



CERTIFICATE COURSE IN JOURNALISM

MICC 114

Abstract

A basic course in Journalism offered to non-journalism students of Mar Ivanios College (Autonomous) to make them aware of various media and media ethics. The course will also equip them to work in the Journalism sector including the new media.

Department of Journalism and Mass Communication
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Course Objectives

Mass Communication Media has always been one of the most influential section and moulders of the society. Through various functions of the media, journalists shape our lives. With the advent of the new media like Internet and the Social Media, the traditional way of reporting and writing has changed and anyone can always be a journalist. However, the role of the media has not changed. Media is a powerful tool for social change and social awareness, as evidenced by our experience in this period of the COVID-19 pandemic. In this context, the objective of this course is to make non-journalism students aware of various media and media ethics and train them to work as professional or free-lance media persons.

Course Outcomes: At the end of the course, the students will be able to

- 1 Communicate effectively
- 2 Learn different media and its needs in society
- 3 Familiarize the work cultures of different media
- 4 Have the basics of working in the Journalism field.
- 5 Become a new media journalist.

Course Syllabus

Module 1

Basics of communication- Process, Elements, Functions. Types of Communication- Verbal, Nonverbal. Intra personal, Face to face (Interpersonal), Group, Mass Communication. Mass Media- Types: Traditional (print, radio, TV), New media (website, blog, email, social media, streaming services, virtual and augmented reality). History of media in India (Newspaper, Radio, TV, Internet)

Module 2

Journalism- (Ivory tower – Citizen Journalism) Journalist (reporters, editors, photographers/camera crew/ news casters). News- (Hard news, soft news), Features. Sources of News, Writing styles for different media. Ethics of Journalism

Module 3

Reporting- Types (objective, interpretative, investigative, constructive). Reporters- duties, qualities. Print and Electronic media reporters. Freelancers.

Module 4

Editing for print and electronic media. Editors-Chief editor, News editor, sub editor. Duties and qualities of Editors. Computer aided editing.

Essentials of New media journalism-New media ethics and propriety- Basic cyber laws regarding new media content- How to be a new media journalist.

An Industrial Visit to one Print Media and one Visual Media will be part of the course.

Eligibility: Any non- journalism student of Mar Ivanios College (Autonomous) is eligible to join.

Intake: Each batch will be limited to a maximum of 40 students.

Evaluation and Grading: There will be theory and practical examinations at the end of the course. Grades will be awarded according to the marks obtained, as follows:

Marks Grade Performance

Marks	Grade	Performance
≥ 90%	A+	Outstanding
80% - 90%	A	Excellent
70% - 80%	B	Very Good
50% - 70%	C	Good
40% - 50%	D	Satisfactory
< 40 %	F	Need to Improve

Certificates will be issued to all those who successfully complete the course.

Mode of Learning: Blended Mode.

Duration of the course: 40 hours.

Course Fee: Rs. 1000 (Due to Covid-19 pandemic, the course is offered free of charge during 2020-21).

Course Coordinator:

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