencies, advertisements, Photographic Journalism, and News Media ➤ evaluate the elements of reporting in the print, radio, television, and online platforms ➤ utilize their content writing, editing, and proof reading skills for freelance employment ➤ consider journalism as a career.

Prescribed Texts and Web Sources

i) Hasan Seema, *Mass Communication: Principles and Concepts*, (2nd Edition), CBS Publishers and Distributors, 2016

ii) Kumar, J. Keval, *Mass Communication in India*, Jaico, 1994

1.1 <https://www.britannica.com/topic/journalism>

1.2 <https://editorsguild.in/history-of-journalism/>

1.3 <https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism>

1.3 <https://www.spj.org/ethicscode.asp>

1.4 <http://www.newsmediauk.org/Current-Topics/Press-Freedom>

2.1 <http://www.legalserviceindia.com/articles/media.htm>

2.2 <https://www.britannica.com/topic/news-agency>

2.3 <https://www.britannica.com/topic/news-agency>

2.4 <https://pib.gov.in/indexd.aspx>

3.1 <https://www.owlgen.in/discuss-different-types-of-reporting-in-journalism/>

3.2 <https://www.americanpressinstitute.org/publications/reports/white-papers/characteristics-effective-accountability-journalists/>

3.4 <https://www.thoughtco.com/a-look-at-what-different-kinds-of-editors-2073645>

4.1 <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=80844>

4.2 <https://www.youtube.com/watch?v=PveVwOhNnq8&vl=en>

4.3 https://www.youtube.com/watch?v=ihnUg0_eS8Q

4.4 <https://www.yaketyyak.com/how-to-write-for-different-social-media-platforms/>

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BOOKS & WEB SOURCES FOR FURTHER REFERENCE

- Herbert John, Practising Global Journalism, Routledge,2000
- J.K. Singh Modern Journalism, Issues and Trends, A.P.H Publishing Corporators, New Delhi. 2009.Print
- Ahuja .B.N &S.S.Chhabra. Principles and Techniques of Journalism. Delhi: Surjeet Publications, 1995. Print.
- Kamath. M.V.Professional Journalism.Mumbai:UBS Publishers Distribution Ltd,2000. Print.
- Parthasarthy Rangaswamy. Basics of Journalism. New Delhi: Macmillan India Ltd, 2006. Print.
- Jan. R. Hakemulder, Fay Ac. D. Jonge, P.P. Singh. News Reporting and Editing. New Delhi: Anmol Publications, 1998. Print.
- Puri. G.K. Journalism. New Delhi: Sudha Publication (P) Ltd, 1994. Print.
- Online Journalism – Reporting, Writing and Editing for New Media – Richard Craig
- Broadcast News Handbook – Writing, Reporting, Producing in a converging Media - C.A. Juggle,Forrest Carr and Suzanne Huffman
- Writing for the media- Sunny Thomas
- The Language of New Media –Lev Manovich
- Blogging for beginners: Learn how to start and maintain a successful blog the simple way – Terence Lawfield
- NPTEL: Career in Journalism by Srinivasan Ramani, Deputy National Editor, The Hindu
<https://www.youtube.com/watch?v=Z1hhz7nmstc>

RECOMMENDED MOOC

- **NPTEL** :Text,Textuality and Digital Media
<https://nptel.ac.in/courses/109/102/109102156/>
- COURSERA: Become a Journalist: University of Michigan, Berkeley via edX
<https://www.coursera.org/specializations/become-a-journalist>
- COURSERA: Writing for Social Media: University of California, Berkeley via edX
<https://www.classcentral.com/course/edx-writing-for-social-media-10284>
- CANVAS : English for Journalism
<https://www.canvas.net/browse/fhi/courses/english-for-journalism>

TED TALKS

- https://www.ted.com/talks/bob_woodward_what_i_learned_investigating_nixon
- Social Media- A collection of TED Talks (and more) on the topic of Social media.
<https://www.ted.com/topics/social+media>
- Why Social Media is reimagining our Future by Bryan Kramer
https://www.ted.com/talks/bryan_kramer_why_social_media_is_reimagining_our_future