



**SOPHIA COLLEGE FOR WOMEN EMPOWERED AUTONOMOUS**

Affiliated to the University of Mumbai

**Programme: STRATEGIC COMMUNICATION AND  
JOURNALISM**

**SINGLE CORE DISCIPLINE PROGRAMME**

**Third Year Specialisation: Journalism**

**Syllabus for the Academic Year 2025-26**

**based on the National Education Policy 2020**

**Preamble: The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.**

#### **PROGRAMME OBJECTIVES**

|             |                                                                                                                                                                                                                                                                                                        |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PO 1</b> | To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally                                                                                                                                                          |
| <b>PO 2</b> | To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages                                                                                                                                                 |
| <b>PO 3</b> | To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms |
| <b>PO 4</b> | To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry                                                                                                           |
| <b>PO 5</b> | To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content                                                                                                                            |

## PROGRAMME SPECIFIC OUTCOMES

|              |                                                                                                                                                                                                                |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PSO 1</b> | Examine mass media as an all-encompassing ideological and communication experience globally                                                                                                                    |
| <b>PSO 2</b> | Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages                                                                                   |
| <b>PSO 3</b> | Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms |
| <b>PSO 4</b> | Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry                                               |
| <b>PSO 5</b> | Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.                                                           |

**SEMESTER V- Journalism**

| <b>No</b> | <b>Course Type</b> | <b>Course Title</b>               | <b>Course Credit</b> | <b>Course Code</b> |
|-----------|--------------------|-----------------------------------|----------------------|--------------------|
| <b>1</b>  | <b>DSC</b>         | Reporting Basics                  | <b>4</b>             | MDSC351J           |
| <b>2</b>  | <b>DSC</b>         | News Production- I-               | <b>4</b>             | MDSC352J           |
| <b>3</b>  | <b>DSC</b>         | Research in Journalism            | <b>4</b>             | MDSC353J           |
| <b>4</b>  | <b>DSE</b>         | Features                          | <b>4</b>             | MDSE351J           |
| <b>5</b>  | <b>VSC</b>         | Multimedia Journalism             | <b>2</b>             | MVSC501J           |
| <b>6</b>  | <b>SEC</b>         | Editing, Production and<br>Layout | <b>2</b>             | MSEC501J           |
| <b>7</b>  | <b>FP</b>          | Photojournalism                   | <b>2</b>             | MFP500J            |
|           |                    | <b>Total Credits:</b>             | <b>22</b>            |                    |

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 5                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC351J                                                          |
| <b>COURSE TITLE</b>             | Reporting Basics                                                  |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## **SEMESTER V | REPORTING BASICS**

### **Course Objectives:**

1. To introduce students to the fundamentals of news reportage, including story ideas, news gathering, and story structuring
2. To develop practical skills in using key tools of reporting such as observation, interviewing, source verification, and writing from wire copies..
3. To equip students with the skills to source stories by building networks, accessing official information, and covering live events.
4. To train students in the techniques and ethics of interviewing for news reporting

### **Course Outcomes:**

1. Students will be able to generate strong story ideas, gather news through multiple sources, and structure clear, ethical, and balanced reports using core principles of journalism.
2. Students will demonstrate proficiency in applying reporting tools, evaluating source credibility, and writing clear and accurate stories using a variety of resources.
3. Students will be able to identify and cultivate reliable sources, cover real-world events, and document information through various formats including notes, audio, and visuals.
4. Students will be able to plan, conduct, and integrate interviews effectively into their stories, demonstrating journalistic presence, preparation, and post-interview verification.

## **COURSE CONTENT**

### **Unit 1. The Basics of Reportage**

- 1.1 The story idea – difference between an idea and a story idea
- 1.2 Process of news gathering – observation, talking to sources, using documentary sources
- 1.3 Organizing, writing and structuring the story
- 1.4 Essentials for reporting: attribution, accuracy, verification, completeness, fairness, balance, objectivity, brevity, clarity, selectivity

### **Unit 2 Tools of Reporting**

- 2.1 Observation, conversation and interviewing
- 2.2 Gathering and verifying: using basic references, digital resources, quotations and attributions
- 2.3 Writing stories using wire copies/news releases
- 2.4 Evaluating the credibility of online and other information, identifying fake news

### **Unit 3 Sourcing the Story**

- 3.1 Developing contacts

3.2 Speaking to domain experts, government officials, police, municipal corporation officials, local politicians, NGO workers, Public Relations officials, corporate representatives

3.3 Attending meetings, news conferences, rallies, panel discussions

3.4 Conducting interviews and recording information: writing, audio, video, photographs

#### **Unit 4 The Art of Interviewing**

4.1 Purpose and Types of Interview

4.2 Preparation: Research and Question Crafting

4.3 Conducting the interview: Techniques and Presence

4.4 Post-Interview verification and story integration

#### **ASSESSMENT**

##### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

##### **Summative Assessment (SA): 50 marks**

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

#### **REFERENCES**

1. Brooks, B. S., Horvit, B., & Moen, D. R. (2020). *News Reporting & Writing*. Bedford/St. Martin's/Macmillan Learning.
2. Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?* Arima Publishing, 2011.
3. Mencher, Melvin. *Melvin Mencher's News Reporting and Writing*. New York: McGraw-Hill Higher Education, 2011.

4. Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.
5. Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.
6. Rich, Carole. *Writing and Reporting News: A Coaching Method*. Belmont, CA: Wadsworth Pub, 2000.
7. Rich, Carole. *Workbook for Writing and Reporting News: A Coaching Method*. Wadsworth Publishing, 2009.
8. Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 5                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC352J                                                          |
| <b>COURSE TITLE</b>             | News Production - I                                               |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## **SEMESTER V | NEWS PRODUCTION-I**

### **Course Objectives:**

1. To introduce students to the fundamentals of broadcast news production, including key story elements such as PTC (Piece to Camera), VO (Voiceover), graphics (GFX), soundbites (bytes), vox pops, and B-roll.
2. To train students to write scripts suited for both radio and television, emphasising the differences in writing for audio versus visual mediums.
3. To develop students' skills in planning, scripting, and assembling short, field-based news stories.
4. To sensitise students to ethical practices in reporting, attribution, and visual storytelling.

### **Course Outcomes:**

1. Understand and apply the key elements of broadcast news storytelling, including the use of PTCs, VOs, GFX, bytes, vox pops, and B-roll.
2. Write clear, concise, and conversational news scripts for both radio and television platforms.
3. Adapt a single news story creatively across audio (radio), visual (TV), and multimedia platforms.
4. Demonstrate ethical and responsible journalistic practices in field reporting.

## **COURSE CONTENT**

### **UNIT 1: Introduction to Broadcast Storytelling and Understanding essential story components**

- 1.1 What is broadcast journalism: TV, radio, digital
- 1.2 Understanding audience needs for different platforms
- 1.3 Introduction to AV elements: PTC (Piece to Camera), VO (Voiceover), Graphics (GFX), Bytes (Soundbites), Vox Pops, B-roll
- 1.4 How different elements combine to tell a complete news story
- 1.5 Introduction to planning field shoots

### **UNIT 2: Writing and Scripting for Broadcast**

- 2.1 Writing for the ear (radio) vs. writing for the eye (television)
- 2.2 Conversational and concise scripting techniques
- 2.3 Leads, transitions, and closures
- 2.4 Handling numbers, direct quotes, and attribution in scripts
- 2.5 Reworking stories for different platforms (radio, television, digital)

### **UNIT 3: Anchoring and Voice Modulation in Studio setup using Teleprompter and Mics**

3.1 Introduction to Anchoring

3.2 Voice Modulation and On-Camera Presence

3.3 Delivery and Presentation

3.4 Audio Recording Essentials and Teleprompter Skills

### **UNIT 4: Practical Aspects of Putting a Story Together**

4.1 Preproduction Stage

- a. Conceptualising the story: angle, audience, and purpose
- b. Research and planning: story outline, interviewees, locations, and permissions
- c. Scriptwriting and storyboard: preparing for the shoot
- d. Equipment checklist: cameras, microphones, lighting, and other tools
- e. Scheduling: time management for shooting and editing

4.2 Production Stage

- a. Organising and managing field shoots: setting up the scene, framing shots, directing interviews
- b. Working with talent: interviewing and capturing strong soundbites and visuals
- c. Capturing high-quality B-roll and natural sound
- d. Directing the shoot: handling multiple elements simultaneously

4.3 Postproduction Stage

- a. Organising footage: syncing B-roll, soundbites, and interviews
- b. Editing basics: video and audio cuts, transitions, and sound matching
- c. Crafting the final product: integrating visuals, sound, and script
- d. Writing final script to match edited content
- e. Using basic editing software to assemble the story

## **ASSESSMENT**

### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATK.

### Summative Assessment (SA): 50 marks

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
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### REFERENCES

1. Bradshaw, P. (2018). *The Online Journalism Handbook: Skills to survive and thrive in the Digital age*. Routledge.
2. Foust, J. C. (2017). *Online journalism: Principles and practices of news for the web*. Routledge.
3. Kalbfeld, B., & Kalbfeld, B. (2001). *Associated Press Broadcast News Handbook*. McGraw-Hill.
4. Lanson, J., & Stephens, M. (2008). *Writing and reporting the news*. Oxford University Press.
5. Wulfemeyer, K. T. (2009). *Beginning Radio and Tv newswriting: A self-instructional learning experience*. John Wiley & Sons.
6. White, T. (2001). *Broadcast news writing, reporting, and production*. Focal
7. Dotson, Bob. *Make It Memorable: Writing and Packaging Visual News with Style*. London: Rowman & Littlefield, 2016.
8. Hewitt, John. *Air Words: Writing Broadcast News in the Internet Age*. New York: Oxford University Press, 2018.
9. Stephens, Mitchell. *Broadcast News*. New York: Cengage, 2004.
10. Tompkins, Al. *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*. Thousand Oaks: CQ Press, 2017.

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 5                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC353J                                                          |
| <b>COURSE TITLE</b>             | Research in Journalism                                            |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## **SEMESTER V | RESEARCH IN JOURNALISM**

### **Course Objectives:**

1. To understand the significance of research in journalistic practice.
2. To develop research skills for discovering, investigating, and framing stories.
3. To apply research methods for source evaluation and fact-checking.
4. To use research to support evidence-based journalistic narratives.
5. To explore ethical and collaborative approaches to research in journalism.

### **Course Outcomes:**

By the end of the course, students will:

1. Demonstrate the ability to conduct original research for journalistic purposes.
2. Formulate research questions and identify credible sources
3. Apply research techniques to verify information and uncover facts.
4. Translate research findings into compelling and accurate news stories.
5. Engage in ethical, well-documented, and collaborative research processes.

## **COURSE CONTENT**

### **Unit 1. From Premise to Propaganda: Reading Between the Lines**

- 1.1 Structured thinking: Argument, Premise, Conclusion, Inference
- 1.2 Logic and reasoning: Validity, Logical form, Soundness, Syllogisms, Fallacies
- 1.3 Critical media literacy: spotting bias, agenda setting, framing, and misinformation
- 1.4 Information literacy: locating, evaluating, organizing, synthesizing, and communicating information

### **Unit 2. Research In Journalism - Story Discovery and Research Techniques**

- 2.1 Role and relevance of research in contemporary journalism
- 2.2 Developing research questions and topics from observations and leads
- 2.3 Interviewing as investigative research: planning, ethics, and follow-ups
- 2.4 Evaluating source credibility and identifying misinformation
- 2.5 Internet research techniques: Boolean logic, web archives, reverse search
- 2.6 Research that led to major news campaigns: case studies
- 2.7 Journalism as accountability: impact-driven investigations

### **Unit 3: Using Sources and Evidence in Journalism**

- 3.1 Types of sources: primary, secondary, human, institutional, archival
- 3.2 Assessing reliability: authority, recency, bias, and evidence
- 3.3 Working with official records, court documents, and public archives

- 3.4 Fact-checking practices and verification tools
- 3.5 Investigative journalism and the use of whistleblower data
- \*Case studies: notable examples of source-based reporting

#### Unit 4 **Telling Stories With Research – Writing & Publishing**

- 4.1 Translating research into compelling journalism
- 4.2 Using academic and scientific studies in reporting
- 4.3 Case studies of award-winning visualisation of stories
- 4.4 Collaborative research: working with fact-checkers, data analysts, and graphic designers
- 4.5 Publishing workflows and editorial processes for researched stories

#### **ASSESSMENT**

##### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

##### **Summative Assessment (SA): 50 marks**

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#### **REFERENCES**

1. Craft, Stephanie, and Charles N. Davis. *Principles of American Journalism: An Introduction*. 2nd ed., Routledge, 2016.
2. Kovach, Bill, and Tom Rosenstiel. *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. 4th ed., Crown, 2021.
3. Silverman, Craig. *Verification Handbook: A Definitive Guide to Verifying Digital Content for Emergency Coverage*. European Journalism Centre, 2014.
4. Houston, Brant. *The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques*. 5th ed., Bedford/St. Martin's, 2019.
5. Schudson, Michael. *Why Democracies Need an Unlovable Press*. Polity, 2008.

**COURSE STRUCTURE**

|                                 |                                                                         |
|---------------------------------|-------------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                            |
| <b>SEMESTER</b>                 | 5                                                                       |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                              |
| <b>COURSE CODE</b>              | MDSE351J                                                                |
| <b>COURSE TITLE</b>             | Features                                                                |
| <b>COURSE CREDITS</b>           | 4                                                                       |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                      |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                                 |
| <b>ASSESSMENT PATTERN</b>       | Summative<br>Assessment- 50 marks<br>Cumulative<br>Assessment- 50 marks |

## SEMESTER V | FEATURES

### Course Objectives:

1. To introduce students to the role and purpose of feature writing in journalism.
2. To develop students' ability to research, structure, and write compelling features
3. To train students to write across feature types including human interest, profiles, travel, food, and culture
4. To build critical reading and self-editing skills through peer review and analysis of professional feature writing

### Course Outcomes:

1. Students will differentiate between feature writing and other forms of journalism.
2. Students will understand the role of storytelling in journalism
3. Students will demonstrate the ability to craft full-length feature articles with narrative cohesion and journalistic integrity.
4. Students will produce publishable features in multiple genres, adapting their tone and style for varied audiences
5. Students will critique and revise their own and others' work with a focus on improvement and clarity.

## COURSE CONTENT

### Unit 1: Introduction to Feature Writing

- 1.1 What is a Feature? Characteristics and functions
- 1.2 Features as a tool and approach in journalism
- 1.3 The role of the feature writer in contemporary journalism
- 1.4 Ethics and responsibility in feature writing
- 1.5 Multimedia Features

### Unit 2: Crafting the Feature

- 2.1 Finding Story Ideas: Curiosity, Relevance, and News Pegs
- 2.2 Research and Planning: Sources, Angles, and Story Mapping
- 2.3 Leads, Nut Grafts, and Endings in Features
- 2.4 Structure and Flow: Inverted Pyramid vs. Narrative Arc
- 2.5 Visuals in features

### **Unit 3: Types of Feature Writing**

- 3.1 Human Interest and Narrative Features
- 3.2 Profiles: Public Figures and Everyday Voices
- 3.3 Travel, Food, and Lifestyle Features
- 3.4 Trend and Issue-Based Features

### **Unit 4: Editing, Critique, and Publishing in Feature Writing**

- 4.1 Analyzing Feature Stories from Newspapers, Magazines, and Digital Media
- 4.2 Editing Your Work: Peer Critique and Self-Assessment
- 4.3 Editing for Publication
- 4.4 Feature Pitching and Portfolio Building

## **ASSESSMENT**

### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

### **Summative Assessment (SA): 50 marks**

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
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## **REFERENCES**

1. Friedlander, Edward Jay. *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*. 6th ed., Pearson, 2011.
2. Scanlan, Chip, and Richard Craig. *Reporting and Writing: Basics for the 21st Century*. Oxford University Press, 2014.

3. Clark, Roy Peter. *Writing Tools: 55 Essential Strategies for Every Writer*. Little, Brown, 2006.
4. Kramer, Mark, and Wendy Call, editors. *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. Plume, 2007.
5. Stewart, Susan. *Writing Feature Articles: A Practical Guide to Methods and Markets*. 4th ed., Routledge, 2005.
6. Harrington, Walt, editor. *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. Sage Publications, 1997.

**COURSE STRUCTURE**

|                                 |                                                                         |
|---------------------------------|-------------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                            |
| <b>SEMESTER</b>                 | 5                                                                       |
| <b>TYPE OF COURSE</b>           | Vocational Skill Course                                                 |
| <b>COURSE CODE</b>              | MVSC501J                                                                |
| <b>COURSE TITLE</b>             | Multimedia Journalism                                                   |
| <b>COURSE CREDITS</b>           | 2                                                                       |
| <b>TOTAL NUMBER OF LECTURES</b> | 30                                                                      |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                                 |
| <b>ASSESSMENT PATTERN</b>       | Summative<br>Assessment- 50 marks<br>Cumulative<br>Assessment- 50 marks |

## SEMESTER V | MULTIMEDIA JOURNALISM

### Course Objectives:

1. To introduce students to the fundamentals of multimedia journalism and how it differs from traditional broadcast journalism.
2. To train students to report, shoot, write, and produce news stories for various digital formats using mobile phones.
3. To enable students to create platform-specific content for different digital and social media platforms.
4. To familiarise students with podcasting, digital interviews, and writing for the web.

### Course Outcomes:

1. Understand the role and formats of multimedia journalism across digital platforms.
2. Shoot, script, and edit news content using a mobile device.
3. Create digital-first stories in various formats such as lives, links, tosses, reels, explainers, and vlogs.
4. Write effectively for different digital layers including intros, thumbnails, descriptions, and platform copy.
5. Differentiate and adapt stories for digital, web, and social media platforms.
6. Conduct and produce digital-friendly interviews and podcasts.

## COURSE CONTENT

### Unit 1. Fundamentals of Mobile and Digital Journalism

1.1 Introduction to multimedia and mobile journalism (MoJo)

1.2 Differences between digital journalism and TV journalism

1.3 Key digital formats:

- Lives, toss segments, links
- Explainer videos, ground reports
- VODs, vlogs, reels, news packages

1.4 Mobile phone techniques for shooting all formats

1.5 Writing for digital journalism:

- Teasers, intros, thumbnails
- Scripts, topic selection, description text

1.6 **Optimizing content for reach and visibility:**

- SEO tools
- AEO tools

## Unit 2 Digital Adaptation, Web Writing, and Podcasting

### 2.1 Adapting a single story for:

- TV and digital
- Various social media platforms
- Platform-specific storytelling

### 2.2 Writing for the web:

- Web copies, explainers, photo stories
- Differences between print, web, and digital copy

### 2.3 Digital interviews and podcasts:

- Preparing and conducting interviews for digital
- Podcast recording and editing basics
- Comparing TV interviews and digital interview styles

### 2.4. Visual Storytelling across different platforms

## ASSESSMENT

### Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

## REFERENCES

1. Bull, Andy. *Multimedia Journalism: A Practical Guide*. Routledge, 2010.
2. Bradshaw, Paul, and Liisa Rohumaa. *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge, 2011.
3. Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press, 2013.
4. Burum, Ivo. *MoJo: The Mobile Journalism Handbook – How to Make Broadcast Videos with an iPhone or iPad*. Focal Press, 2015.
5. Burum, Ivo, and Stephen Quinn. *Mobile Journalism: Reporting with Mobile Media*. Routledge, 2016

**COURSE STRUCTURE**

|                                 |                                                                         |
|---------------------------------|-------------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                            |
| <b>SEMESTER</b>                 | 5                                                                       |
| <b>TYPE OF COURSE</b>           | Vocational Skill Course                                                 |
| <b>COURSE CODE</b>              | MSEC501J                                                                |
| <b>COURSE TITLE</b>             | Editing, Production and Layout                                          |
| <b>COURSE CREDITS</b>           | 2                                                                       |
| <b>TOTAL NUMBER OF LECTURES</b> | 30                                                                      |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                                 |
| <b>ASSESSMENT PATTERN</b>       | Summative<br>Assessment- 50 marks<br>Cumulative<br>Assessment- 50 marks |

## SEMESTER V | EDITING, PRODUCTION AND LAYOUT

### Course Objectives:

1. To understand the basics of editing
2. To equip students with practical editing skills
3. To familiarize students with production and layout principles
4. To train students in the integration of visual elements

### Course Outcomes:

By the end of this course, students will be able to:

1. Explain the different roles and responsibilities of editors
2. Edit written content effectively for structure, tone, grammar, clarity, and digital adaptability.
3. Design basic layout structures using appropriate principles of visual hierarchy, typography, and colour theory.
4. Incorporate visual media (illustrations, photos, infographics) into editorial work to enhance readability and aesthetic appeal.

## COURSE CONTENT

### Unit 1. Editing Basics

- 1.1 What is Editing? Who is an Editor?
- 1.2 Content and Craft Editing
- 1.3 Digital Editing
- 1.4 AI and Editing
- 1.5 Editing and Ethical Responsibility

### Unit 2. Production and Layout

- 2.1 Visual Sensibilities
- 2.2 Layout
- 2.3 Type and Colour
- 2.4 Illustration, Photography and Infographics

## ASSESSMENT

### Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

## REFERENCES

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7. *Students of Newspaper Desk Work*. Forgotten Books, 2018
8. Strunk, William I. *The Elements of Style*. 4th ed., Pearson, 1999.
9. Truss, Lynne. *Eats, Shoots and Leaves*. Fourth Estate, 2010.
10. Wroe, A. (2018). *Economist style guide: 12th edition*. Economist Books.

**COURSE STRUCTURE**

|                                 |                                                                         |
|---------------------------------|-------------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                            |
| <b>SEMESTER</b>                 | 5                                                                       |
| <b>TYPE OF COURSE</b>           | Field Project                                                           |
| <b>COURSE CODE</b>              | MFP500J                                                                 |
| <b>COURSE TITLE</b>             | Photo-Journalism                                                        |
| <b>COURSE CREDITS</b>           | 2                                                                       |
| <b>TOTAL NUMBER OF LECTURES</b> | 30                                                                      |
| <b>YEAR OF INTRODUCTION</b>     | 2024-25                                                                 |
| <b>ASSESSMENT PATTERN</b>       | Summative<br>Assessment- 50 marks<br>Cumulative<br>Assessment- 50 marks |

## SEMESTER V | PHOTO- JOURNALISM

### Course Objectives:

1. To introduce students to photojournalism as a powerful medium for storytelling, with emphasis on Indian perspectives.
2. To develop technical and creative skills in capturing and editing photographs that convey impactful narratives.
3. To foster awareness of socio-economic and ethical issues in photojournalism, drawing from the works of Indian photojournalists.
4. To provide hands-on experience in producing photojournalistic work under professional constraints.

### Course Outcomes:

1. Articulate the role of photojournalism in documenting socio-political and cultural narratives, referencing Indian practitioners.
2. Produce and edit photographs that effectively communicate news or socio-economic stories.
3. Apply ethical principles to ensure respectful and unbiased visual representation, inspired by Indian case studies.
4. Create a photo essay under time constraints, simulating real-world photojournalistic practices

## COURSE CONTENT

### Unit 1. Foundations of Photojournalism

- 1.1 Introduction to Photojournalism: Definition, history, and role in global and Indian media.
  - a) Indian photojournalist: Danish Siddiqui (Rohingya crisis, COVID-19).
  - b) Foreign photojournalist: Henri Cartier-Bresson (decisive moment, India's independence).
- 1.2 Understanding Visual Storytelling Techniques
  - a) Composition, framing, and lighting for narrative impact, inspired by Cartier-Bresson's spontaneity.
  - b) Crafting single images and photo essays, analyzing Sanna Irshad Mattoo's Pulitzer-winning Kashmir coverage
- 1.3 Case study: Photographing urban socio-economic issues (e.g., Mumbai's street life), referencing Anushree Fadnavis' work on India's socio-political events.
- 1.4 Technical Foundations
  - a) Camera settings: Aperture, shutter speed, ISO for dynamic environments.
  - b) Photo editing basics (e.g., Adobe Lightroom, open-source tools) for professional output.
  - c) File management and metadata, aligned with global newsroom standards.

## Unit 2 Ethical Photojournalism and Practice

### 2.1 Ethics in Photojournalism

### 2.2 Socio-Economic Narratives

### 2.3 Practical Photojournalism

- a) Planning and executing a photo essay on local/global issues (e.g., Mumbai's marginalized communities, inspired by Olwe).
- b) Simulating newsroom workflows: Pitching, shooting, editing, and presenting under deadlines.
- c) Peer critiques and editorial feedback, emphasizing Addario's focus on human dignity.

## REFERENCES

1. Gaskell, N., & Gujral, D. (2019). *Photography in India: A Visual History from the 1850s to the Present*. Prestel Publishing.
2. Kobre, K. (2008). *Photojournalism: The Professionals' Approach* (6th ed.). Focal Press.
3. Ritchin, F. (2013). *Bending the Frame: Photojournalism, Documentary, and Citizenship*. Aperture.
4. Kak, S. (2017). *Witness/Kashmir 1986-2016: Nine Photographers*. Yaarbai Books.
5. Olwe, S. (2015). *Including the Excluded: A Photo Documentary on Manual Scavenging*. Photography Promotion Trust.
6. Qadri, A. (2012). *Kashmir: Paradise in Pain*. European Pressphoto Agency (exhibition catalog, referenced in interviews).

**SEMESTER VI- Journalism**

| <b>No.</b> | <b>Course Type</b> | <b>Course Title</b>          | <b>Course Credit</b> | <b>Course Code</b> |
|------------|--------------------|------------------------------|----------------------|--------------------|
| <b>1</b>   | <b>DSC</b>         | <b>Advanced Reporting</b>    | <b>4</b>             | MDSC361J           |
| <b>2</b>   | <b>DSC</b>         | <b>News Production-II</b>    | <b>4</b>             | MDSC362J           |
| <b>3</b>   | <b>DSC</b>         | <b>Media Laws and Ethics</b> | <b>4</b>             | MDSC363J           |
| <b>4</b>   | <b>DSE</b>         | <b>Transmedia Journalism</b> | <b>4</b>             | MDSE361J           |
| <b>5</b>   | <b>SEC</b>         | <b>Data Journalism</b>       | <b>2</b>             | MSEC601J           |
| <b>6</b>   | <b>OJT</b>         | <b>On Job Training</b>       | <b>4</b>             | MOJT600J           |
|            |                    | <b>Total Credits:</b>        | <b>22</b>            |                    |

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 6                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC361J                                                          |
| <b>COURSE TITLE</b>             | Advanced Reporting                                                |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2025-26                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## **SEMESTER VI | Advanced Reporting**

### **Course Objectives:**

1. To equip students with the foundational principles and ethical practices of beat reporting across various media platforms.
2. To develop students' ability to report accurately and sensitively on crime, courts, politics, and civic issues through practical exposure and case studies.
3. To train students in interviewing techniques, source management, and interpreting official documents such as FIRs, legal texts, and government statements.
4. To broaden students' reporting skills by engaging them in specialized beats including business, cinema, arts, fashion, and sports.

### **Course Outcomes:**

1. Demonstrate competency in preparing, sourcing, and writing different types of stories (breaking news, follow-up, investigative, civic, and feature stories).
2. Apply appropriate methods for reporting on crime, courts, and politics with accuracy, sensitivity, and awareness of legal frameworks.
3. Conduct professional interviews with victims, officials, politicians, and stakeholders while adhering to journalistic ethics.
4. Produce well-structured and diverse stories across multiple beats (business, cinema, arts, fashion, sports) tailored to different media platforms.

## **COURSE CONTENT**

### **Unit 1. Beat Stories**

- 1.1 Principles for reporters on a beat: preparation, background information, sources
- 1.2 Beat reporting across media platforms
- 1.3 Reporting different types of stories: breaking news, first story, follow-up story, obituary, investigative story, series, entertainment, sports
- 1.4 Reporting Civic Issues: Local transportation, amenities, roads, hospitals, sanitation and speaking to local government officials

### **Unit 2 Reporting Crime**

- 2.1 Knowing the beat, types of crimes
- 2.2 Reporting accidents, crimes
- 2.3 Interviewing victims/victim's kin
- 2.4 Reading an FIR
- 2.5 Speaking to police officials: beat police, senior officials
- 2.6 Basics of criminal law: IPC, CrPC

### **Unit 3 Reporting Courts and Politics**

- 3.1 Basics of jurisprudence
- 3.2 Types of cases and courts
- 3.3 Reporting court proceedings, judgements and details of crime, on minority groups, juveniles.
- 3.5 Interviewing local politicians, party representatives and MLAs
- 3.6 Covering local rallies
- 3.7 Reporting on elections

### **Unit 4 Reporting other stories**

- 4.1 Reporting business stories
- 4.2 Reporting Cinema
- 4.3 Reporting Fashion
- 4.4 Reporting Arts
- 4.5 Reporting Sports

## **ASSESSMENT**

### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

### **Summative Assessment (SA): 50 mark**

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

## REFERENCES

1. Brooks, B. S., Horvit, B., & Moen, D. R. *News Reporting & Writing*. Bedford/St. Martin's/Macmillan Learning, 2020.
2. Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?* Arima Publishing, 2011.
3. Mencher, Melvin. *Melvin Mencher's News Reporting and Writing*. New York: McGraw-Hill Higher Education, 2011.
4. Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.
5. Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.
6. Rich, Carole. *Writing and Reporting News: A Coaching Method*. Belmont, CA: Wadsworth Pub, 2000.
7. Rich, Carole. *Workbook for Writing and Reporting News: A Coaching Method*. Wadsworth Publishing, 2009.
8. Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge, 2017.

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 6                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC362J                                                          |
| <b>COURSE TITLE</b>             | News Production-II                                                |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2025-26                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## SEMESTER VI | NEWS PRODUCTION-II

### Course Objectives:

1. To develop technical skills in camera handling, lighting, and video editing for broadcast news production.
2. To introduce students to the functioning of a broadcast newsroom, including roles, equipment, and workflow management.
3. To train students in the principles of news bulletin writing, rundown preparation, and newsroom software usage.
4. To equip students with the ability to plan, manage, and execute live news bulletins using streaming platforms like Streamyard.

### Course Outcomes:

1. Shoot professional-quality video packages using proper framing, movement, lighting, and sound techniques.
2. Edit video and audio material to produce clear, cohesive broadcast news stories.
3. Demonstrate an understanding of newsroom operations, roles, equipment, and workflow systems.
4. Prepare structured news rundowns and adapt wire copy for effective broadcast presentation.
5. Plan, produce, and present a live news bulletin, managing technical setups, transitions, and timing in a real-time broadcast environment.

## COURSE CONTENT

### Unit 1: Basic Camera Skills and Basics of Video Editing (15 lectures)

- 1.1 Framing and Composition: Understanding shot composition, shot sizes, and angles for broadcast
- 1.2 Camera Movement and Focus: Maintaining smooth camera movements and focus during interviews and action shots
- 1.3 Lighting for Interviews and Outdoor Shoots: Basic principles of lighting setups, especially for interviews and outdoor shoots
- 1.4 Introduction to Video and Audio Editing: Basics of editing software (e.g., Adobe Premiere, Final Cut, Audacity) for video and audio

1.5. Editing for Clarity: Techniques for sequencing, matching visuals to sound, and ensuring the story flows smoothly

1.6 Final Editing and Exporting: Polishing the story with transitions, graphics, and exporting the final video

## **UNIT 2: Understanding the Broadcast Newsroom (15 lectures)**

2.1 Roles and Functions in a Newsroom: Editor, producer, anchor, reporter, camera crew, technical director

2.2 Basic Newsroom Equipment Overview: Teleprompters, cameras, audio mixers, video switchers, IFB (earpiece system), lighting

2.3 Newsroom Workflow: From news gathering to scripting, editing, and going on air

2.4 Studio Setup and Control Room Basics: Understanding the studio floor vs. control room operations

2.5 Introduction to Newsroom Management Systems: Tools like iNews, ENPS for scripting and rundowns

## **UNIT 3: Bulletin Writing and Newsroom Practices (15 lectures)**

2.1 Structure of a News Bulletin: Understanding the flow of stories, segmenting content, and the timing of each piece

2.2 Preparing Rundowns: Crafting rundowns, story stacking, and ensuring proper timing for the bulletin

2.3 Adapting Wire Copy: Modifying wire reports for broadcast, considering tone, length, and relevance

2.4 Analysing Professional News Bulletins: Understanding the pacing, variety, and tone of well-produced news bulletins

2.5 Using Newsroom Software: Introduction to newsroom management software (e.g., iNews, ENPS) for managing scripts and rundowns

## **UNIT 4 : Live News Broadcasting and Streamyard (15 lectures)**

4.1 Live Broadcasting Techniques: Managing real-time news and reporting, ensuring a smooth live broadcast

4.2 Streamyard Basics: Setting up and using Streamyard for live streaming and online broadcast production

4.3 Managing Transitions and Timing: Handling transitions between stories, live interviews, and breaking news during a live broadcast

4.4 Tech Check for Live Broadcast: Performing final checks of equipment and troubleshooting technical issues before going live

## ASSESSMENT

### Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

### Summative Assessment (SA): 50 marks

- learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

## REFERENCES

1. Bradshaw, P. (2018). *The Online Journalism Handbook: Skills to survive and thrive in the Digital age*. Routledge.
2. Foust, J. C. (2017). *Online journalism: Principles and practices of news for the web*. Routledge.
3. Kalbfeld, B., & Kalbfeld, B. (2001). *Associated Press Broadcast News Handbook*. McGraw-Hill.
4. Lanson, J., & Stephens, M. (2008). *Writing and reporting the news*. Oxford University Press.
5. Wulfemeyer, K. T. (2009). *Beginning Radio and TV newswriting: A self-instructional learning experience*. John Wiley & Sons.
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10. Tompkins, Al. *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*. Thousand Oaks: CQ Press, 2017.

### COURSE STRUCTURE

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 6                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Course                                        |
| <b>COURSE CODE</b>              | MDSC363J                                                          |
| <b>COURSE TITLE</b>             | Media Laws and Ethics                                             |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2025-26                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## SEMESTER VI | MEDIA LAW AND ETHICS

### Course Objectives:

1. To sensitize learners to the ethical responsibilities of media professionals.
2. To develop an understanding of the evolving legal framework governing media in India, including digital platforms.
3. To familiarize students with key principles of press freedom, privacy, defamation, and intellectual property without delving into technical legal detail.
4. To encourage critical thinking about the balance between freedom of expression and responsible journalism.

### Course Outcomes:

1. Demonstrate awareness of ethical principles and dilemmas in journalism and content creation.
2. Analyse the social impact of ethical and unethical media practices.
3. Understand the broad legal environment affecting media operations, including digital and online platforms.
4. Apply ethical and legal reasoning in practical media contexts.

## COURSE CONTENT

### Unit 1: Journalism and Ethics

- 1.1 What is ethics
- 1.2 Applied Ethics- Objective (Deontological, Utilitarian)
- 1.3 Applied Ethics- Subjective
- 1.4 Cultural Diversity and Ethics

### Unit 2: Journalism and Society

- 2.1 Shifting Roles of the Press: Watchdog, Mediator, Storyteller
- 2.2 Journalism as agent of reform and resistance
- 2.3 Cultural Identity, Collective Memory and Journalism
- 2.4 Glocalization of Journalism

### **Unit 3: Introduction to Media Law and Freedom of Expression**

- 3.1 Overview of Media Law – Need, Scope, and Key Legal Frameworks
- 3.2 Constitutional Basis: Article 19(1)(a) and Reasonable Restrictions under Article 19(2)
- 3.3 Press Freedom and Responsibilities – Defamation, Contempt of Court, and Hate Speech
- 3.4 Ethical and Legal Challenges in Reporting – Media Trials, Privacy, and Public Interest

### **Unit 4: Digital Media Regulation and Emerging Issues**

- 4.1 Regulation of Online and Digital Media – IT Act, 2000, and Self-Regulatory Mechanisms
- 4.2 Privacy, Data Protection, and Cyber Defamation
- 4.3 Fake News, Misinformation, and Online Accountability
- 4.4 Intellectual Property Rights and Content Ownership in the Digital Age

## **ASSESSMENT**

### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

### **Summative Assessment (SA): 50 marks**

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

**REFERENCES**

1. Basu, Durga Das. *Introduction to the Constitution of India*
2. Neelamalar, M. *Media Law and Ethics*
3. Bidisha Chaudhuri (ed.). *Media and Digital Law in India*
4. Law Commission of India: Report No. 200 (2006) - Trial by Media: Free Speech and Fair Trial under Criminal Procedure Code, 1973.
5. Press Council of India. (2022). *Norms of Journalistic Conduct*.
6. NBDSA. (2021). *Code of Ethics & Broadcasting Standards*.

**COURSE STRUCTURE**

|                                 |                                                                   |
|---------------------------------|-------------------------------------------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                                                      |
| <b>SEMESTER</b>                 | 6                                                                 |
| <b>TYPE OF COURSE</b>           | Discipline Specific Elective                                      |
| <b>COURSE CODE</b>              | MDSE361J                                                          |
| <b>COURSE TITLE</b>             | Transmedia Journalism                                             |
| <b>COURSE CREDITS</b>           | 4                                                                 |
| <b>TOTAL NUMBER OF LECTURES</b> | 60                                                                |
| <b>YEAR OF INTRODUCTION</b>     | 2025-26                                                           |
| <b>ASSESSMENT PATTERN</b>       | Summative Assessment- 50 marks<br>Cumulative Assessment- 50 marks |

## **SEMESTER VI | TRANSMEDIA JOURNALISM**

### **Course Objectives**

1. To develop strategic thinking for creating interconnected stories across multiple platforms where each platform adds unique narrative value
2. To train students in transmedia planning, story architecture, and audience-centered content design
3. To enable students to use accessible digital tools for creating interactive and data-driven journalism
4. To familiarize students with participatory journalism, audience engagement strategies, and ethical frameworks for digital storytelling
5. To guide students in executing portfolio-worthy transmedia journalism projects from concept to distribution

### **Course Outcomes:**

1. Design transmedia journalism strategies that create interconnected story ecosystems across multiple platforms
2. Apply Jenkins' principles of transmedia storytelling (spreadability, drillability, continuity) to journalism contexts
3. Create interactive digital stories using industry-standard free tools (Shorthand, Flourish/Datawrapper, Canva)
4. Develop audience engagement strategies informed by participatory culture theories
5. Execute a complete transmedia journalism project demonstrating strategic planning, ethical practice, and professional presentation
6. Critically evaluate transmedia journalism case studies and apply lessons to their own work

## **COURSE CONTENT**

### **Unit 1: Transmedia Strategy and Story Architecture**

- 1.1 From Multimedia to Transmedia: Understanding Core Concepts
- 1.2 Applying Jenkins' 7 Principles to Journalism
- 1.3 Audience-Centered Transmedia Planning
- 1.4 Story Architecture and Planning Frameworks

## **Unit 2 Interactive Digital Storytelling**

- 2.1 Scrollytelling and Long-form Digital Narratives
- 2.2 Building Your Interactive Story and use of Tools
- 2.3 Data Journalism Fundamentals
- 2.4 Data Visualization & Use of tools for Enhanced Impact

## **Unit 3 Participatory Journalism and Audience Engagement**

- 3.1 Participatory Culture and Co-creation
- 3.2 Social Media as Story Extension - A Strategic Approach
- 3.3 Audience Engagement and Community Building
- 3.4 Analytics: Understanding Your Impact

## **Unit 4 Professional Practice and Capstone Project**

- 4.1 Ethics in Transmedia and Interactive Journalism
- 4.2 Collaboration and Newsroom Practice
- 4.3 Sustaining Journalism: Careers, Funding, and Industry Dynamics
- 4.4 Capstone Project: Production and Presentation

## **ASSESSMENT**

### **Cumulative Assessment (CA): 50 marks**

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

### **Summative Assessment (SA): 50 marks**

- A learner should get a minimum of 20 marks in SA to be declared PASS in the course.
- All units of the syllabus will be covered in SA.
- An additional SA will be held for those who are absent, owing to valid reasons, for the main/regular SA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the SA ATKT.

## REFERENCES

1. Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. NYU Press, 2006.
2. Jenkins, Henry, Sam Ford, and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2013.
3. McErlean, Kelly. *Interactive Narratives and Transmedia Storytelling: Creating Immersive Stories Across New Media Platforms*. Routledge, 2018.
4. Moloney, Kevin. *Multimedia Journalism*. Routledge, 2011.
5. Gray, Jonathan, Bounegru, Liliana & Chambers, Lucy (eds.). *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*. O'Reilly, 2012.
6. Aston, Judith, Gaudenzi, Sandra & Rose, Mandy (eds.). *I-Docs: The Evolving Practices of Interactive Documentary*. Wallflower Press, 2017.
7. Nieman Lab (niemanlab.org) - Current journalism innovation and case studies
8. Online Journalism Blog by Paul Bradshaw (onlinejournalismblog.com) - Practical tutorials and analysis
9. Knight Foundation (knightfoundation.org) - Reports on journalism innovation and funding opportunities
10. Global Investigative Journalism Network (GIJN) (gijn.org) - Case studies and tool recommendations
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13. The Guardian. "The Counted: People Killed by Police in the US." 2015-2016. Available at [kaggle.com/datasets/the-guardian/the-counted](http://kaggle.com/datasets/the-guardian/the-counted)
14. Shorthand. "12 Engaging Scrollytelling Examples to Inspire Your Content." 2021. Available: [shorthand.com/the-craft/](http://shorthand.com/the-craft/)
15. Knight Center. "Discover the Top Digital Tools for Journalists in 2024." 2024. Available: [knightcenter.utexas.edu](http://knightcenter.utexas.edu)

### COURSE STRUCTURE

|                                 |                                 |
|---------------------------------|---------------------------------|
| <b>YEAR</b>                     | <b>THIRD</b>                    |
| <b>SEMESTER</b>                 | 6                               |
| <b>TYPE OF COURSE</b>           | Skill Enhancement Course        |
| <b>COURSE CODE</b>              | MSEC601J                        |
| <b>COURSE TITLE</b>             | Data Journalism                 |
| <b>COURSE CREDITS</b>           | 2                               |
| <b>TOTAL NUMBER OF LECTURES</b> | 30                              |
| <b>YEAR OF INTRODUCTION</b>     | 2025-26                         |
| <b>ASSESSMENT PATTERN</b>       | Cumulative Assessment- 50 marks |

## SEMESTER VI | DATA JOURNALISM

### Course Objectives:

1. Introduce students to data journalism through compelling examples
2. Build basic confidence with numbers and spreadsheets
3. Teach practical skills in data finding, cleaning, analysis and visualisation
4. Develop collaborative project work abilities
5. Enable students to create publishable data journalism stories

### Course Outcomes:

Students will be able to:

1. Find and download datasets from online sources
2. Clean and organise data using spreadsheet software
3. Perform basic data analysis (sorting, filtering, calculating averages)
4. Create clear data visualisations using free tools
5. Write compelling data-driven stories
6. Publish data journalism work online
7. Work collaboratively on data projects

## COURSE CONTENT

### Unit 1. DISCOVERING DATA STORIES

(15 lectures)

- 1.1 The Magic of Data Journalism- Introduction, Types and Ethics
- 1.2 Finding and Evaluating Data
- 1.3 Spreadsheets Basics
- 1.4 Finding patterns: Basic data analysis

### Unit 2. TELLING DATA STORIES

(15 lectures)

- 2.1 Visualization Basics
- 2.2 Writing with Data
- 2.3 Publishing Your Work
- 2.4 Collaborative Data Project

## ASSESSMENT

### Cumulative Assessment (CA): 50 marks

- A learner should get a minimum of 20 marks out of 50 to be declared PASS in the course.
- CA will comprise a mix of projects, assignments, class tests, and presentations.
- The learner is required to appear for all components of the CA.
- If the learner does not get 20 marks out of 50, the learner will have to appear for the ATKT.

## REFERENCES

1. Gray, Jonathan, Bounegru, Liliana & Chambers, Lucy (eds.). *The Data Journalism Handbook*. O'Reilly, 2012. (Free online: datajournalism.com)
2. Herzog, David. *Data Literacy: A User's Guide*. SAGE Publications, 2015.
3. Cairo, Alberto. *The Truthful Art: Data, Charts, and Maps for Communication*. New Riders, 2016.
4. Bradshaw, Paul. *Scraping for Journalists*. Leanpub, 2017.

**COURSE STRUCTURE**

|                             |                 |
|-----------------------------|-----------------|
| <b>YEAR</b>                 | <b>THIRD</b>    |
| <b>SEMESTER</b>             | 6               |
| <b>TYPE OF COURSE</b>       | On Job Training |
| <b>COURSE CODE</b>          | MOJT600J        |
| <b>COURSE TITLE</b>         | On Job Training |
| <b>COURSE CREDITS</b>       | 4               |
| <b>YEAR OF INTRODUCTION</b> | 2025-26         |