

Teaching Manual

Department of Mass Communication & New Media

Central University of Jammu

Course No: MCNM-101

Title: Introduction to Journalism

Total Credits: 4

Total Lectures= 44

Total Seminar/Assignments = 11

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Ist Week	I	Journalism: Concept, Purpose and Functions Elements of Journalism	4 Lectures	Kumar, J Keval. 2015. Mass Communication in India, Jaico Publication Delhi. Rayudu, C.S. 2012. Communication, Himalaya Publishing House. Kamath, M.V. 2014. The Journalist Handbook, Vikash Publishing house Pvt. Ltd.
	II			
	III			
	IV			
IInd Week	V	Current Affairs	1 Hour	
	I	Press Freedom and Accountability	4 Lectures	McQuail, Dennis ed. 2000, McQuail's Mass Communication Theory, Sage, N Delhi Kumar, J Keval. 2015. Mass Communication in India, Jaico Publication. Delhi.
	II			
	III			
	IV	Normative Theories of Press		
V	Seminar/ Assessment	1 Hour		
IIIrd Week	I	Journalism in Changing Times	4 Lectures	Raghavan, G.N.S. 1994. The Press in India: A New History, Gyan Publishing, N. Delhi. Kamath, M.V. 2014. The Journalist Handbook, Vikash Publishing house Pvt. Ltd.
	II			
	III			
	IV	Types of Journalism: Mainstream and Alternative Journalism		
	V	Current Affairs	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IVth Week	I	Citizen Journalism Yellow Journalism History and Development of Print Media	4 Lectures	Natrajan. J, History of Indian Journalism, Publication Division, N. Delhi. Jeffrey, Robin. India's Newspapers revolution: Capitalism, Politics and the Indian Language Press, Oxford Press, N. Delhi.
	II			
	III			
	IV			
Vth Week	V	Current Affairs	1 Hour	
	I	Global Evolution of News Media: Evolution of Radio Growth and Development of TV	4 Lectures	Luthra H. R. Indian Broadcasting, Publication Division Chatterji P.C. The Adventures of Indian Broadcasting, Konark Publication, N. Delhi
	II			
	III			
	IV			
V	Seminars/Presentation	1 Hour		
VIth Week	I	Evolution of New Media Newspapers in India : Pre Independence	4 Lectures	James C. Frost, Online Journalism: Principles and Practices of News for the Web, Sage. N. Delhi. Natrajan, J. History of Indian Journalism, Publication Division, N. Delhi.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
VII Week	I	Newspapers in India : Post Independence First Press Commission: Main Findings	4 Lectures	Hand Book of Journalism: Virbala Aggarwal and V.S. Gupta. 2001. Concept Publishing Company. Delhi.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
VIIIth Week	I	Second Press Commission: Main Finding	4 Lectures	Luthra H. R, Indian Broadcasting, Publication Division, N Delhi.
	II			
	III			
	IV	Growth and Expansion of Radio and TV in India		
	V	Seminar/ Assessment	1 Hour	
IXth Week	I	News Agencies : International and National	4 Lectures	Raghavan, G.N.S. 1987. PTI Story: Origin & growth of the Indian Press and News Agency, Press Trust of India, Mumbai.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
Xth Week	I	Contemporary trends in English and Hindi News Media Media in Jammu & Kashmir	4 Lectures	Edward S Harman & Noam Chomsky. 1995. Manufacturing Consent: The Political Economy of Mass Media, Vintage Book. (UK)
	II			
	III			
	IV			
	V	Presentation	1 Hour	
XIth Week	I	Makers of Indian Journalism : Pre and Post Independence	4 Lectures	Natrajan, J. History of Indian Journalism, Publication Division. N.Delhi.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.