

## **Semester II**

**Core Course- 7 JMC/2/CC/07**

### **REPORTING AND EDITING**

#### **OBJECTIVE:**

**This subject develops skills in reporting and editing for print media. Students extend their abilities as reporters by developing more advanced reporting interviewing and writing techniques appropriate for the production of longer stories. Students are introduced to basic skills and strategies for the editing and publishing of stories for publication.**

#### **UNIT I**

News: Definition, concept, elements, types of news, news values, news sources, reporters, types, responsibilities and qualities, changing pattern of news coverage, style and approach.

#### **UNIT II**

General Assignments, Covering a Beat, Nature, Incident and Spot News, Press Conference, Investigative reporting, Interpretative reporting, Feature Writing, Human Interest stories, Reviews, Music, Book, Cinema, Drama, Exhibitions etc. Interviews, handling of scoops and Exclusives, Concept of Photo Journalism, Caption writing.

#### **UNIT III**

Areas: Political, legislative, civic and social life, crime and corruption, court, economic, business and industry, development, sports and fashion, science, environment and ecology, health.

#### **UNIT IV**

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, Concept of reader's editor and Ombudsmen.

#### **UNIT V**

Editing: Knowledge of Typography, Headlines, Dummy Page Make Up, Proof –reading, layout, Photo Display, Editing of news from News agencies, Graphics, Magazine editing, symbols, tools, Lead, Body and Paragraphing.

#### **REFERENCE BOOKS:**

1. Melvin Mencher's News Reporting and Writing, McGraw Hill.
  2. The Associated Press Style Book.
  3. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
  4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi.
  5. News Editing, Bruce H Westley
  6. Modern News Editing, Mark D. Ludwig, Gene Gilmore
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**Core Course- 8 JMC /2/CC/08**

**Mass Communication**

**Unit I**

Mass Media Communication Definition, elements, types, barriers

SMCR, Laswell, Shannon & Weaver, Osgood, Westley & Mclean, Gerbner, Schramm, Dance, Roger & Kinciad etc

**Unit II**

barriers SMCR, Laswell, Shannon & Weaver, Osgood, Westley & Mclean, Gerbner

**Unit III**

Schramm, Dance, Roger & Kinciad etc

**Unit IV**

Personal Influence, Normative, Sociological, two step & multi step etc  
Definition types functions different

**Unit V:** systems in India & abroad types, recent trends, impact on society different forms in India, importance in development communication, relevance with popularity of modern media

**REFERENCE BOOKS:**

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Parmar S: Folk Media in India
9. Joshi U: Text book of Mass Communication Anmol 1999
10. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers 1997
11. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi 2008
12. Puri M : Outlines of Mass communication, Pragun Pub New Delhi 2006
13. Gaur S: Mass Media and Communication, Book Enclave Kolkata
14. Ojha N: Mass Media and Communication, ABD Pub

## **Paper -9/ Elective Course 9- JMC /2/SC/09**

### **Corporate Social Responsibility**

#### **Unit I**

Introduction to Corporate Communication Evolution of corporate communication Planning of corporate communication Identification and understanding corporate goals Corporate strategy and corporate niche

#### **Unit II**

Corporate Planning Corporate identity – importance and viability, Human resource development and management Brand Identity and positioning management , Corporate Social Responsibility- issues & Ideas, Concept of CSR Emergence of CSR - A Global Perspective Overview of CSR in India

#### **Unit III**

Corporate Social Responsibility – theoretical foundation, Debate and discussion of CSR – Different thoughts of baseness and social schools Theories of CSR – Triple bottom line theory and others

#### **Unit IV**

Corporate Social Responsibility – practical experiences, CSR – In public and private sectors CSR – selected case studies, Promotional Strategies of Corporate Social Responsibility

#### **Unit V**

Promotion of Public relations through CSR Image building capacity of CSR Interdependence between CSR and the stakeholder- Community people, shareholder and consumer relations The CSR provision in the Companies Act 2013

#### **REFERENCE BOOKS:**

1. Asha Kaul, Avani Desai Corporate Reputation Decoded : Building, Managing and Strategising for Corporate Excellence, Rawat Publication 2014
2. Joep Cornelissen Corporate Communication : A Guide to Theory and Practice, 4th ed, , Rawat Publication
- 3 Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger , Effective Crisis Communication: Moving From Crisis to Opportunity, 3rd Ed, Sage publication 2009
- 4 Prithi Nambiar, Media Construction of Environment and Sustainability in India, Sage , 2011
- 5 J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
6. W. Timothy Coombs , 2Applied Crisis Communication and Crisis Management : Cases and Exercises, Rawat Publication 2013
7. Seitel, P. Fraser. The Practice of Public Relations, 6th ed, Prentice Hall, New Jersey, 1995.
8. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

## **Paper 10/ Elective Course- 10 JMC /2/SC/10**

### **Photo Journalism**

#### **Unit I**

Photography in historical perspective-role- i. Basic concept of Photography-history and expedition. ii. Function and role of photography in Communication. iii. Importance of Photograph in journalism.

#### **Unit II**

Technical know- i. How of camera, lenses, films and accessories. ii. Technological changes-impact and changes in photo journalism.

#### **Unit III**

Role and responsibilities of photo journalist- i. Role and responsibilities of photo journalist. ii. Qualities of a good photojournalist.iii. Challenges faced by photojournalist.

#### **Unit IV**

Photo editing -i. selection of photograph ii. Cropping iii. Editing iv. caption writing

#### **Unit V**

Photo feature on topical issues, Practical assignment on Important Issues. ( portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

### **REFERENCE BOOKS:**

- i. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
- ii. Steve Heath: Multimedia and Communications Technology, Elsevier,2003
- iii. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography,2002
- iv. Michael Langford: Basic Photography, Focal Press, 2003
- v. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
- vi. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
- vii. Newnes: Basic Photography,2009
- viii. Hamlyn :The Hanlyn Basic Guide to Photography ,2003
- ix. Cyernshem G R :History of Photography ,2001
- x. Rothsteline :Photo Journalism ,20011
- xi. Milten Feinberg :Techniques of Photo Journalism,2010
- xii. Bergin :Photo Journalism Manual ,2003

## **Elective Course 11 JMC/2/OE/11**

### **WRITING FOR MEDIA**

#### **OBJECTIVE:**

This subject will give an understanding of mass media and of how to report and write media stories appropriate for publication in print, broadcast, online and for Tamil journalism. More generally, you will be able to write effectively in any professional environment.

#### **UNIT I**

Print Journalism: elements of writing, types of writing, style book: attribution, language, style and grammar; accuracy and precision issues; purposes, sources, styles, techniques. columns – development, criticism, reviews, feature writing, editorials, news analysis, backgrounding, morality in writing for print.

#### **UNIT II**

Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy-compiling radio news programmes; radio news formats- program formats- radio scripts writing intro to bytes – writing headlines, teasers and promos.

#### **UNIT III**

Writing for television: writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language; writing for television programmes – research, visualization and production script; basics of broadcast news writing; rewriting wire copy, script writing- types of scripts, headlines writing, teasers and promos.

#### **UNIT IV**

Characteristics of a digital story; the journalist as a digital or multimedia storyteller; writing for the web; online reporting and research; convergence and multimedia; procedures for creating a podcast; blog; video blog or vlog, flash journalism; social media as reporting tools.

#### **UNIT V**

Writing for regional press; style and format of popular news papers, tabloid journalism, magazines, status of investigative and development reporting in news media; reporting and writing skills for news papers and magazines; skills for writing complex issues and multiple source story.

#### **REFERENCE BOOKS:**

1. Anura Goonasekera and Paul Lee T.V. Without Borders AMIC, Singpour.
2. While T. Broadcast, News writing MacMillian New York.
3. Rivers Williams and work Alison Writing for the Media.
4. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication.
5. Journalism Online, Mike Ward, Focal Press.
6. Somalay - Tamil Idazhgal, University of Madras.
7. Pavendan - Karuppu Sigappu Idazhiyal, KayalKavin

**Elective Course 12 JMC /2/OE/12**

**ONLINE JOURNALISM**

**OBJECTIVE:**

The course intends to introduce the students to internet and online journalism. The course will also trace history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists.

**UNIT I**

Online Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution

**UNIT II**

Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism

**UNIT III**

Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts

**UNIT IV**

Web page development, inserting, linking; editing and publishing, On-line editions of newspapers- Content management and economics, Conducting online searches and research, Online searching techniques, Citing Internet sources, Archiving, Photo Essays.

**UNIT V**

Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, Create a weblog and update regularly. How to start an online magazine (basics).

**REFERENCE BOOKS:**

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
  2. The New Media Handbook – Andrew Dewdney and Peter Ride
  3. Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive
  4. Media, CDROM, and the Web.
  5. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk
  6. (Allyn&Bacon,2001)
  7. Introduction Digital Journalism: Emerging Media and the Changing Horizons of  
a. Journalism, Edited by Kevin Kawamoto(Rowman and Littlefield Publishers,2003)
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**Skill Course -1 JMC /2/Skill-01  
Radio**

**Unit I**

Development of Radio, Radio as a medium of communication public and private radio systems Characteristics of FM and Ham Radio

**Unit II**

All India Radio, AIR and its role as a medium of mass communication News Service Division, Radio news, Types of radio news bulletins and their structures Style and presentation of Radio news News reader – qualities and duties Radio newsroom – structure and function

**Unit III**

Radio Programme, Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news, FM Broadcasting, Emergences of Public & Private FM Format of FM programme Popularity and acceptance of FM

**Unit IV**

Radio Production, Phases of radio production Acoustic treatment of audio studio Concept of OB van production Types of tape recorders – Analog and Digital Digital Editing consoles, dubbing system. Mixing techniques Cues,

**Unit V**

commands and signals of studio Editor & Editing – dos and don'ts Software application of Radio editing, Radio in world, BBC radio model Community radio in Bangladesh.

**REFERENCE BOOKS:**

1. Chatterjee, P.C., Broadcasting in India, Sage, 1987
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
3. Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (June 30, 2007)
4. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
8. Hellard Robert -, Writing for Television and Radio, Sage 2000
9. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010