



**Goa University**  
P.O. Goa University, Taleigao Plateau, Goa 403 206, India

### **B.A. Journalism (Honours) Degree Program under CBCS w.e.f 2017-18**

- **Nomenclature of the Course:** B.A in Journalism ( Honours)
- **Purpose**  
The purpose of the B.A. Journalism course is to create professionals with high quality competence and fill in the void of a much needed Journalism degree course in the state.

#### General Guidelines:

- **Field work**
    - a) Reporting assignments in and outside Campus for TV/Newspapers/ Magazines/ News Websites
    - b) Producing In-house Newsletter
    - c) Mandatory Internship with media organizations (Print, Electronic, Online Media and PR houses)
  - **Internship Programme**  
It is mandatory for students to undertake an Internship within the media house during Semester II and III respectively. Credits for the same will be awarded on completion of the Internship during Semester III and IV respectively. Those students who fail to complete an Internship will not be awarded the Credit and will be required to undergo an internship during Semester IV, failing which he/she will be not admitted to the next Semester. (The Internship programme is an Industry level training and is necessary for the overall growth and exposure of the students pursuing this professional Course).
  - **Project:** Produce a 40-60 Pages News Magazine or Thesis.
  - **Job Avenues:** Journalism jobs have diversified into Print, Electronic, New Media and allied fields. A student may try the options which include Newspapers, TV channels, Radio Stations, Periodicals & Magazines, Websites, Public Relation firms etc. With numerous news channels and publication houses working day and night, the jobs in media industry are increasing in number. Therefore, the opportunities for media students are endless in this field.
- Job Profile includes:**
- News anchors, Reporter, TV News Script Writer

- Video Editor, TV News Producer, Radio Jockey (RJ)
- Photographers, Video Journalist
- Graphic Designers, Content Writers, Feature Writer
- Reporter, Correspondent reporter
- Sub-editor, Copy Editor
- Investigative reporter, Special reporter
- Sports Editor, Reporter
- Media Programmers, Public Relation officer
- Proofreader, layout artist, etc.

**Course Structure of B.A Journalism (Honours) Degree Program**

	Subjects	Credits	Total
<b>Semester I</b>	English 1	6x1	6
	<b>DSC 1A- Journalism</b>	4x1	4
	<b>DSC 2A</b>	4x1	4
	<b>DSC 3A- Journalism</b>	4x1	4
	<b>AECC- English/MIL/Environmental studies</b>	4x1	4
	<b>GE 1</b>	4x1	4
	<b>TOTAL</b>		<b>26</b>
<b>Semester II</b>	English 1	6x1	6
	<b>DSC 1B- Journalism</b>	4x1	4
	<b>DSC 2B</b>	4x1	4
	<b>DSC 3B- Journalism</b>	4x1	4
	<b>AECC- English/MIL/Environmental Studies</b>	4x1	4
	<b>GE 2</b>	4x1	4
	<b>TOTAL</b>		<b>26</b>
<b>Semester III</b>	English 2/MIL/Hindi	4x1	4
	<b>DSC 1C- Journalism</b>	4x1	4
	<b>DSC 2C</b>	4x1	4
	<b>DSC 3C- Journalism</b>	4x1	4
	<b>GE 3</b>	4x1	4
	<b>SEC 1 Art Appreciation</b>	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Semester IV</b>	English 2/MIL/Hindi	4x1	4
	<b>DSC 1D- Journalism</b>	4x1	4
	<b>DSC 2D</b>	4x1	4
	<b>DSC 3D- Journalism</b>	4x1	4
	<b>GE 4</b>	4x1	4
	<b>SEC 2 Fashion Communication &amp; Journalism</b>	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Semester V</b>	<b>DSC 9 Journalism</b>	4x1	4
	<b>DSC 10 Journalism</b>	4x1	4
	<b>DSC 11 Journalism</b>	4x1	4
	<b>DSE 1 Journalism</b>	4x1	4
	<b>DSE 2 Journalism</b>	4x1	4

	<b>DSE 3</b> Journalism	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Semester VI</b>			
	<b>DSC 12</b> Journalism	4x1	4
	<b>DSC 13</b> Journalism	4x1	4
	<b>DSC 14</b> Journalism	4x1	4
	<b>DSE 1</b> Journalism	4x1	4
	<b>DSE 2</b> Journalism	4x1	4
	<b>DSE 3</b> Project	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Total Credits</b>			<b>148</b>

**B.A Journalism (Honours) : Titles of Papers**

	Subjects	Credits	Total
<b>Semester I</b>	English 1	6x1	6
	<b>DSC 1A-</b> Journalism- Introduction to Journalism	4x1	4
	<b>DSC 2A</b>	4x1	4
	<b>DSC 3A-</b> Journalism-Introduction to Multimedia	4x1	4
	<b>AECC-</b> English/Hindi	4x1	4
	<b>GE 1-</b>	4x1	4
	<b>TOTAL</b>		<b>26</b>
<b>Semester II</b>	English 2	6x1	6
	<b>DSC 1B-</b> Journalism- News Gathering	4x1	4
	<b>DSC 2B</b>	4x1	4
	<b>DSC 3B-</b> Journalism- Introduction to Public Relations1	4x1	4
	<b>AECC-</b> Environmental Studies	4x1	4
	<b>GE 2-</b>	4x1	4
	<b>TOTAL</b>		<b>26</b>
<b>Semester III</b>	English 3	4x1	4
	<b>DSC 1C-</b> Journalism- Reporting & Feature writing	4x1	4
	<b>DSC 2C</b>	4x1	4
	<b>DSC 3C-</b> Journalism- TV Anchoring	4x1	4
	<b>GE 3</b>	4x1	4
	<b>SEC 1</b> Art Appreciation	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Semester IV</b>	English 4	4x1	4
	<b>DSC 1D-</b> Journalism- Global Media	4x1	4
	<b>DSC 2D</b>	4x1	4
	<b>DSC 3D-</b> Journalism-Editing	4x1	4
	<b>GE 4-</b>	4x1	4
	<b>SEC 2</b> Fashion Communication & Journalism	4x1	4
	<b>TOTAL</b>		<b>24</b>
	<b>DSC 9</b> Media Scene In India	4x1	4
	<b>DSC 10</b> Press Laws & Ethics	4x1	4

<b>Semester V</b>	<b>DSC 11</b> Magazine Production	4x1	4
	<b>DSE 1</b> Photojournalism	4x1	4
	<b>DSE 2</b> Television Journalism	4x1	4
	<b>DSE 3</b> Visual Design / Media & Public Opinion	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Semester VI</b>	<b>DSC 12</b> News Media Management	4x1	4
	<b>DSC 13</b> Media & Cultural Studies	4x1	4
	<b>DSC 14</b> Radio Journalism	4x1	4
	<b>DSE 4</b> Online Journalism	4x1	4
	<b>DSE 5</b> TV News Production/ New Media	4x1	4
	<b>DSP 6</b> Project	4x1	4
	<b>TOTAL</b>		<b>24</b>
<b>Total Credits</b>			<b>148</b>

## B.A Journalism (Honours)

### DSC: Introduction to Journalism- (4 Credits)

SEE: 60

ISA: 15

Practicals: 25

L-3, P-1

**Objective: A basic course designed to introduce the students to the subject of Journalism and also helping them to understand the difference between types of news.**

**Unit 1:** Introduction: Definition of News, Hard news and soft news, Connecting facts, interests & audience, News, features, news-features, editorials & columns. **(7 Lectures)**

**Unit 2:** Basics of Reporting: News Value, Elements of News, qualities and aptitude necessary for a reporter, Types of report, Depth reporting, organized thinking: Finding focus, Thinking-basis for effective writing, Outlines and Clustering. **(12 Lectures)**

**Unit 3:** Writing of Reports: Basic principles: objectivity, accuracy, speed, 5Ws, Types of Leads, and Report writing, ethics in journalism. **(12 Lectures)**

**Unit 4:** Reporting meetings, speeches and special events; Covering meetings, using quotes, Special events: Rallies & demonstration, public hearings, awards and installation ceremonies. **(10 Lectures)**

**Unit 5:** Inside the newsroom; Who does what in the newsroom?, The bureaus, the copydesk, The editors and reporters, proof readers. **(4 Lectures)**

#### **Practicals: (15 practical sessions)**

1. Identifying types of news from newspaper
2. Identifying 5W and 1 H from news story
3. Identifying Hard news and soft news
4. List out current ministers, MLA. MP and Union Minister for a political news story
5. Writing different types of leads
6. Writing a news report in inverted pyramid format

**N.B.** Students have to maintain a journal

#### **Books for Study and Reference:**

1. Aggarwal, Vir Bala. *Essentials of Practical Journalism*, Concept Publishing Company New Delhi.
2. Stein, M.L. & Paterno. Susan F. *The Newswriters' Handbook*. (2003)
3. *An introduction to journalism*. First Indian Reprint. Surjeet Publication, Delhi
4. Rolnicki, T.E.Tate, C.D. & Taylor, S. *Scholastic Journalism*. Surjeet Publication, 10TH edition, 1st Indian Reprint. Delhi (2003)
5. Ahmad, Shahzad. *Art of Modern Journalism*. Anmol Publication Ltd, New Delhi (2005).

## **DSC- Introduction to Multimedia- (4 Credits)**

**SEE-60  
ISA-15  
Practicals- 25  
L-3, P-1**

**Objective: To educate, train and prepare tech-savvy students, which is a basic necessity in the media industry.**

### **Unit I – Introduction (10 Lectures)**

- Media and its classification
- Introduction to Multimedia
- Components of Multimedia: Text, Images, Audio, Video, Graphics
- Various file formats and their difference

### **Unit II – Working with Text (9 Lectures)**

- Introduction to text typing software
- Document Set-up, Typing and Composing pages
- Word Processing: Text formatting, alignment, spacing, setting header and footer, tables, borders
- Drafting letters

### **Unit III –Data and Presentation (9 Lectures)**

- Data Presentation – creating digital charts and graphs
- Using Smart Art as a tool to explain concepts, lists, processes, cycle, hierarchy, relationship
- Presenting data using spread sheets
- PowerPoint Presentations: Purpose, usage, importance of brevity

### **Unit IV – Images and Picture Enhancement (8 Lectures)**

- Images and their formats – jpeg, png, tiff, etc
- Basic picture editing – cropping, compressing and resizing
- Picture enhancement and digital retouching

### **Unit V – Internet and its usage (9 Lectures)**

- Introduction to the features of Internet and Email
- Search engines, how to search the web
- Creating an online presence – do's and don'ts
- Understanding various social media networks and their purpose

### **Practicals: (15 Sessions)**

- Basic computer typing exercise to improve typing speed
- Formatting text for a poorly written/formatted document



- Creating schedules using tables and borders
- Writing cover letters
- Creating charts and graphs out of the data provided
- Presenting a family tree using SmartArt
- Maintaining income/expense on spreadsheet
- Preparing a roster of duties allocated to various staff
- Creating PowerPoint Presentations
- Cropping, resizing and compressing loosely framed photographs
- Enhancing picture quality of poorly clicked pictures
- Creating an online profile

### **Reference/Suggested Reading**

1. Kumar Krishna. *Multimedia Communication*. First Edition, Dorling Kindersley, 2008
2. Huckerby Martin. *The Net for Journalists*. First Edition, The Thomson Foundation, 2005
3. Training Solutions. *Step by Step Microsoft Office Word*. First Edition, Prentice-Hall of India, 2003

## **DSC: News Gathering – (4 Credits)**

**SEE: 60**  
**ISA:15**  
**Practicals:25**  
**L-3, P-1**

**Objective: A basic course designed to sensitize the students with the process of news gathering and also helping them to understand various news beats.**

### **Unit-1 Correspondent/Reporter (4 Lectures)**

1. Definition of Correspondent, Qualifications and Qualities.
2. Classification of Correspondent (From Local Correspondent to Bureau Chief).
3. Work Area (Field) of Correspondent.
4. Relationship between Correspondent and News Section.

### **Unit-2 Process of News Collection (9 Lectures)**

1. Process of quality News Collection.
2. Types of News Sources (Informal, Formal, Rumour, Factual, Informative, secret, Press Release etc.
3. Cultivation of News Sources.
4. News Communication Modes ( Telephone, Computer, Mobile phone, Laptop Internet, E-mail )

### **Unit-3 News Style and Types (10 Lectures)**

1. Techniques of News Writing - Lead and its Types.
2. Style of News Writing (Informative, Descriptive, Analytical, Comment Based, Story Based, Human Values Based).
3. Desk News and Event Based News.
4. Special News (Based on Special Skills of Correspondent)

### **Unit-4 Press Conference (10 Lectures)**

1. Types of Press Conference (Formal, Informal, Meet the Press, Regular Press Briefing. Occasional Press statements).
2. Method of Covering Press Conference: Preparation, Asking question, Style of reporting press conferences (Dialogue Style or Report Style)
3. 'On' and 'Off the Record' Style/ Rules
4. Spot Reporting.

### **Unit-5 News Beats (12 Lectures)**

1. Politics and Government Administration (Political Parties, Parliament and Legislative Assemblies, Cabinet, International organization, Elections)
2. Judiciary (Police Stations, Courts)
3. Education (Autonomous Institutions, Universities.)
4. Entertainment (Film, Drama, Folk Culture and Other Cultural Organization etc.)

**Practicals: (15 practical sessions)**

1. Identifying sources of news from published news report.
2. Gathering facts and statistics for a news-story
3. Gathering background information for a news-story
4. Conduct interviews with news sources
5. Developing effective note-taking and interview skills
6. Writing different news reports

**N.B.** Students have to maintain a journal

**Books for Study and Reference:**

1. Kamath, M.V. *Journalist Handbook*, Vikas Publishing House Pvt. Ltd.
2. Chauhan Swati. *Journalism Today: Principles, Practices & challenges (Foundation of News and Journalism)*, Kanishka Publishers.
3. Neal M James, *News Writing and Reporting*, Surjeet Publication.
4. Shrivastava K. M. *News Reporting and Editing*.
5. Strentz Herbert. *News Reporters and News Sources*.

## **DSC: Introduction to Public Relations – (4 Credits)**

**SEE- 60  
ISA-15  
Practical-25  
L-3, P1**

**Objective: A basic course designed to sensitize students with the historical evolution, structure and functional aspects of public relations.**

### **UNIT- 1 Introduction (9 lectures)**

P.R. Meaning, Importance, and Scope, History: History and development of PR in India USA and UK, Press agency, Eminent PR pioneers.

Process: Definition, Aims and Scope, Four Step Process

In House & External PR.

Role of PR in different sectors – Industrial sector, Defence, educational, government, hospitals and tourism.

### **UNIT- 2 Culture & PR (9 lectures)**

Culture: Global Audience, Inter culture relations, Societal Culture, organizational cultures, sector cultures, understanding cultures, culture and its implications for PR.

Research in PR.

Lobbying, PR & Propaganda.

### **UNIT- 3 Types of PR (9 lectures)**

Public, Private., Service Sector, Corporate PR

NGO & Govt.

Difference between Advertising, Corporate Communication & PR

PR Organizations.

### **UNIT 4 – Public Relation Methods (9 lectures)**

Oral communication – Meetings, Speeches, Interview arrangements and preparation.

Publicity media – Press, TV, Radio, films, Annual reports, Photographs, New Media.

Editorial Tours, PR and the media.

PR and Crises Management.

### **UNIT 5 – Ethics in PR (9 lectures)**

Professional Responsibility vs Dumbing down news in PR.

Apex organizations in PR- International Public Relations Associations, Public Relations Society of India, Public Relations Society of America.

International Code of Ethics.

**PRACTICALS- (15 Practical sessions)**

1. Organizing Panel discussions, Counselling, Press Conferences for clients.
2. Analysis of fliers, Brochures, in- house Journals.
3. Writing press releases (pre & post event)
4. Crisis management campaigns for clients
5. Writing speeches, annual reports, minutes and official memos.
6. Visit to Trade fair or Exhibition.
7. Maintain a Journal with all the exercises.

**REFERENCE BOOKS:**

1. Kundra, Shipra. *Introduction to Advertising And Public Relations*. Anmol Publications Pvt. Ltd, 2005
2. Kumar, Keval J. *Mass Communication in India*. 4th edition, Jaico Publishing, 1994.
3. Doctor, Aspi H. and Chaze. *Mass Communication: A Basic Study*. Sheth Publishers, Pvt. Ltd, 2010.
4. Robert Lawrence Heath, W. Timothy Coombs. *Today's Public Relations: an Introduction*, SAGE Publications, 2005.

## B.A Journalism : Honours & General

### List of Courses

Sr. No.	DSC	DSE	SEC
1.	Introduction to Journalism	Niche Journalism	Art Appreciation
2.	News Gathering	New Media	Fashion Communication & Journalism
3.	Reporting & Feature Writing	Photojournalism	
4.	Global Media	Content & Technical Writing	
5.	Introduction to Multimedia**	Public Relation- Principles & Practices	<b>Generic Electives</b>
6.	Introduction to Public Relations**	Television Journalism**	Global Media
7.	TV Anchoring**	Visual Design**	Reporting & Feature Writing
8.	Editing**	Media & Public Opinion**	Editing
9.	Media Scene in India	Online Journalism**	Introduction to Multimedia
10.	Press Laws & Ethics**	TV News Production**	
11.	Magazine Production**		
12.	News Media Management		
13.	Media & Cultural Studies**		
14.	Radio Journalism**		

Note: \*\* Indicates papers exclusively for B.A. Journalism (Honours) Course.