

**BMM (SEMESTER - IV)**

**INTRODUCTION TO JOURNALISM**

Objectives:

To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

1. Changing face of journalism from Guttenberg to new media .....	4
2. Journalism in India:	
• Earliest publications	
• The rise of nationalist press	
• Post 1947	
• The emergency 1975	
• Post Emergency	
• Post liberalization of the economy boom in magazines niche journalism	
	.....6
How technology advancement has helped media?	
3. New media with special reference to rise the Citizen Journalism .....	4
4. Definition of News; Hard News / Soft News and blend of the two.....	4
5. The news process from the event to the reader.....	2
6. Criteria for news worthiness .....	2
7. News Reports; Features; Editorials .....	2
8. Components of a news story	
• Finding a new angle	
• Writing a lead	
• Types of Lead	
• Inverted pyramid format .....	8
9. Role of Journalism with special emphasis on its role to educate	
• Interpretation	

• Transmission of values	
• Development	
• Entertainment .....	2
10. Principles of Journalism	
• Objectivity	
• Accuracy	
• Without fear or favour	
• Balance .....	2
11. Basic difference in writing for the print, television and online journalism .....	2+2
12. Jobs in journalism.....	2
13. Latest trends and issues in journalism.....	2
14. Short notes on	
Press council of media students .....	2
Audit bureau of circulation.....	2

#### Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism : Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism : James glen stowall

