

Semester: VII				
Course : Journalism				
Paper Title: News Media Content Generation				
Paper code: B4JO230712T / B4JO230712P			Credits: 4	
Hours/week : 4				
Category: Core/MDC/SEC/VAC : Minor				
Theory / Practical / Composite : Composite				
No of Modules : 1				
<p>Course Overview: This course offers a detailed study on the various aspects of content generation for news media. It aims to introduce students to various formats and techniques of content generation, roles of the personnel involved and the ethical aspect of the business of content generation.</p> <p>Students will explore how journalists develop and access various sources of news, handle information, create in-depth reportage, cover news beats, respond to developments in generating news content and ethical application of AI.</p>				
Course Outcome:				
1. Understand: Historical, socio-political and cultural context of news, including issues of identity, gender, caste, and nationhood				
2. Apply: Interpretation of information through concepts such as objectivity, narrative structures, and representation				
3. Analyse: How journalists negotiate information, tradition, modernity, globalization and how their works reflect evolving notions of local as well as global society				
4. Create: Contents with comparative reflections, creative responses, or thematic projects that synthesize reality with journalistic presentation and objectivity				
Prerequisites: <i>Basic knowledge about any prior course</i>				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	<u>Theory</u> <ul style="list-style-type: none"> • Understanding audience • News and News Sources - cultivating sources of news • Understanding newsroom • Duties and Responsibilities of an Editor, Reporter, Chief reporter, News editor, Chief Sub-editor. • Understanding the role of a Foreign Correspondent • Qualities and responsibilities of a photo journalist • Cartoons and cartoonists 	42	CO1 CO2 CO3 CO4	K1,K2,K3,K4

	<ul style="list-style-type: none"> • Interpretative and Investigative Reporting • Specialized Reporting: Crime, Political, Science, Environment, Development, Sports, Health, Travel and Lifestyles • News Agencies and editing agency copies • Global News and selective representation: States and People • Publicity mechanism of government and private entities • Press Release, Press Conference and other tools of media relations • Advertorials • Modern styles of reporting for the web and new media • Reporting on independent media and modern forms of storytelling • Importance and application of Artificial Intelligence in journalism • Data Journalism 			
	<p><u>Practical</u></p> <ul style="list-style-type: none"> • Introduction to page design and editing • Generating content for print and web media using computer software and AI basics 	14	CO1 CO2 CO3 CO4	K1,K2,K3,K4
Text Books				
<ol style="list-style-type: none"> 1. Agarwal, V.B and Gupta V.S. (2012). <i>Handbook of Journalism & Mass Communication</i>. Concept Publisher, New Delhi. 2. Guha Thakurta, P. (2011). <i>Media Ethics</i>. Oxford University Press. 3. Wainwright, D. (1972.) <i>Journalism Made Simple</i>. W.H. Allen. London 4. Kamath, M. V. (2018). <i>Professional Journalism</i>. S. Chand Pub. 5. Hohenberg, J. (2010). <i>The Professional Journalist</i>. Holt, Rinehart, and Winston. New York. 6. Shrivastava, K. M. (2015). <i>News Reporting & Editing</i>. Sterling Publishers. New Delhi. 				
Suggested readings				
<ol style="list-style-type: none"> 1. Curran, J. (2011). <i>Media and Democracy</i>. Routledge. 2. Curran, J. (Ed) and Hesmondhalgh, D. (Ed). (2019). <i>Media and Society</i>. Bloomsbury Academic USA. 3. Flew, T. (2011). <i>Understanding Global Media</i>. Bloomsbury Academic 4. Mehta, A. (2021), <i>Power, Press and Politics</i>. Bloomsbury Publishing, New Delhi 				

5. Hernandez, K.S (2025). *AI in Journalism: How Artificial Intelligence Is Shaping Journalism, Trust, and the Future of Reporting.*

Web Resources

1. SWAYAM NPTEL Online Course on Digital Media by Dr. K S Arul Selvan. Course Code: MJM028: Digital Media
2. SWAYAM Online course on 'Society and Media' by Dr. Durgesh Tripathy, Guru Govind Singh Indraprastha University, New Delhi and CEC

Evaluation

Theory – 60 marks
Attendance: 3
CA: 2
Mid Semester: 10
End Semester Exam: 45

Practical: 40
Attendance: 2
CA: 38

Paper Structure for Theory Semester Exam

1. 10 Objective type questions of 2 marks each
2. 2 Long Answers of 10 marks each from an option of 4 questions
3. 1 short note of 5 marks from an option of 2 notes

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Understand: Historical, socio-political and cultural context of news, including issues of identity, gender, caste, and nationhood	K1
CO2	Apply: Interpretation of information through concepts such as objectivity, narrative structures, and representation	K2
CO3	Analyse: How journalists negotiate information, tradition, modernity, globalization and how their works reflect evolving notions of local as well as global society	K3
CO4	Create: Contents with comparative reflections, creative responses, or thematic projects that synthesize reality with journalistic presentation and objectivity	K4