

Bridge Course in Journalism & Mass Communication (15 Hours)

Target Audience: New entrants to Semester 1

Total Duration: 15 hours (5 sessions x 3 hours)

Objective:

- Introduce key concepts from Minor and IDC syllabi
- Familiarize students with academic expectations and media landscape
- Develop basic understanding of communication and news writing

Course Structure

Session	Theme	Topics Covered	Methodology
Session 1 (3 hrs)	Introduction to Journalism & Mass Communication	What is Journalism? Types of Media: Print, Broadcast, New Media Elements of News: 5Ws and 1H Structure of a News Story	Interactive lecture Short video screenings News analysis activity
Session 2 (3 hrs)	Understanding Communication	What is Communication? Process: Sender, Message, Channel, Receiver, Feedback Levels of Communication: Intrapersonal to Mass Forms: Verbal, Non-verbal, Semiotic	Group discussion
Session 3 (3 hrs)	News Writing & Sources	Inverted Pyramid Structure Leads and Intros Types of News (Political, Sports, Human Interest) Role of News Agencies	Hands-on writing Case study of news articles
Session 4 (3 hrs)	Feature Writing & Interviews	Features vs News Editorials & Columns Basics of Interviewing: Framing Questions Understanding Interviews	Read feature examples Group editorial writing Mock interview
Session 5 (3 hrs)	Tutorial Project & Presentation	Understanding the basics of tutorial projects	Samples of projects and presentations to help them understand how it is done

Learning Objectives

1. **Understand the Scope of Journalism**
 - Define journalism and identify different forms of media including print, broadcast, and digital.
2. **Grasp the Foundations of Communication**
 - Explain the communication process and distinguish between different levels and types of communication.
3. **Identify Elements of News and News Writing**
 - Recognize elements of news, understand the 5Ws and 1H, and apply the inverted pyramid structure in writing.
4. **Develop Basic Reporting and Writing Skills**
 - Differentiate between news and feature writing; construct effective leads and intros; frame interview questions.
5. **Analyze Media Content and Structure**
 - Interpret news articles and features; assess the role of news agencies and columns.
6. **Practice Editorial and Presentation Skills**
 - Create sample editorial content and engage in mock interviews and peer discussions.
7. **Familiarize with Academic Requirements**
 - Understand the nature of tutorial projects, reports, and presentations required in the course.

Learning Outcomes

Upon successful completion of the Bridge Course, students will be able to:

1. **Demonstrate familiarity with key concepts in journalism and mass communication.**
2. **Distinguish between various types of communication and media platforms.**
3. **Write a basic news report using correct structure and journalistic conventions.**
4. **Compose feature articles and conduct structured interviews.**
5. **Critically analyze news stories for objectivity, structure, and relevance.**
6. **Participate effectively in classroom discussions and collaborative writing tasks.**