

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BAMMC

SEMESTER: III

NOMENCLATURE OF THE COURSE: Fundamentals of Journalism

NEP Vertical: MAJOR

Credit: 04

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Arts in Multimedia and Mass Communication (BAMMC)
Nomenclature of the Course	Fundamentals of Journalism
Total Marks	100 Marks
Semester	III
Academic year	2025-2026

Learning Objectives

- To equip learners with knowledge of journalism history, laws, ethical principles and regulations that help maintain journalists' integrity.
- To train learners with fundamental concepts, process and techniques in use of tools for storytelling and reporting/ interviews.
- To educate learners on journalism roles in contemporary society, new trends and types in field of journalism
- To understand the principles and ethics of journalism

Course outcomes

- Learners will develop the ability to write accurate, clear and balanced news stories
- Learners will develop skills in conducting interviews, on field reporting to produce accurate and engaging media content.
- Learners will exhibit expertise in understanding of legal and ethical framework to apply the knowledge to contemporary practice.
- Learners will acquire advanced skills and proficiency in editing news to create high quality content for publications.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Unit 1: Journalism: Where It All Begins</p> <ul style="list-style-type: none"> ● What's Journalism? Dive into the purpose, and core principles that power the news. ● History in the Making: Trace the evolution of journalism—from its humble origins to the digital revolution. ● Democracy's Best Friend: Explore how journalism supports democracy by keeping the public informed. ● Behind the Scenes: Get the lowdown on the roles, ethics, and real-world responsibilities of journalists. ● Media Landscape : Navigate through the diverse world of print, broadcast, online, and multimedia platforms. 	Lectures/ Discussions	15

II	<p>Unit 2: News Crafting & Storytelling</p> <ul style="list-style-type: none"> ● News Decoded: What makes news and why it matters. ● Beats: Specialized beats—be it crime, environment, entertainment, sports, or more. ● Story Structure: The inverted pyramid, crafting snappy headlines, engaging leads, and compelling content. ● Interview: Asking the right questions . ● Reporting: From field reporting basics to finding that unique story angle, learn how to cover the news as it unfolds. 	Lectures/ Discussions/ Case Study/ AV screenings	15
III	<p>Unit 3: Digital Dynamics</p> <ul style="list-style-type: none"> ● Mobile Journalism: Discover how smartphones have changed the media dynamics. ● Social Media & Citizen Reporting: The power of independent voices and real-time storytelling on social platforms. ● Community Vibes: Explore local journalism and its impact on community narratives. ● Data-Driven Stories: Learn the fundamentals of data journalism and how numbers can tell powerful stories. ● Voices from the Heartland: Understand the importance of rural journalism. ● Future Trends: AI, automation, and emerging tech that are reshaping journalism 	Lectures/ Presentations/ AV screenings/ Case Study	15
IV	<p>Unit 4: Ethics & Law</p> <ul style="list-style-type: none"> ● Know Your Rights: Breakdown of press laws: defamation, libel, and copyright essentials. ● Media Freedom: Press freedom and ethical accountability. ● Yellow journalism: Consequences of sensationalism. ● Fake News: Identify, counter, and debunk misinformation. ● Ethical Dilemmas: Engage with real-world scenarios addressing bias, sensationalism, and privacy issues in modern journalism. 	Case Study/ Lecture/ Presentations	15

SYLLABUS COURTESY:

- Ms. Renu Nauriyal
- Ms. Aparajita Deshpande

SUGGESTED READINGS

1. Rudin, R., & Ibbotson, T. (2013). *Introduction to Journalism: Essential techniques and background knowledge*. Routledge.
2. Lamble, S. G. (2011). *News as it happens: An introduction to journalism*. Oxford University Press Australia.
3. Fleming, C., Moore, G., & Hemmingway, E. (2005). *Introduction to journalism*.
4. Greer, G., & Greer, G. (1998). *A new introduction to journalism*. Juta and Company Ltd.
5. Boyer, D., & Hannerz, U. (2006). Introduction: Worlds of journalism. *Ethnography*, 7(1), 5-17.
6. Hartley, J. (2013). *Understanding news*. Routledge.
7. Reese, S. D., & Lee, J. K. (2012). Understanding the content of news media. *The SAGE handbook of political communication*, 253-263.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Presentation	10/20
2	Assignment/ Project	10/20
3	Class Participation	5
4	Viva-Voce	5
TOTAL		40

Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Case Study / Application Based / Concept testing	12
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
4	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
5	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	

Note: The Full-length theory question of 12 marks each may be split into two smaller questions of 6 marks questions or three smaller four marks question.