

COURSE TITLE: Media and Journalism

COURSE CODE: MAJ101

Course Introduction

Welcome to "Media & Journalism"! In an age saturated with information, understanding the intricate workings of media and the ethical responsibilities of journalism is more critical than ever. This course will take you on a comprehensive journey through the dynamic landscape of modern media, from its historical roots to its most cutting-edge digital manifestations. We'll explore how news is gathered, produced, and disseminated, and delve into the profound impact media has on shaping public opinion, culture, and democracy. Whether you're an aspiring journalist, a curious consumer of news, or simply interested in how information flows in our society, this course will provide you with the foundational knowledge and critical thinking skills to navigate the complexities of the media world.

What You'll Learn

Upon successful completion of this course, you will be able to:

- **Understand the Evolution of Media:** Trace the historical development of journalism and media, from print to broadcast to digital, and analyze how technological advancements have shaped communication.
- **Deconstruct News Production:** Gain insight into the processes involved in news gathering, reporting, editing, and distribution across various platforms.
- **Analyze Media's Impact:** Evaluate the social, political, and cultural influence of media on individuals, communities, and global discourse.
- **Identify Journalistic Ethics & Principles:** Recognize and apply core ethical principles in journalism, including accuracy, fairness, objectivity, and accountability.
- **Differentiate Media Forms & Functions:** Distinguish between various forms of media (e.g., traditional news, social media, citizen journalism) and understand their respective roles and limitations.
- **Critically Assess Information:** Develop strong critical thinking skills to identify bias, misinformation, and propaganda in various media sources.
- **Explore Emerging Media Trends:** Examine contemporary challenges and opportunities in the media landscape, including the rise of AI in journalism, the impact of algorithms, and the future of news.
- **Communicate Effectively (Optional/Practical Focus):** For those with a practical interest, gain foundational skills in crafting clear, concise, and compelling journalistic content across different formats.

Target Audience

This course is designed for a diverse audience, including:

- **Aspiring Journalists and Media Professionals:** Individuals considering a career in journalism, public relations, content creation, or any media-related field.
- **Students of Communication and Social Sciences:** Those pursuing degrees in communication, political science, sociology, or related disciplines who wish to deepen their understanding of media's role in society.
- **Active News Consumers:** Individuals who want to become more discerning and informed consumers of news, capable of critically evaluating the information they encounter daily.
- **Educators and Community Leaders:** Professionals seeking to understand how media shapes public discourse and influences their fields of work.
- **Anyone Interested in Current Affairs:** Curious individuals who want to explore the inner workings of media, its impact on the world, and how to navigate the information age responsibly.