



**General Elective Paper**  
**MCJ21003GE**

**Semester-3<sup>rd</sup>**  
**CITIZEN JOURNALISM**

**Course Objectives**

- To train non-journalistic background students interested in developing the skills of modern journalism.
- To teach essential journalism principles needed to write stories in a way that focuses public attention on important social issues

**Learning Outcomes**

- Students shall be proficient in reporting, writing and publishing their stories in a journalistic manner
- Students shall develop nose for news

**Unit I**

Citizen Journalism: Concept and History

Modes of transmission: Mainstream Electronic and Print Media, Social Media

Identifying newsworthy story, pitching a story

**Unit II**

Citizen Journalism & Social Media

Activism through Mobile platforms

Assessing impact of Media Campaigns

Ethical Media Practices

(Critical study of related documentaries

Exercise: Two minutes video clip to be submitted during the semester)

**Suggested Readings**

- *Campbell, V. (2015). Citizen journalism.*
- *Wall, M. (2019). Citizen journalism: Practices, propaganda, pedagogy.*
- *Nah, S., & Chung, D. S. (2020). Understanding citizen journalism as civic participation.*
- *In Allan, S. (2019). Photojournalism and citizen journalism: Co-operation, collaboration and connectivity.*
- *Blaagaard, B. (2020). Citizen journalism as conceptual practice: Postcolonial archives and embodied political acts of new media.*
- *Pandey, R. (2009). Citizen journalism. New Delhi: Adhyayan Publishers & Distributors.*

***MCJ-18003G: Citizen Journalism***

***Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)***