

Code: BMS 103

Module: An Introduction to Journalism

Sessions	Topics
1 – 2	Introduction to mainstream/Mass Media & Allied/Marketing Media
3 – 5	Differences between News & Information, News Media operations, Journalism: an overall scenario, Definition, duties and purpose of journalism and concept, Journalism versus Literature/Art/History
6 – 7	A comparative study of forms and formats of print and audio-visual journalism
8 – 12	Print Journalism: Factors determining news value – elements of news-worthiness , The news story – its construction , The main types of news stories – Hard news, human interest stories, features, others , Introduction to the different beats – Political, Police (Crime, Accidents), Health, Sports, Business/ Commerce, Science (including environment), Metro-centric, Art & Culture, Law & Judiciary, Entertainment
13 – 14	Columns & Columnists, Articles, Edit Page, Editorials, Opted, Sources of news – Building your sources, News Agencies: UNI, PTI, IANS, Reuters, AFP
15 – 16	Comparative Scenario: Print and Audio Visual, Comparative analysis between print/radio/TV reporting, Different approaches in reporting for print/radio and TV , Words and moving pictures – developing a sense of writing to visuals
17- 18	Analysis of news bulletins of TV and Radio, The spoken word versus the visual medium , Requisites for developing as a reporter – the inquiring mind; capacity for legwork and research; ability to locate and interview the person connected with the story; perception of totality; wide reading of both newspapers and books to widen horizons, Current affairs
19	The new Information Technology: Growth and characteristics of Cyber Media, Cyber Journalism: An Introduction, Inter-relationship of Media with Advertising and Public Relations
20	Influences of TV channels on serious News Reporting, Media audiences: Psychology of audiences, group by group, Types of groups.

Suggested Book List:

- News Reporting & Editing – K. M. Srivastava
- Professional Journalism – M. V. Kamath
- Basic News Writing – Melvin Mencher
- Journalist's Handbook – M. V. Kamath
- The Art of Modern Journalism – J. J. Aster

- Reporting – M. V. Charnley
- Professional Journalists – John Hohenberg
- Editing & Design – Harold Evans
- News Editing Theory & Practice – Sourin Banerjee
- News Reporting & Editing – B. N. Ahuja
- Radio & Television – K. M. Srivastava
- The techniques of Radio Journalism – Herbert
- The Work of a television Journalist – Tyrrel
- Public Relations in India – J. M. Kaul
- Advertising – Frank Jefkins ; Journalism as a Profession – S. K. Sharma & Anil Chaturvedi