

VASAVI COLLEGE OF ENGINEERING (A)
DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

COURSE NAME: INTRODUCTION TO JOURNALISM
(Common to all branches) B.E. III SEMESTER
Open Elective

W.E.F-2025-2026

Instruction: 2 Hours	SEE: 60	Course code: U24OE370EH
Credits: 2	CIE: 40	Duration of SEE: 3 Hours

COURSE OBJECTIVES	COURSE OUTCOMES
What the course aims to achieve: 1. To introduce students to the fundamentals of journalism and mass communication. 2. To develop skills in news writing, reporting, editing, and media production. 3. To explore the role and responsibilities of media in society and democracy. 4. To familiarize students with different types of media—print, broadcast, digital, and social. 5. To instill ethical standards and legal awareness in media practices.	What students should be able to demonstrate after the course: 1. Explain key concepts, history, and theories of journalism and mass communication. 2. Create accurate, clear, and engaging content for various media platforms. 3. Critically analyze the role of media in shaping public opinion and policy. 4. Use appropriate tools and technologies in media production and dissemination. 5. Apply journalistic ethics and understand media laws in professional practice.

UNIT-1: MASSCOMMUNICATION: NATURE AND CONCEPT OF MASSCOMMUNICATION

Defining Mass Communication - Nature - Functions and Scope of Mass Communication - Mass Communication as Distinct from Other Forms of Communication - Mass Communication and Mass Media: Advantages and Limitations - Process of Mass Communication - Interactive Communication- Mass Communication in a Democratic (and Developing) Nation

UNIT –2: MASS MEDIA AND SOCIETY

Medium: Concept, Role and Functions – Scope of Media in the Indian Context – Classification of Media – Medium is the Message – Mass Media – Society and Development – Media Scene in India – Media Reach

UNIT –3: INTRODUCTION TO JOURNALISM AND PRINCIPLES OF JOURNALISM

Journalism: Definition and Functions – Role, Nature and Scope of Journalism in the Indian Context (Democracy, Secularism and Development) - Press as Fourth Estate.

Journalism as Information & Communication – Objectivity - Comment is free, Facts are Sacred - Its Discontents, Truthfulness, Humanness, Social Responsibility, Social Good – Qualities of a Journalist – Duties and Responsibilities of Journalist – Code of Ethics

UNIT – 4: TYPES OF JOURNALISM (MEDIA AND SUBJECT SPECIFIC)

Media Specific: Print Journalism, Broadcast Journalism, Cyber Journalism, Investigative Journalism, Photo Journalism, Global Media Journalism, Yellow Journalism - Subject Specific: Development Journalism, Environmental Journalism, Civic Journalism, Lifestyle Journalism, Business Journalism, Sports Journalism and Health Journalism

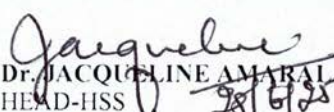
The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal tests	:	<input type="text" value="2"/>	Max.Marks	:	<input type="text" value="30"/>
2	No. of assignments	:	<input type="text" value="2"/>	Max. Marks	:	<input type="text" value="5"/>
3	No. of Quizzes	:	<input type="text" value="2"/>	Max. Marks	:	<input type="text" value="5"/>

Duration of Internal Tests : 90 Minutes

Duration for SEE : 180 Minutes

Signatures :


Dr. JACQUELINE AMARAL
HEAD-HSS
CHAIRMAN, BOS, HSS, VCE


PROF. B. VIJAYA
HEAD, DEPARTMENT OF ENGLISH, OSMANIA
UNIVERSITY & DIRECTOR, ENGLISH LANGUAGE
TEACHING CENTRE (ELTC). OSMANIA UNIVERSITY

Dr. JOY ANURADHA
SUBJECT EXPERT
UNIVERSITY OF HYDERABAD

DR. JOY HANS
CORPORATE REPRESENTATIVE

MEMBERS OF HSS, VCE :-

Dr. G. MEENA

Dr. K. JHANSI RANI

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Dr. T. SUNAND EMMANUEL