

GIRIJANANDA CHOWDHURY UNIVERSITY, ASSAM

SYLLABUS

BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

PROGRAMME OUTCOMES (POs):

1. Demonstrate a thorough understanding of foundational concepts and awareness of societal challenges.
2. Demonstrate procedural knowledge and skills in areas related to one's specialization and current developments, including a critical understanding of the latest developments in the area of specialization, and an ability to use established techniques of analysis and enquiry within the area of specialization.
3. Apply knowledge-based ideas and quantitative and qualitative approaches to address complex real-world concerns.
4. Develop research skills, identifying problems, reviewing literature, and analyzing issues efficiently.
5. Employ interdisciplinary approaches, explore various perspectives, and reach evidence-based conclusions.
6. Effectively communicate and use ICT in a variety of academic and professional settings.

7. Foster critical thinking, creativity, and innovation, as well as language literacy, for the goal of professional development and career advancement.
8. Incorporate moral standards, ethical ideals, and cultural sensitivity to promote diversity and empathy towards marginalized communities.
9. Promote environmental responsibility in support of sustainable development goals.
10. Pursue lifelong learning and foster a scientific mindset to generate new knowledge.

PROGRAMME-SPECIFIC OUTCOMES:

1. Demonstrate an understanding of the basic concepts, theoretical frameworks and models of communication in order to interpret various media-oriented perspectives in academic and professional settings.
2. Apply effective oral and written communicative skills to convey complex ideas with clarity and precision.
3. Integrate relevant skills, values and ethics of the profession in order to create engaging and insightful media content.

SEMESTER I

COURSE: Introduction to Communication & Mass Media

(Core)

TOTAL CREDIT: 04

L-T-P: 3-0-2

COURSE OBJECTIVES:

1. To introduce students to the fundamental role of communication in the shaping of societies.
2. To introduce students to the basic models and concepts of communication that have shaped our understanding of communication processes and mass media.
3. To encourage students to critically evaluate the concepts of media theory with real-time experience of media consumption.

COURSE OUTCOMES: By the end of the course, the students will be able to:

1. Demonstrate a critical understanding of the communication process, based on evidence and logic, in light of its social context and psychosocial impact of media on society.
2. Critically analyse the major theories of communication and mass communication.
3. Evaluate communication models and paradigms and apply them to analyse real-life situations and social phenomena.
4. Assess the socio-economic and political challenges emerging from the dominant structures of communication from a variety of approaches.

I. Understanding Communication: Defining Communication; Functions of Communication; The 7Cs of Communication; Verbal and Non-verbal Communication; Communication Patterns (one-way, two-way, one-to-one, one-to-many, many-to-many); Levels of Communication (Intrapersonal, Interpersonal, Group, Public, Organizational, Mass Communication); Mass Media vs New Media; Online Communication; Feedback; Barriers to Communication (Noise).

II. Models of Communication: Linear Models (Aristotle's Rhetoric, Lasswell, Berlo's SMCR Model, Shannon-Weaver, Gerbner); Interactive Models (Westley and MacLean, Newcomb, Osgood-Schramm); Transactional Models (Barnlund); Indian Communication Theories (Sahridaya and Sadharanikaran, Natya Shastra).

III. Behaviorist Theories: The Concept of Mass(es); Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory; Gatekeeping; Psychological Theories: Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance; Audience-centred Approach (Cultivation Theory, Agenda Setting Theory, Media Dependency Theory, Needs and Gratification Theory); Normative Theories (Authoritarian, Libertarian, Communist, Social Responsibility, Development); Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence.

IV. Critical & Cultural Theories: Marxist approach; Hegemony (Gramsci); Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske); Birmingham School (Richard Hoggart, Stuart Hall, Raymond Williams); Semiotics (Barthes); Power/Knowledge (Foucault); Public Sphere (Habermas); Spectacle & Simulacra (Debord, Baudrillard); Manufacturing Consent model (Chomsky); critical social media (Fuchs); McLuhan ('medium is the message'); Network Society (Castells).

Essential Readings:

Adorno, T.W. (2010). *The Culture Industry: Selected essays on mass culture*. Routledge.

Baran, S. J. & Davis, D. K. (2012). *Introduction to Mass Communication Theory: Foundations, Ferment and Future*. Cengage Learning.

DeFleur, M. L. & Ball-Rokeach, S. J. (1989). *Theories of Mass Communication*. Longman.

Kumar, K. J. (2020). *Mass Communication in India*. Jaico Publications.

McQuail, D. (2012). *Mass Communication Theory*. Sage.

Wood. J. T. (1997). *Communication theories in action: An introduction*. Wadsworth.

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SEMESTER I

COURSE: Podcast & Anchoring

(Core)

TOTAL CREDIT: 04

L-T-P: 2-0-4

COURSE OBJECTIVES:

1. To develop news gathering, writing and anchoring skills.
2. To acquire proficiency in hosting shows, including talk shows and TV debates.

3. To critically evaluate the practice and ethics of anchoring and podcasting.

COURSE OUTCOMES: After completing this course, the students will be able to:

1. Demonstrate a critical understanding of the fundamentals of anchoring and podcasting.
2. Apply the skills and techniques of professional anchoring to create live shows and professional news bulletins for electronic media.
3. Develop proficiency in writing professional scripts for podcasting.
4. Apply the appropriate methods, principles and skills to create compelling, high-quality podcasts.

I. Anchoring: Presenting the Report; Studio Lead or Studio Throw; Opening & Sign Off; The Package; Stand-Ups; Anchoring Skills & Qualities; Multitasking & Knowledge of Different Fields; Objectivity; Dealing with contingencies; Sight reading; Building Credibility; Single vs Double Anchoring; Writing anchor script; pace & voice modulation; Interviewing Skills; Body language and camera facing techniques; Teleprompter skills; Headlines and Openers; Bumpers; The Update; Formats (live, package, via phone, reader, anchor byte, anchor visual, anchor graphics); legal and ethical aspects.

II. Introduction to Podcasting: Introduction to audio storytelling; radio vs podcast; broadcast content vs podcast content; the audio platform & podcast landscape; defining your audience; planning and structuring podcasts; essential equipment and software.

III. Recording, Editing & Post-Production: Recording techniques and best practices; story development; editing and post-production; audience engagement; sound effects and music; interviewing skills; researching for podcasts and expert interviews; scriptwriting and storyboarding; promoting work over internet and social media; fact-checking and proper sourcing; ethics for podcast journalism, media and social media.

Essential Readings:

Abel, J. (2015). *Out on the Wire: The Storytelling Secrets of the New Masters of Radio*. Broadway Books.

Kalra, R. J. (2012). *The ABC of News Anchoring: A Guide for Aspiring Anchors*. Pearson.

Keller, T. (2009). *Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing*. Holcomb Hathaway.

Swami, B. (2021). *P for Podcast: Learn A to P of Podcasting*. The Write Order Publications.

Walch, R. & Lafferty, M. (2006). *Tricks of the Podcasting Masters*. Que Publishing.

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SEMESTER II

COURSE: Fundamentals of Journalism & Reporting

(Core)

TOTAL CREDIT: 04

L-T-P: 2-0-4

COURSE OBJECTIVES:

1. To provide students with a comprehensive understanding of journalism and news reporting.
2. To enable students to report and write for all kinds of media through information gathering, processing and delivering.
3. To provide students with comprehensive knowledge of the editing and production process and enable them, through hands-on-training, to practice editing and production work for various forms of media writing.

COURSE OUTCOMES: After completing this course, the students will be able to:

1. Demonstrate a critical understanding of the reporting, writing, editing and production processes as applicable to various forms of media.
2. Identify and evaluate core news values as well as organize a story according to the hard news structure.
3. Demonstrate proficiency in interviewing, newsgathering and writing skills for various types of news stories and features for print, electronic and digital media.
4. Critically analyse current events and evaluate their significance in order to translate them into stimulating news stories.

I. Introduction to Journalism: Defining Journalism; Principles of Journalism; Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate; Functions of Journalism: Adversarial Journalism; Transparency and accountability; Types of Journalism: Watchdog Journalism; Advocacy Journalism; Investigative Journalism; Data Journalism; Community Journalism; Development Journalism; Citizen Journalism; Alternative Journalism; Gonzo Journalism; Non-profit Journalism; Entrepreneurial Journalism; Embedded Journalism; Parachute Journalism; Yellow Journalism; PR Journalism; Tabloid Journalism; Activism vs Journalism.

II. Understanding News: Definition; Elements; Types of news: Hard and Soft; News Leads and their types; Inverted pyramid style, feature style, sand clock style and nut graph; News Terminologies (Beat, Broadsheet, Tabloid, Dateline, Credit line / Byline; Caption, Folio, ear panel, Gutter, Masthead, Blurb, Put the Paper to Bed, Standalone, News hole); Types of news; Differences in news for Newspapers, TV, Radio, Websites; Cultivating, verifying and dealing with sources of news.

III. Traditional Newsroom Set-up: Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief; Role, importance and ethics of news sourcing; Integrated News Room; Beat Reporting (City and local news; Crime Reporting; Reporting Political Parties and Politics; Legal Reporting); Specialized reporting (Science & Technology; Education; Art & Culture; Environment; Entertainment, Fashion & Lifestyle; Sports; Health; Conflict Reporting).

IV. Techniques of Reporting: Observations, Documents & Talk; Types of documents, Firsthand observation, Importance of Interviews; The art of interviewing; Direct Quotes, Reported Speech, Partial Quotes; Other genres of news: Backgrounder/Curtain Raiser, Sketch, Opinion Piece, Diary Items, Profile, Vox Pop, Reviews, Sourcing the News; Quotes & Attributions, Types of Attributions, Embargo, Pool Reporting Reporter - Functions & responsibilities; Qualities of a good reporter; Essential skills of a new-age journalist; Challenge of reporting from North-East India; Covering meetings, press conferences, reports, speeches, eye-witness reporting; Reporting the unforeseen: accidents, fires, demonstrations etc.

V. Understanding Editing: Editing: concept, process and significance; Editorial Values: objectivity, facts, impartiality and balance; Concept of news and news making; Difference between newspaper/ radio and TV copy editing; Challenges for the Editor: Bias, slants and pressures; News value and other parameters; Handling of news copy; Planning and visualization of news; Rewriting news stories; Headlines and intro; Stylebook and Stylesheet; Use of synonyms and abbreviations; Importance of Grammar; Fact checking and fake news.

PRACTICALS: Speech/meeting reporting, event reporting, covering writing based on press releases, follow-ups on major stories; press conferences; interviews, obituaries, profiles based on field assignments; Production of Lab Journal.

Essential Readings:

Bowles, A. D. (2011). *Creative Editing*. Wadsworth.

Boyd, A. (1994). *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press.

de Botton, A. (2014). *The News: A User's Manual*. Pantheon.

Hicks, W. & Homes, T. (2002). *Sub-editing and Production for Journalists*. Routledge.

Kamath, M.V. (2018). *Professional Journalism*. S Chand.

Keeble, R. & Reeves, I. (2015). *The Newspaper's Handbook*. Routledge.

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SEMESTER II

COURSE: Introduction to New Media

(Core)

TOTAL CREDIT: 04

L-T-P: 2-0-4

COURSE OBJECTIVES:

1. To explain the rise of new media, its origin and evolution as well as critically evaluate its impact on society.
2. To clearly distinguish new media, in terms of form, characteristics and ethics, from print and electronic media and analyse the changing media climate.
3. To impart the essential skills of new media journalism, including mobile journalism, blogging and website production.

COURSE OUTCOMES:

1. Demonstrate knowledge of the new media and the skills and techniques required to produce content for new media.
2. Demonstrate proficiency in producing engaging stories via mobile journalism.
3. Apply the appropriate new media skills and for creating and maintaining interactive blogs and websites.
4. Critically evaluate new media and digital technologies with respect to their beneficial and harmful effects on society.

I. Internet & New Media: Origin of internet and web; Internet in India, growth & connectivity; Characteristics of internet, Networking, Domain name, Browsers, HTML; Web 1.0, Web 2.0 and Web 3.0; Concept of Cyberspace; Definition and characteristics of new media; Digital, Interactive, Hypertextual, Virtual, Networked, Simulated; Usages of new media; Different types of new media.

II. Computer-Mediated Communication: Computer Mediated Communication (CMC), Types; Online journalism (News Portals, Chat, Video, Podcasting, Livecasting); Theories of Media consumption; User-generated Content (Weblogs, YouTube); The 'Prosumer'; New Media & Democracy; Search Engine Optimization (SEO); Social Media; Concept of New Media Literacy; Fact-finding; Digital Revolution; Digital convergence & social implications; Information Society; Surveillance society; E-learning; Web commerce; Telecom industry in India; Immersive journalism; Virtual Realism; New Media & Hyperrealism.

III. Mobile Journalism: Convergence in mobile media; Vertical storytelling; Mobile Journalism (MoJo); Tools of Mobile Journalism; Apps & Sound Recording; SCRAP- Elements of MoJo storytelling; MoJo Interviewing; Post-production.

IV. Writing for New Media: Overview of Web writing; Linear vs. nonlinear form; Writing for the screen vs. writing for print; Webpage writing techniques.

V. Critical issues in New Media: Cyber-crimes; Pornography; Privacy; Internet censorship; Ethical and legal dimensions; Ease of plagiarism; Artificial Intelligence & algorithmic/robot journalism.

Essential Readings:

Adornato, Anthony C. (2017). *Mobile & Social Media Journalism: A Practical Guide*. CQ Press.

Buram, I. & Quinn, S. (2016). *MOJO: The Mobile Journalism Handbook*. Routledge.

Chawla, A. (2021). *New Media and Online Journalism*. Pearson Education.

Dizard, W. (1999). *Old Media New Media: Mass Communications in the Information Age*. Allyn & Bacon.

Castells, M. (2004) (ed). *The Network Society: a cross-cultural perspective*. Edward Elgar Publishing.

Schmidt, E. & Cohen, J. (2013). *The New Digital Age*. John Murray.
