

**Course Objectives**

- To make the students understand the nuances of Communication and to familiarize them with different styles of Communication.
- To impart the basic principles and concepts of Journalism and familiarize them with laws and ethical codes of conduct essential for professional journalistic practice.

**Course Outcomes**

- Students would be able to develop knowledge, skills and judgment around human communication.
- Students would be able to effectively use reporting skills in practical assignments/projects and understand and apply professional ethics and relevant media laws in their journalistic work.

**Unit-I: Overview of Communication**

- Understanding Communication
- Types of Communication
- Levels of Communication
- Traditions of Communication
- Basic Models of Communication

**Unit II: Fundamentals of Journalism**

- Understanding Journalism
- Elements of Journalism
- Article Structure
- News Reporting
- Journalism Ethics

***Suggested Readings***

- Kumar, Keval. J. (2011). Mass Communication in India. Delhi: Jaico Publishing House.
- Kamath, M.V.(2008). Professional Journalism. New Delhi: Vikas Publishing House.
- Chaturvedi, G.D.(2004). The Ethics of Reporting the News. Jaipur: ABD Publishers.
- Dash, Ajay. (2007). Basic Concept of Journalism. New Delhi: Discovery Publishing House.
- McQuail, D.(1975). Communication.London: Longman.
- Fiske, John.(1990). Introduction to Communication Studies. London: Routledge.
- McQuail, D.(2008). Mass Communication Theory. New Delhi: Vistar Publications.