



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA+MA (Journalism and Mass Communication)
Semester V (2021-2024)

Generic Elective
GUJMC501
Fundamentals of News Agencies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
GUJMC 501	GE	Fundamentals of News Agencies	3	0	0	3	60	20	20	0	0

Course contents:

Unit -1

History of news agency, Role & Function of news agency, Types of agency, Benefits of news agencies.

Unit-2

Structure of News Agency- News agency structure, responsibilities of journalist working in news agency, News Agency Law & Ethics

Unit-3

International News Agencies- Famous News agencies of world, their presence in different countries, subscription of these of news agencies, Delivery mechanism of news through these news agencies

Unit-4

National News agency – Origin of news agencies in India, Various news agencies of India, their presence & functioning in different cities



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Unit-5

Importance & Future of News Agencies – Significance of news agencies in today's time, News agencies & social media, New services & Challenges with current era.

Suggested Readings:

1. Shrivastava, K.C. et al. (2007). *News Agencies from Pigeon to Internet*. University of Michigan. New Dawn Press
2. Madhok, M. (2013). *News Media in India: The Impact of Globalization*. New Century Publications
3. Palmer, B. M. (2020). *International News Agencies*. Switzerland: Palgrave Macmillan Publications

