

Programme Outcome Journalism

**Lesson Plan 2018-19 (Duration: 9/7/18-12/11/18)**

**Dept of Journalism And Mass Communication**

**CC1 Sem1 Introduction to Journalism**

**75 Teaching & 15 Tutorials**

<b>Unit</b>	<b>Topic</b>	<b>No of classes/Hour</b>	<b>Name of Teacher</b>	<b>Total (TH+TU)</b>
I	Understanding News	3	AD	
	Ingredients of news	3		
	News: meaning, definition, nature	2		
	The news process: from the event to the reader (how news is carried from event to reader)	3		
	Hard news vs. Soft news, basic components of a news story	2	SC	
	Attribution, embargo, verification, balance and fairness,	3	NB	
	brevity, dateline, credit line, byline.	3	AH	
II	Different forms of print-A historical Perspective	3	A.H.	15 TH
	Yellow journalism	1		
	Penny press, tabloid press	1		
	Language of news- Robert Gunning:	2		
	Principles of clear writing Rudolf	2		
	Flesch formula- skills to write news	3		
III	Understanding the structure and construction of news	3	A.D.	30 TH+ 15 TU
	Organising a news story,	2		

	5W's and 1H, Inverted pyramid	2		
	Criteria for news worthiness,	3		
	principles of news selection	3		
	Use of archives, sources of news, use of internet	6		
IV	Different mediums-a comparison	4	N.B.	15 TH
	Language and principles of writing: Basic differences between the print, electronic and online journalism	5		
	Citizen journalism	3		
V	Role of Media in a Democracy	2	S.C.	15TH
	Responsibility to Society	3		
	Press and Democracy	3		
	Contemporary debates and issues relating to media Ethics in journalism	5		

**CC2 Sem1 Introduction to Media and Communication  
75 Teaching & 15 Tutorials**

Unit	Topic	No of classes/Hour	Name of Teacher	Total
I	Media and Everyday Life	5	AD	21 TH+9 TU
	Mobile phones, Television, Ring tones, Twitter The Internet □ discussion around media and everyday life	6		
	Discussions around mediated and non mediated communication	6		
II	Communication and Mass Communication	4	SC	24 TH+6 TU
	Forms of Communication, Levels of Communication	4		

	Mass Communication and its Process	3		
	Normative Theories of the Press	4		
	Media and the Public Sphere	4		
III	Mass Communication and Effects Paradigm	2	AH	15 TH
	Direct Effects;	2		
	Mass Society Theory,	2		
	Propaganda Limited Effects;	2		
	Individual Difference Theory,	1		
Personal Influence Theory	2			
IV	Cultural Effects and the Emergence of an Alternative Paradigm	4	AH	
	Cultural Effects: Agenda Setting	4	AD	
	Spiral of Silence, Cultivation Analysis	4	NB	
	Critique of the effects, Paradigm and emergence of alternative paradigm	5	SC	
V	Four Models of Communication	3	NB	15TH
	Transmission models	2		
	Ritual or Expressive models	2		
	Publicity Model	2		
	Reception Model	2		