

**SANKALCHAND PATEL UNIVERSITY
VISNAGAR**

Faculty of Mass Communication & Journalism



**Structure, Teaching Scheme and Syllabus of
Bachelor of Arts (Journalism & Mass Communication)**

Program Code: JM101

with effect from: 2024-25

Sem- V

COURSE LEARNING OUTCOME

Programme Name: -B. A. Journalism & Mass Communication

Program Outcomes (PO): -

[PO.1] This program will provide a strong foundation in communication theories, principles, and practices.

[PO.2] This program will develop critical thinking skills to analyze and evaluate media content.

[PO.3] This program will ensure proficiency in writing, editing, and reporting across various journalistic formats.

[PO.4] This program will equip students with practical skills in multimedia production (video, audio, digital content).

[PO.5] This program will teach students to conduct thorough research and produce accurate journalistic work.

[PO.6] This program will foster an understanding of and adherence to ethical journalism practices and legal standards.

[PO.7] This program will develop proficiency in digital tools and platforms for content creation and audience engagement.

[PO.8] This program will enhance effective communication in diverse cultural, social, and political contexts.

[PO.9] This program will cultivate leadership and teamwork skills for media organizations and independent projects.

[PO.10]. This program will prepare students to adapt to the evolving media landscape and new technologies.

Program Specific Outcome (PSO): -

[PSO.1] This program will equip students with the skills to produce high-quality multimedia content across various platforms, including digital, broadcast, and print, preparing them for a diverse range of media careers.

[PSO.2] This program will foster strong ethical decision-making abilities in students, ensuring they adhere to professional standards while producing accurate, balanced, and responsible journalism.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VAC/ IKS	INT/ OJT	RP / DES ERT	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Local Journalism
Course Code:	15-JMM310-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and theories of local journalism.
2. To analyze the role of local media in social transformation and everyday community life.
3. To develop practical communication skills for addressing and promoting positive social issues through journalism.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Local Journalism Meaning, Nature, and Scope of Local Journalism, Evolution and Growth of Local Journalism in India, Principles and Functions of Local Media. Theories and Models of Community and Local Journalism, Difference between Local, Regional, and National Journalism.	12	25%
2	Local Media and Society, Role of Local Media in Social Transformation, Local Journalism and Democratic Participation, Coverage of Rural, Urban, and Grassroots Issues, Local Culture, Language, and Identity in Media, Impact of Digital Media on Local Journalism.	12	25%
3	Reporting and writing for social media Basics of Local News Reporting, Sources of Local News and Information Collection, Writing News Stories, Features, and Human-Interest Stories, Ethics and Responsibilities in Local Journalism, Challenges faced by Local Journalists.	12	25%
4	Practical Aspects of Local Journalist Community Engagement through Journalism, Use of social media and Mobile Journalism in Local Reporting, Case Studies of Successful Local Media Initiatives, Development Communication and Positive Journalism, Field Work / Practical Assignment on Local Issues.	12	25%

Reference Books:

Sr. No.	Books
1	Community Journalism by Leonard Witt, Focuses on community-based reporting and local media practices.
2	Mass Communication in India by Keval J. Kumar, Discusses media systems, communication theories, and Indian media culture.
3	Reporting for the Media by Fred Fedler, Covers news writing, reporting, and journalistic ethics.
4	Rural Communication by B S Baswan, Explains communication in rural and grassroots contexts.
5	Journalism in India by Rangaswami Parthasarathy, provides an overview of Indian journalism and media development, Explains communication in rural and grassroots contexts.
6	Media and Communication Management by C. S. Rayudu, Covers media functioning and communication management at local levels

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Covers media functioning and communication management at local levels	Understand 2
CLO2	Analyze the role of local media in social transformation, democratic participation, and community development.	Analyze 4
CLO3	Apply reporting and news-writing techniques for covering local and grassroots issues.	Apply 3
CLO4	Evaluate ethical challenges, responsibilities, and the impact of digital media in local journalism practices.	Evaluate 4
CLO5	Create communication content and practical media projects addressing positive social issues at the local level.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Content Editing for Mass Media
Course Code:	15-JMM311-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and process of content editing in mass media.
2. To analyze the role of editing in print, electronic, and digital media platforms.
3. To develop practical skills in editing, proofreading, headline writing, and content presentation.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Ma.	Mn.	Max.	Min	Max.	Min	Max.	
4	-	-	4	18	50	18	50	--	--	--	--	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Content Editing, Meaning Nature, and Scope of Content Editing, Principles and Functions of Editing, Role of Editor in Mass Media, Types of Editing: Copy Editing, Structural Editing, Proofreading, Basics of Language, Grammar, and Style.	12	25%
2	Editing for Print Media News Editing Process, Headline Writing and Caption Writing, Editing News Reports, Features, and Articles, Page Layout and Design Basics, Ethics and Responsibilities in Print Editing	12	25%
3	Editing for Electronic and Digital Media Script Editing for Radio and Television, Video and Audio Editing Basics, Editing for Websites, Blogs, and Social Media Fact-checking and Verification in Digital Media, Multimedia Storytelling Techniques.	12	25%
4	Practical Aspects of Content Editing Proofreading Symbols and Techniques, Use of Editing Software and Digital Tools, Content Planning and Audience Engagement, Case Studies of Media Editing Practices, Practical Assignments on Editing and Content Production	12	25%

Reference Books:

Sr. No.	Books
1	Editing today by Ron F. Smith
2	Paul Bradshaw: The Online Journalism Handbook.
3	The Sub editor companion by Vinod V. Regi
4	Writing and editing for digital Media by Carole Rich
5	Introduction to Journalism and Mass Communication by S. K. Kundra

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and techniques of content editing in mass media. Explain the role and evolution of digital journalism	Understanding- 2
CLO2	Apply editing and proofreading skills for print, electronic, and digital media content	Creating- 3
CLO3	Analyze media content for accuracy, clarity, structure, and ethical standards.	Analyzing-4
CLO4	Evaluate the effectiveness of editing practices and digital media presentation techniques.	Applying- 5
CLO5	Create professionally edited media content using appropriate editing tools and communication strategies.	Create-6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Advertising & Public Relations
Course Code:	15-JMM402-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and functions of advertising and public relations in mass communication.
2. To analyze the role of advertising and public relations in business, society, and media industries.
3. To develop creative, strategic, and professional communication skills for advertising and public relations practices.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Mn.	Max.	Mn	Max.	Min.	Max.	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Advertising and Public Relations Meaning, Nature, and Scope of Advertising, Meaning, Nature, and Scope of Public Relations, History and Development of Advertising and PR in India, Functions and Objectives of Advertising and PR, Role of Advertising Agencies and PR Departments.	12	25%
2	Advertising Practices and Media Planning Types of Advertising: Commercial, Social, Political, and Digital, Advertising Campaign Planning and Strategy, Copywriting, Slogan Writing, and Creative Visualization, Media Planning and Media Selection, Ethics and Laws in Advertising.	12	25%
3	Public Relations Practices Tools and Techniques of Public Relations, Public Relations Writing: Press Release, Press Note, and Media Kit, Corporate Communication and Image Building, Event Management and Crisis Communication, Public Relations in Government and Private Organizations	12	25%
4	Digital Advertising and PR Practices Digital Advertising and Social Media Campaigns, Online Reputation Management, Integrated Marketing Communication (IMC), Case Studies of Advertising and PR Campaigns, Practical Assignments: Advertisement Design and PR Content Creation	12	25%

Reference Books:

Sr. No.	Books
1	Advertising and Promotion by George E. Belch
2	Effective Public Relations by Scott M. Cutlip
3	Advertising Basics by J. V. Vilanilam
4	Public Relations Principles and Practices by Philip Lesly
5	Mass Communication in India by Keval J. Kumar

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and functions of advertising and public relations.	Understanding
CLO2	Apply creative and strategic communication techniques in advertising and PR practices.	Applying 3
CLO3	Analyze advertising campaigns, media planning strategies, and public relations activities.	4 Analyzing 4
CLO4	Evaluate ethical, legal, and professional issues related to advertising and public relations.	Evaluating 5
CLO5	Create advertising content, PR materials, and integrated communication campaigns for different media platforms.	Creating 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Reporting and Entertainment Beat (Elective Subject)
Course Code:	15-JME214-3C
Pre-requisite Course:	-----

Course Objectives:

1. Equip students with the ability to analyze and interpret current events.
2. Develop translation skills for media and communication purposes.
3. Understand the impact of current affairs on journalism and society.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min.	Max.	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Meaning, Nature, and Scope of Reporting Concept and Growth of Entertainment Journalism, Functions and Responsibilities of Entertainment Reporters, Types of Beats in Journalism, Ethics and Challenges in Entertainment Reporting	12	25%
2	Entertainment Media and Society Role of Entertainment Media in Contemporary Society, Film, Television, OTT, Music, and Celebrity Culture, Entertainment Journalism and Public Opinion, Media Laws and Ethical Issues in Entertainment Coverage, Impact of Digital and social media on Entertainment Reporting	12	25%
3	Reporting Techniques for Entertainment Beat News Gathering and Sources for Entertainment Stories, Interviewing Celebrities and Media Personalities, Writing Reviews: Film, Music, Television, and Web Series, Feature Writing and Gossip Journalism, Photojournalism and Multimedia Reporting in Entertainment Media	12	25%
4	Practical Aspects of Entertainment Reporting Reporting for Print, Television, Radio, and Digital Platforms, Anchoring and Presentation Skills for Entertainment Shows, Social Media Content Creation for Entertainment News, Case Studies of Entertainment Journalism Practices, Practical Assignments: Reviews, Interviews, and Beat Reporting	12	25%

Reference Books:

Sr. No.	Books
1	Broadcast Journalism by M. V. Kamath
2	Reporting for the Media by Fred Fedler
3	Entertainment Journalism by John Tulloch
4	Mass Communication in India by Keval J. Kumar
5	Basic Journalism by Rangaswami Parthasarathy
6	Writing and Reporting News by Carole Rich

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and functions of reporting and entertainment journalism.	Analyzing 2
CLO2	Apply reporting, interviewing, and review-writing techniques in entertainment journalism.	Applying 3
CLO3	Create accurate and ethical translations for journalistic use	Creating 4
CLO4	Evaluate ethical issues, media laws, and professional practices in entertainment reporting	Evaluating 5
CLO5	Create professional entertainment media content for print, broadcast, and digital platforms.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Sports Journalism (Elective Subject)
Course Code:	15-JME215-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and practices of sports journalism.
2. To analyse the role of sports media in society, culture, and national development.
3. To develop practical reporting, commentary, and sports content production skills for various media platforms.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max	Min.	Max	Min	Max	Min.	Max	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Sports Journalism Meaning, Nature, and Scope of Sports Journalism, History and Development of Sports Media in India and the World, Functions and Responsibilities of Sports Journalists, Types of Sports Reporting and Beats, Ethics and Challenges in Sports Journalism.	12	25%
2	Sports Media and Society Role of Sports Media in Social and Cultural Development, Sports, National Identity, and Globalization, Coverage of Major National and International Sports Events, Media Laws and Ethical Issues in Sports Reporting, Impact of Digital and social media on Sports Journalism.	12	25%
3	Reporting and Writing for Sports Media Techniques of Sports Reporting, Match Reporting and Live Coverage, Writing Sports News, Features, Profiles, and Interviews, Sports Commentary for Radio and Television, Photojournalism and Multimedia Storytelling in Sports Media.	12	25%
4	Practical Aspects of Sports Journalism Reporting for Print, Television, Radio, and Digital Platforms, Anchoring and Presentation Skills for Sports Programs, Use of social media and Mobile Journalism in Sports Coverage, Case Studies of Sports Journalism Practices, Practical Assignments: Match Reports, Commentary, and Interviews.	12	25%

Reference Books:

Sr. No.	Books
1	Sports Journalism by Phil Andrews
2	Reporting for the Media by Fred Fedler
3	Sports Journalism: A Practical Introduction by Brad Schultz
4	Mass Communication in India by Keval J. Kumar
5	Basic Journalism by Rangaswami Parthasarathy

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and functions of sports journalism and sports media.	Understand 2
CLO2	Apply reporting, commentary, and interview techniques in sports journalism.	Applying 3
CLO3	Analyze the influence of sports media on society, culture, and audience engagement.	Analyze 4
CLO4	Evaluate ethical issues, professional practices, and media laws related to sports journalism.	Evaluating 5
CLO5	Create professional sports media content for print, broadcast, and digital platforms.	Creating 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	History of Bhartiya Journalism
Course Code:	15-JME216-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the origin, growth, and development of Bhartiya journalism from historical perspectives.
2. To analyze the role of Indian press and journalists in social reform, freedom struggle, and nation-building.
3. To develop critical understanding of the evolution of print, electronic, and digital journalism in India.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Mn.	Max	Mn	Max.	Min.	Max	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Bhartiya Journalism Meaning, Nature, and Scope of Journalism in India, Origin and Growth of Indian Press, Early Newspapers and Printing Press in India, Development of Vernacular Journalism, Contribution of Missionaries and Reformers in Indian Journalism	12	25%
2	Journalism and Indian Freedom Movement Role of Press in the Indian National Movement, Contributions of Nationalist Newspapers and Editors, Journalism of Bal Gangadhar Tilak, Mahatma Gandhi, and Ganesh Shankar Vidyarthi, Press Laws during British Rule, Journalism as a Tool for Social and Political Awakening	12	25%
3	Development of Modern Indian Journalism Growth of Hindi, Gujarati, Urdu, and Regional Journalism, Development of Radio, Television, and Electronic Media in India Post-Independence Indian Press and Media, News Agencies and Media Institutions in India, Emergence of Digital and Online Journalism	12	25%
4	Contemporary Trends in Bhartiya Journalism Role of Media in Democracy and Nation Building, Media Ethics and Professional Challenges, Globalization and Indian Media, social media and Citizen Journalism, Case Studies of Contemporary Indian Journalism Practices.	12	25%

Reference Books:

Sr. No.	Books
1	History of Indian Journalism by J. Natarajan
2	Journalism in India by Rangaswami Parthasarathy
3	Mass Communication in India by Keval J. Kumar
4	Indian Journalism by N. C. Pant
5	Media and Journalism in India by S. N. Sharma

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the origin, growth, and development of Bhartiya journalism and Indian press traditions.	Understanding 2
CLO2	Apply historical knowledge to identify the contribution of journalists and newspapers in social reform and the freedom movement.	Apply 3
CLO3	Evaluate the role of Indian media in democracy, nation-building, and contemporary society.	Analyze 4
CLO4	Evaluate the performance of players and events critically	Evaluate 5
CLO5	Create critical perspectives and academic presentations on the history and development of Bhartiya journalism.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Reporting Practices in Socio Economic Beat
Course Code:	15-JME217-3C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the concepts, principles, and practices of socio-economic reporting in journalism.
2. To analyze the role of media in covering social and economic issues affecting society and development.
3. To develop practical reporting, analytical, and communication skills for socio-economic journalism across media platforms.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max	Min	Max	Min.	Max.	Min	Max	
2	-	4	4	09	25	09	25	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Socio-Economic Reporting Meaning, Nature, and Scope of Socio-Economic Journalism, Importance of Socio-Economic Reporting in Democracy, Principles and Ethics of Beat Reporting, Sources of Socio-Economic News, Role and Responsibilities of Socio-Economic Reporters	12	25%
2	Social Issues and Media Reporting Reporting on Education, Health, Gender, and Human Rights Rural and Urban Development Reporting, Poverty, Unemployment, and Social Welfare Issues, Reporting on Environment and Sustainable Development, Development Communication and Public Awareness	12	25%
3	Economic Reporting Practices Basics of Economic and Financial Journalism, Reporting on Budget, Banking, Inflation, and Employment, Business and Market Reporting Techniques, Government Policies and Economic Reforms, Data Collection, Interpretation, and Fact Verification	12	25%
4	Practical Aspects of Socio-Economic Reporting Writing News Reports, Features, and Investigative Stories, Interviewing Experts, Policymakers, and Community members, Multimedia and Digital Reporting Techniques, Case Studies of Socio-Economic Journalism, Practical Assignments on Social and Economic Issues	12	25%

Reference Books:

Sr. No.	Books
1	Reporting for the Media by Fred Fedler
2	Economic Journalism by R. Nagarajan
3	Mass Communication in India by Keval J. Kumar
4	Development Communication and Media by Keval J. Kumar
5	Basic Journalism by Rangaswami Parthasarathy

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, principles, and importance of socio-economic reporting in journalism.	Understanding 2
CLO2	Apply reporting and interviewing techniques for covering socio-economic issues and development stories.	Apply 3
CLO3	Analyze social and economic issues through media reporting and data interpretation.	Analyzing 4
CLO4	Evaluate ethical challenges, media responsibilities, and public impact of socio-economic journalism.	Evaluate 5
CLO5	Create professional socio-economic news stories, features, and multimedia content for different media platforms.	Creating 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Internship for Print Media
Course Code:	15-SEC108-3C
Pre-requisite Course:	-----

Course Objectives:

1. To provide practical exposure to the working environment of print media organizations.
2. To develop reporting, editing, and newsroom management skills through field-based learning.
3. To enhance professional ethics, communication abilities, and critical understanding of print journalism practices.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Mn.	Max.	Min.	Max.	Min.	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Structure and Functions of Print Media Organizations Role and Responsibilities of Interns in Newsrooms, Newsroom Ethics and Professional Conduct, Understanding Editorial Workflow, Orientation to Reporting and Editing Practices	12	25%
2	Reporting Practices in Print Media News Gathering and Information Collection, Reporting Local, Social, and Public Issues, Interview Techniques and Source Development, Writing News Reports and Features, Field Visits and Assignment-Based Reporting	12	25%
3	Editing and Production Practices Basics of News Editing and Proofreading, Headline Writing and Caption Writing, Page Layout and Print Production Process, Use of Digital Tools in Print Media, Coordination with Editorial and Design Teams	12	25%
4	Internship Report and Practical Learning Documentation of Internship Activities, Preparation of Internship Report and Portfolio, Case Studies of Print Media Organizations, Presentation and Viva Voce, Reflection on Professional Skills and Learning Outcomes	12	25%

Reference Books:

Sr. No.	Books
1	Reporting for the Media by Fred Fedler
2	Basic Journalism by Rangaswami Parthasarathy
3	News Editing by Bruce Westley
4	Mass Communication in India by Keval J. Kumar
5	Professional Journalism by M. V. Kamath

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the structure, functions, and professional practices of print media organizations.	Understanding 2
CLO2	Apply reporting, interviewing, and editing skills in real newsroom and field situations.	Apply 3
CLO3	Analyze newsroom workflow, editorial processes, and print media production practices.	Analyze 4
CLO4	Evaluate ethical standards, professional responsibilities, and challenges in print journalism.	Evaluate 5
CLO5	Create a professional internship portfolio, reports, and print media content based on practical experience.	Create 6

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low