

SEMESTER- I

I-BASICS OF NEWS REPORTING

Gathering The News: Reporting & Reporters - Training & Qualifications; Reporting for Newspapers - Reporting the expected & unexpected; Reporting skills- Nose for News, Observation (listening & seeing) ; Taking notes, finding, checking, verifying, analysing & interpreting information; Interviewing; Asking questions; Types of interviews; Interviewing techniques.

Types Of Reporting: Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

Extracting Stories from outside sources: Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc.

Writing For Magazines: News Angles, Suspended Interest, Stories, Writing feature, Articles, Editorials, Middle, Profiles Letters to The Editor, Book Reviews, Film Review, Sports Reviews.

Writing The Story: Single - Incident Story; Attribution - Identification; Time and Timeliness, The Stylebook, Coming events, Stories with many names, Localising, Tying the story together in Depth reporting, Writing Hard News, Action & Fire Stories, Accidents, Obituaries & Tribute

SUGGESTED READINGS

1. News Writing - George Hough, Kanishka Publishers, New Delhi
2. The Professional Journalism - M. V. Kamath
3. The Journalist 's Handbook - M.V. Kamath
4. Reporting & Communication Skill-V.S. Gupta
5. Reporting- B.N.Ahuja

II-WRITING FOR PRINT MEDIA

Essentials of Good Writing : Art of Writing , Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment, Basic principles of writing for print, Elements and Importance of News writing, Steps & elements of writing : editorial, features & review

Skills For Writing News: The basic formula - The Inverted Pyramid, Writing the Lead, Kinds of Leads, The summary Lead, Thinking through the Lead, Organising the facts, Time elements, Variations on the summary Lead, Datelines, Credit Lines, Bylines, Checklist for the standard of the news story.

III-WRITING FOR ELECTRONIC MEDIA

Basic principles of writing for electronic media: Radio & TV; Elements and Importance of News writing for Radio & TV, Steps & elements of writing for Radio & TV: editorial, features & review

Concept & Definition of Translation, Nature & Norms of Translation, Types of Translation :Word to Word Translation, Literal Translation, Summarised Translation, The need and importance of Translation in Journalism.

SUGGESTED READINGS:

1. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
3. Wren & Martin High School English Grammar & Composition, S.Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George.A.Hough News Writing , Kanishka
6. Robert Mc. Lesh Radio Production , Focal Press
7. Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur
8. Jitendra Gupt and Priyadarshan Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
9. Dr. Laxmikant Pandey Translation, Objects and Methods

IV-COMMUNICATION THEORY

HISTORICAL DEVELOPMENT OF THEORY : Origin of mass communication theories, Paradigm shifts in Mass communication theories

NORMATIVE THEORIES: Authoritarian media theory, Soviet-communist media theory, Libertarian or free press media theory, Social responsibility media theory, Democratic participant media theory, Development media theory

SOURCE THEORIES: Agenda setting, Gate-keeping

MESSAGE THEORIES: Diffusion of Innovations, Propaganda theory, Framing Analysis, Priming Discourse Analysis, Social Construction, Two step flow of information

AUDIENCE THEORIES : Uses and gratifications, Social categories theory, Cultivation Analysis, Social Learning theory, Reception, Spiral of Silence, Hypodermic/Stimulus-Response/Magic Bullet Diffusion of Innovations, Two step flow, Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues, Catharsis, Active theory of Television Viewing, The Third- Person Effect

V-INTRODUCTION TO NEW MEDIA

Internet as a medium of communication: history and evolution of internet; Characteristics of new media; New Media aesthetics : Content, Design, Colours and Fonts, Templates, Navigation Bars, Hyperlinks.

Blogs: Blogosphere; Vlog, Podcast, Search Engines, Social Media, Prominent examples of social media: Face book, Twitter, Whatsapp, Google+, Wikipedia, LinkedIn, Reddit, Pinterest

Online reporting: Language and style of Online Journalism, know the audience, think first – and think different, tailor news gathering, write lively and tight, explain, never bury the lead, don't pile on, short but sweet, break it up, do not fear the link; Tools for Newsgathering, News determinants in Cyber space, Do's and do not's of online reporting.

Online editing : Editing Requirements- Content, Conciseness, Clarity, Layout, Style; Online Headlines- Characteristics, How to write headline, Do's and don'ts of news headline; Website Design- Purpose, Communication, Typefaces, Colours, Images, Navigation, Grid based layouts, "F" Pattern design, Load time, Mobile friendly,

Ethics in New Media: Obscenity, Privacy, Copyright, Libel, Cyber Laws.

Introduction to Technical Writing : Definition, Types; objectives in technical writing, guidelines for effective technical writing, Process of technical writing- Pre Writing, Writing, Re-Writing.

Books For reference

1. Arvind Kumar, ' Digital Media & Weblog Journalism', Anmol Publications Pvt. Ltd. New Delhi.
2. Cecilia Friend and Jane B. Singer, Online Journalism Ethics; Traditions and Transitions, PHI Learning Pvt. Ltd, New Delhi.
3. Leah A. Lievrouw and Sonia Livingstone (Editors) , Handbook of New Media, Social Shaping and Social Consequences of ICTs, Sage Publications, New Delhi.
4. Sunil Saxena, Web Journalism 2.0, Tata McGraw-Hill, New Delhi.