

VAC: Applied Journalism and Media Literacy (2nd Semester)

Course Objectives

The course aims to:

1. Introduce the fundamental concepts of journalism, including the meaning, role and social responsibility of news media.
2. Develop basic reporting and writing skills, enabling students to structure and write clear, accurate and engaging news reports.
3. Enhance interviewing and headline-writing skills essential for effective news communication.
4. Familiarize students with media ethics and professional standards.
5. Build media literacy competencies, empowering students to identify misinformation, fake news and practice responsible social media usage.
6. Encourage practical application of journalistic skills through campus-based reporting assignments and ethical news writing exercises.

Course Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the concept, role and importance of journalism in society and identify what constitutes news.
2. Apply the inverted pyramid structure in writing clear and organized news reports.
3. Conduct basic interviews and prepare structured news stories suitable for publication.
4. Write effective and concise headlines appropriate to different types of news stories.
5. Demonstrate understanding of media ethics and the principles outlined by PCI.
6. Identify fake news and apply basic fact-checking methods to verify information.
7. Practice responsible communication on social media platforms.
8. Produce news stories adhering to professional and ethical standards.

Syllabi

UNIT I: Introduction to Journalism

Meaning, nature and role of journalism; news: definition, elements and news values; structure of news report (inverted pyramid); media and society: role, influence and responsibilities; basics of interviewing; introduction to photo-based storytelling

UNIT II: News Anchoring and Media Production

Writing for print and digital media; Headline writing; News-script writing (TV); Press Report writing (Print); News anchoring; Piece-to-Camera (PTC); News bulletin; Mobile journalism (MoJo)

UNIT III: Media Ethics & Responsible Communication

Importance of ethics in journalism; Truth, accuracy, fairness and accountability; Fake news and fact-checking basics; Responsible use of social media

UNIT IV: Media Literacy in the Digital Age

Distinguishing between real news, fake news, propaganda and misinformation.

UNIT V: Media ownership and Economics

Impact of media conglomeration on news, the influence of corporate ownership on news content.

Suggested Reading:

- Harcup T. (2020). Journalism: Principles and practice (5th ed.).
- Kovach B. & Rosenstiel, T. (2021). The elements of journalism: What newspeople should know and the public should expect (4th ed.).
- Mencher M. (2010). News reporting and writing (12th ed.).
- Kumar, K. J. (Keval J.). Mass Communication in India.
- Roy, Barun. Beginners' Guide to Journalism and Mass Communication.
- Press Council of India (2019). Norms of journalistic conduct. Press Council of India.
- UNESCO (2011). Media and information literacy curriculum for teachers. UNESCO.