

AC – 20/05/2025

Item No. 5.57 (N) (Sem III & IV) (2) (a, b,c)

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of HUMANITIES

Board of Studies in MASS MEDIA

Second Year Programme in Minor (Journalism)

Semester	III & IV	
Title of Paper	Sem.	Total Credits 4
1. Introduction to Journalism	III	2
2. Feature Writing	III	2
Title of Paper		Credits
I) Reporting and Editing	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: INTRODUCTION TO JOURNALISM

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a comprehensive overview of journalism, tracing its historical roots and evolution from traditional print to modern digital platforms. Students will explore the core principles of journalism, its societal role, and the structure of news organizations. The course emphasizes practical skills in news reporting and writing, including techniques like the inverted pyramid, beat reporting, and fact-checking. It also examines the influence of emerging technologies, citizen journalism, and the ethical challenges faced in the digital age.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ul style="list-style-type: none"> Understand the fundamentals of journalism, including its definition, nature, scope, and evolution from the printing press era to the digital age. Analyze the historical development of journalism globally and in India, and recognize key milestones such as the nationalist press movement, the Emergency period, and the post-liberalization media boom. Recognize the critical role of journalism in a democratic society, including its function as the Fourth Estate and its responsibility in promoting awareness and development. Understand the organizational structure of media houses, including editorial, advertising, marketing, and circulation departments. 	
8	Course Outcomes: By the end of this course, students will be able to: <ul style="list-style-type: none"> Understand the fundamental principles, history, and evolution of journalism, both globally and within India. Identify and differentiate between various forms and styles of journalism, including print, broadcast, and digital media. Analyze the role of journalism in a democratic society and its impact on public opinion and policy. 	

- Develop basic reporting and writing skills suitable for different media platforms.
- Critically assess contemporary issues and challenges in journalism, including ethical considerations and the influence of technology.

Module	Topics	Hours
Unit I: Foundations of Journalism		20
1. Definition, nature, and scope of journalism	Changing face of journalism from Guttenberg to new Media, career opportunities in both traditional and emerging media	
2. Historical development of journalism globally and in India	Earliest publications The rise of nationalist press ,Post 1947 The emergency and its impact on Journalism, Post Emergency, Post liberalization of the economy boom in magazines. Growth of niche journalism	
3. Role of journalism in society and democracy	creating awareness and disseminating information for development of society, The concept of the Fourth Estate	
4. Departments in the News organization	Editorial, Ad Sales, Marketing, Circulation, Production, HR, IT	
Unit II: News Reporting and Writing		20
1. Understanding news: elements, values, and types	What makes a good story? Anatomy of a news story	
2. News writing techniques	the inverted pyramid, 5Ws and 1H Sources of news and news gathering methods	
3. Introduction to reporting beats	Hard News / Soft News and blend of the two News Reports, Features, Editorials A study and analysis of Crime, Environmental, Entertainment, Educational, Agricultural, Sports beats etc Basics of interviewing and fact-checking	
Unit III: Media Platforms and Technologies & Challenges in Journalism		10
1. Overview of print, broadcast, and	Objectivity, Accuracy, Length Criteria for news worthiness in each medium as well as growth of each medium	

digital media	Breaking news v/s fact checking and fake news	
2. Emergence and impact of new media technologies	Social media, online video platforms, streaming services, and other web-based communication tools.	
3. Citizen journalism	User-generated content and its significance	
4. Ethical Challenges	Objectivity, bias, and sensationalism	
5. Other major challenges	Fake news, censorship, and media trials	
Unit IV: Contemporary Trends and Future of Journalism		10
1. Data journalism and visualization	Using charts, graphs, and maps to present complex information in a visually accessible way	
2. Artificial intelligence and automation in newsrooms	Use of AI Tools in the newsroom Drawbacks of AI	
3. Mobile journalism (MoJo) and podcasting	Complementary methods of news dissemination in modern newsrooms. Mobile devices to gather, produce, share news content delivering audio-video content via an online format.	
10	Books / References: <ul style="list-style-type: none"> • Bond Fraser F. An Introduction to Journalism (A Survey of the Fourth Estate in all its forms). • Brucker Herbert. Communication is Power (Unchanging Values in a Changing Journalism). • Chalapati Rau, History of Indian Journalism. • Chalapati Rau, The Press in India • Charnley M. V., - Reporting. • Critchfield Richard, Indian Reporter's Guide. • Crump Spencer, Fundamentals of Journalism. 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination

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**Continuous Evaluation
through:**

- 1.** Individual/ group project should be given to develop an advertising strategy on any product or service
- 2.** Write a story board/ type of copy.
- 3.** Big Idea – Group project