



Goa University

P.O. Goa University, Taleigao Plateau, Goa 403 206, India

Syllabus of B.A. (Journalism) Programme

- **Nomenclature of the Course:** B.A in Journalism
- **Purpose**
The purpose of the B.A. Journalism course is to create professionals with high quality competence and fill in the void of a much needed Journalism degree course in the state.
- **Prerequisites**
10+2 from any recognized Board of Higher Secondary School
- **Duration of Programme and Semesters:**
The course is organized as a three years programme spread over six semesters
 - a) Seven Courses for 1st semester, which include one Major related to Journalism.
 - b) Seven Courses for 2nd semester, which include one Major related to Journalism
 - c) Seven Courses for 3rd semester, which include one Major and allied course related to Journalism
 - d) Seven Courses for 4th semester, which include one Major and allied course related to Journalism
 - e) Six Courses for 5th semester with all papers related to Journalism.
 - f) Seven Courses for 6th semester with all papers related to Journalism which also include a research project mentioned below.
- **Project:** Produce a 40 Pages News Magazine.
- **Field work**
 - a) Reporting assignments in and outside Campus
 - b) Produce In-house Newsletter
 - c) Internship with media organizations (Print, Electronic and Online Media houses)

B.A (Journalism) List of Courses

In the following tables, **L** refers to lectures, **T** to tutorials and **P** to practicals. Description of a course appears on the page number listed in the tables.

Compulsory Courses

Course Number and Name	L-T-P (hours/ week)		
Semester I			
JOUR I: Introduction to Journalism	4-0-2		
Semester II			
JOUR II : Journalism in India	4-0-2		
Semester: III			
JOUR III: Reporting and Feature Writing	4-0-2		
Paper: Allied to Major: Global Media	4-0-2		
Semester: IV			
JOUR IV: Editing	3-0-3		
Allied to Major: Art Appreciation	4-0-2		
Semester: V			
JOUR V: History of the Press	5-0-0		
JOUR VI: Press Laws & Ethics	5-0-0		
JOUR VII: Magazine & Niche Journalism-I	5-0-0		
JOUR VIII: Production	3-0-3		
JOUR IX: Broadcast Journalism- I	3-0-3		
JOUR X: Writing for the New Age- I	3-0-3		
Semester: VI			
JOUR XI: Photojournalism	3-0-3		
JOUR XII: News Media Management	5-0-0		
JOUR XIII: Broadcast Journalism-II	3-0-3		
JOUR XIV: Magazine & Niche Journalism-II	5-0-0		
JOUR XV: Indian Regional Journalism	5-0-0		
JOUR XVI: Writing for the New Age- II	3-0-3		
Dissertation:			
JOUR XVII: Project (Produce a Newsmagazine)	2-0-0		

Syllabus of the B.A Journalism Curriculum

In the Breakup of Marks, **SEE** refers to Semester End Examination, **P** to practicals and **ISA** to Internal Semester Assessment.

SEMESTER I:

JOUR I: Introduction to journalism (SEE -60, P-25, ISA-15Marks)

1. Understanding News:
 - a. Definition of News
 - a. Hard news and soft news
 - b. Connecting facts, interests and the audience
 - c. News, features, news-features, editorials and opinions

- b) Gathering News:
 - a. Sources
 - b. Preparing for the interview
 - c. Interviewing

- c) Organizing thinking:
 - a. Finding focus
 - b. Thinking- basis for effective writing
 - c. Outlines
 - d. Clustering

- d) Writing the News story:
 - a. The inverted pyramid form and other forms
 - b. Continuity
 - c. Sources, attribution and quotes
 - d. Checklist for writing a good news story.

- b) The feature sotry;
 - a. What is a feature?
 - b. The news-feature
 - c. The short feature
 - d. Personality profile
 - e. Lifestyle features

- c) Reporting meetings, speeches and special events;
 - a. Covering meetings
 - b. The speech story
 - c. Special events:Rallies and demonstrations, public hearings, awards and installations.

- d) Covering entertainment and sports;
 - a. Writing the advance story: entertainment and sports
 - b. Writing the entertainment review

- c. Writing the sports story
 - d. Types of stories
- e) Covering crime:
- a. The arrest process
 - b. Trial coverage
 - c. Court reporting
 - d. Writing the trial story
- f) Inside the newsroom;
- a. Who does what in the newsroom?
 - b. The bureaus, the copydesk
 - c. The editors
- g) Newspaper design and layout:
- a. Elements of design
 - b. Principles of good design
 - c. Information packaging
 - d. Grids and columns; margins and space
 - e. Special considerations for using colour
- h) Preparing for a career in Media:
- a. Getting a job
 - b. Diversity on the job
 - c. Opportunities for professional growth.

Practicals;

1. Bringing a copy of the local newspaper to class, and identifying the types of stories, an editorial and an opinion piece. Proposing a straight news story, that may be written for the campus newspaper.
2. Reporting on a story idea that a student has proposed and creating an outline using clustering. Covering a campus news event and creating an outline using clustering.
3. Selecting a news of 10 or more paragraphs. Explaining how the writer maintains continuity and point out the transitional devices. Write a 500 word news story about one event the student participated in, during the last six months. It should be written in the third person. The inverted pyramid or a modified inverted pyramid form should be followed.
4. The original story should be photocopied and cut into single paragraphs. Students may be asked to reassemble the story according to how they thinks it appeared in the newspaper. They are required to list the facts from the most important to the least important.

5. Clipping three different types of feature stories from newspaper and writing a 600 word analysis of how the student succeeded or failed in his\her objectives.
6. Selecting someone on the campus or in the neighbourhood for a personal profile. Students are required to research as much material as they can and interview the individual selected.
7. Clipping three speech stories from newspapers. Analyzing how each student succeeded or failed in capturing the news value, how each is organized and whether the writers made good use of quotes.
8. Selecting three newspapers and critiquing them for general content, writing style, make-up, graphics, the editorial page and local, state, national and foreign coverage.

N.B: a) Students have to maintain a journal

- b) Students have to undergo 15 days on the job training and submit the report along with the appraisal from the supervisor.

Books for study & Reference:

- 1) Stein, M.L. & Paterno, Susan F. (2003): The Newswriters' Handbook. An introduction to journalism, Delhi, Surjeet Publication, First Indian Reprint.
- 2) Rolnicki, T.E.Tate, C.D. & Taylor, S. (2003); Scholastic Journalism, Delhi Surjeet Publication, 10TH edition, 1st Indian Reprint.
- 3) Ahmad, Shahzad (2005); Art of Modern Journalism, New Delhi, Anmol Publication Ltd.

Semester – II

JOUR II: Journalism in India (SEE -60, P-25, ISA-15Marks)

1. Journalism and its origins
2. The pioneers of Indian journalism
3. Raja Ram Mohan Roy—the founder of the Indian press
4. Battle for Social reform—pre-independence
5. Rudyard Kipling, the journalis
6. Awakening of Nationalisism: Surendranath Bannerjee and Bipin Chandra Pal
7. Lokmany Tilak and G.G.Agarkar: Kesari and Mahratta
8. The Gandhian Revolution
9. Confrontaion with government
10. press in free India
11. The Centenarians;
 - a) The Times of India
 - b) Amrit Bazar Patrika
 - c) The Statesman
 - d) The Hindu
 - e) The Tribune
12. The Giants:
 - a) D.G. Horniman
 - b) Arthur Moore
 - c) S.Sadanad
 - d) Frank Moraes
 - e) K.Rama Rao
13. Journalism in pre-liberation Goa
14. Post liberation journalism in Goa
15. Indian journalism: today and tomorrow

Practicals:

The practicals will involve library and internet search, group discussions and presentations on 14 topics given above with special reference to the aspects and details which have not been discussed during lecture sessions:

- N.B; a) Students have to maintain a journal
b) Students have to undergo 15 days on the job training and submit the report along with appraisal from the supervisor.

Books for study & Reference:

1. Parthasarthy, R (2005): Journalism in India- From the earliest times to the present day, New Delhi, Sterling Publishers Pvt. Ltd., Reprint of 4th revised edition.
2. Rajan, Nalini (2005): Practicing Journalism- Values, Constraints, Implications, New Delhi, Sage Publications.

3. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, 4th edition.

SEMESTER III:

JOUR III – Reporting & Feature Writing (SEE-60, P-25, ISA-15Marks)

1) Writing tools: (9 periods)

- a) Grammar & Usage: Nouns, pronouns, adjectives, adverbs.
- b) Language & Meaning: Difference between spoken and written language.
- c) Types of sentences: Simple, complex, compound, periodic, balanced.
- d) Structure: Beginning, development, focus, conclusion.

2) Advanced writing skills: (9 periods)

- a) Identifying your audience: Socio-economic background, community, age, their expectation from your writing (information, credibility, trust).
- b) Qualities of good writing: Clarity, brevity, sincerity, flow, readability, style.
- c) News values: immediacy, proximity, prominence, magnitude, relevance, linkage, human interest.
- d) Developing your own style: The anecdotal introduction, a quote lead, use of colloquial inputs (Hinglish, regional flavours).

3) Writing for media: (9 periods)

- a) Informal and formal language in media: news report versus the feature and article.
- b) Investigative reporting:
 - Its roots in the penny press and muck rakers
 - Distinction between yellow journalism and investigative reporting
 - Tools and techniques of investigation
 - Case studies:
 - Watergate
 - Bofors
 - Stock Market Scam
 - Tehelka
 - Fodder Scam
 - Stamp Paper Scam etc.
- d) Writing according to the medium's style-sheet: word count, style, credibility of sources.

4) Voices: (9 periods)

- a) Editorials: content, length.
- b) Letters to the Editor: treatment, attribution, corrigendum.
- c) Columns and reviews: genres – political, business, lifestyle; selecting a columnist – freelance writers and writers' franchise, credibility, copyright.
- d) Interviews: Q&A, converting an interview into a feature.

5) From data to copy: (9 periods)

- a) Sources of information: contacts, research, PR inputs, agency copy.
- b) Achieving credibility: verifying facts, attributing quotes.

- c) Structuring: maintaining and elaborating the peg of the story.
- d) Working under pressure: meeting the deadline, breaking copy.

Practicals:

1. Students are required to identify the different types of stories, editorials and columns in local/national newspapers
 2. Analyse and compare the content, facts, peg, the coverage of the lead/breaking story of the day in two local newspapers
 3. Write a news story, a feature and an article for the campus magazine
 4. Report college functions/events in either news report or feature styles
 5. Conduct an interview with a prominent personality on or off campus
- N.B.:** Students have to maintain a journal

Books for study & Reference:

1. Wright, Chrissic, Handbook of Practical Communication Skills, Jaico Publishing House.
2. Krishnaswamy, N. and Sriraman T. Creative English for Communication Macmillan India Ltd.
3. Palmer, Richard. Write in Style, a guide to good English. London and New York, Routledge Study Guides.
4. Ur, Penny, Grammar Practice Activities, A practical guide to teachers. Cambridge University of Press.
5. Mencher, Melvin, News Reporting and Writing (1997). 7th Edition, Columbia University
6. Ed.Burgh, Hugode, Investigative Journalism (2000), Routledge
7. Spark, David, Investigative Reporting (1999), Focal Press
8. Mc Combs, Maxwell:Shaw, Donald Lewis & Grey, David. Handbook of Reporting Methods, 1976.
9. Strentz, Herbert, News Reporters and News Sources- Accomplices in Shaping and Misshaping the News. Prentice Hall. 1992.
10. Rich, Carole. Writing and Reporting News: A Coaching Method. Wadsworth 2000.
11. Parthasarathy, Rangaswami. Here is the News! Reporting for the Media. Sterling, 1994.
12. Basu, Arindam & Dhar, Sujoy. The Reporter: A Handbook for every journalist. Alchemy, 2005.
13. Harriss, Julian: Leiter, B. Kelly & Johnson.Stanley. The Complete Reporter. MacMillan, 1985.
14. Kamath. M.V. A Reporter at Large, Mumbai Bhavan's Book University, 2002.

Allied to Major: Global Media: (SEE -60, P-25, ISA-15Marks)

Unit-1 Introduction to Global Media (6 Lectures)
 Agents of global journalism- International News Agencies- Reuter, AFP, AP, UPI.
 Introduction to main international newspapers- NY Times, Wall Street Journal,
 The Statesman, Russia Today, Aljazeera.

Major international television channels: BBC, CNN, FOX, NHK, CBC

Unit-2 Media Scenario (7 Lectures)

Introduction to major global media companies- NEWS CORP, DISNEY, AOL-TIME WARNER, VIACOM, BERTELSMAN.

Present media scenario in Asia

Special reference to SAARC Countries

Concept of Media Imperialism- News Imbalance

Unit-3 Media Reports (7 Lectures)

New world communication order

Mac Bride Commission report

International flow of communication

Politics of representation of the 'third world' in international press

Cross Culture Communication- Problems among nations

Unit- 4 Media and Market Forces (7 Lectures)

Misinformation and Information War

Role of media in promoting humanity and peace

Reporting International politics- International Conflicts, Disasters, poverty

Market forces and media

Transnational media ownership.

Unit-5 Global Technology (7 Lectures)

Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH),

Internet Protocol TV (IPTV)

Global Internet Service- Journalism in 'real time',

Democratizing communication vertical to horizontal communication

Internet journalism.

Practicals (12 lectures)

1. Case Study of International issues as reported by International News Agencies
2. Group discussions on News Imbalance, media imperialism, etc
3. Presentations on Global media companies-case study.
4. Analyse the content and the coverage of international news in worlds leading news channels and newspapers.

Books for study and reference:

1. Shahzad Ahmad, Art of Modern Journalism, Anmol Publications, Pvt. Ltd. 2005
2. Tony Silvia, Global News: Perspective on the information age, Surjeet publication, 2006.
3. Scott Collins, ' Crazy like a FOX Crazy like a fox; the inside story of how Fox News beat CNN', the University of Michigan, 2004.
4. V.S.Gupta, ' international Communication; Contemporary issues and trends in global information revolution', Concept Publishing Company, 2005..
5. World Communication and information Report- UNESCO publications, 1999-2000
6. Hall, Stuart; On-line Journalism, Pluto Press, 2001.

SEMESTER IV

JOUR IV: Editing

(SEE -40, P-50, ISA-10Marks)

1) The work floor (10 periods)

- a) The News-desk: the team, functions, roles, responsibilities.
- b) The morning meeting: daily reviews, assigning stories, pages, special supplements.
- c) Work environment: Media house's policies and views.

2) Editing (10 periods)

- a) Checking spelling and grammar.
- b) Rewriting leads, mofussil and agency copies; adding background, maintaining sequence and flow.
- c) Headlines (types, appeal), sub heads, information boxes.
- d) Condensing copy, fitting to page.

3) Computer Applications (15 periods)

- a) Word
- b) QuarkXpress
- c) Corel Draw, Pagemaker
- d) Using the internet for information and verification

4) The visual look of the newspaper (10 periods)

- a) Style sheets: fonts, size, layout, white space, design
- b) Presentation: boxes, screens, horizontal and vertical layouts
- c) Photo captions

Practicals:

1. Rewrite own and local newspaper reports, articles, features regularly
2. Design and layout news reports, articles and features using Page Maker
3. Produce an in-house newsletter

Internship:

- Students have to intern for a minimum period of 15 days during their Christmas break, at a media house in Goa.

- At the end of the internship the students will produce for assessment, their performance evaluation letter (designed by the college) filled out and signed by the editor of the media house s/he worked at, as well as a muster of the work they produced.

Books for study & Reference:

1. Arnold, George T., Media Writer's Handbook: A Guide to Common Writing and Editing problems. McGrawHill, 2003.
2. Westley, Bruce. News Editing, Houghton Mifflin Co., The Riverside Press Cambridge, US.
3. Ravindraa. R.K., Handbook of Reporting and Editing. Anmol publications, 2002.

4. Gibson, Martin. Editing in the Electron Era, Iowa State University press, 1984.
5. Rivers, William L., The Mass Media: Reporting, Writing, Editing. Harper & Row.
- Rao, L.R.Madhav: New Assignment in Journalism, New Delhi, Sumit Enterprises.
6. Sharma, R.K., Journalism as a profession in India. Mumbai. Media promoters & publishers Pvt. Ltd.
7. Shrivastava, K.M. News Reporting and Editing (1987). Sterling Publications
8. Banerji, Sourin. News Editing in Theory and Practice (1992)
9. Felsch. The Art of Readable Writing
10. Evans. D.R., Newspaper Layout and Design (1984). State University Press
11. Bowles and Borden. Creative Editing. 3rd Edition. Wadsworth
12. Quinn, Stephen. Digital Subediting and Design.

Allied to Major: Art Appreciation **(SEE -60, P-20, ISA-20Marks)**

1. Introduction: The nature of art, Awareness, creativity, and communication.
2. The Language of Visual Experience: Visual elements, principles of design, evaluating art.
3. The Media of Art: Drawing, painting, printmaking, Camera arts and digital imaging, Graphic design and illustrations sculpture clay, glass, metal, wood, fiber, Architecture and environmental design.
4. Standards for judging art: Critical Thinking, Artistic Awareness
5. Write critiques and discuss oral critiques about works of artists- Leonardo Da Vinci, Vincent Van Gogh, Rabindranath Tagore, M.F.Hussain. (Communications, Thinking, Ethical Behaviour, Information processing Artistic Awareness)
6. Art as Cultural Heritage: From the earliest art to the Bronze age, The Classical and Medieval West, Renaissance and Baroque Europe, Traditional arts of Asia, The Islamic world Africa, Oceania, and the Americas.
7. The Modern World: Late Eighteenth and Nineteenth Centuries, Early Twentieth Century, Between World Wars, Postwar Modern Movements in the West Modern Art beyond the West. The postmodern World: Post modernity and Global Art.

Practicals:

- Museum Visit: You are required to visit one art museum this semester during your own time and write a three page essay about your experience.
- Thinking of the visual arts as a means of communication, create a work of art that makes a statement. It can be done in any medium you like. See what materials you might already have on hand (i.e. crayons, markers, fabric scraps, paints or any interesting objects that would serve your purpose.) it can be composed completely of collaged images or found objects so that you do not need to be able to draw. The work can make a political or social statement or it can be of a more personal nature, but you need to be able to verbalize the basic premise of the piece. The purpose of this project is to experience some of the processes of creating a work of art.

Books for reference and study:

1. Cromer, J. (1990). History, theory, and practice of art criticism in art education.
2. Feldman, E.B. (1981). An aesthetics for art education.
3. Langford, E.L (1992). Aesthetics: Issues and inquiry. Reston, VA: National Art Education Association.
4. Lee, S. (1993). Professional criticism in the secondary classroom.
5. Linderman, M. (1992). How we understand art.
6. Smith, A. (1995) Getting into art history.
7. Sporre, D. (1991). Reality through the art Englewood Cliffs, NJ:Prentice Hall.
8. Zelanski, P. & Fisher, M.P.(1991). The art of Seeing. Englewood Cliffs, NJ: Prentice Hall.

SEMESTER V:

JOUR V: History of the Press (SEE-80, ISA-20Marks)

- a) From Guttenberg to wireless technology
- b) Theories:
 - Authoritarian
 - Libertarian
 - Social Responsibility
 - Communist/Ideological
 - Democratization
 - Public Opinion
 - Agenda Setting
 - Hot and Cold Medium
 - Uses and Gratification
 - Low Culture-High Culture
 - Two Step flow
- c) The commercialization of the press
- d) Media and Culture:
 - Factors of cultural change - Technology, Urbanism, Globalisation
 - Positive-Negative relationship of media and culture
 - Distortions of culture
 - Popular culture.

Books for study & Reference:

1. Rajan, Nalini, Practising Journalism-Values, Constraints, Implications. Sage publications, New Delhi, 2005.
2. Buddenbaum, Judith M., Reporting News about Religion: An Introduction for Journalists, Surjeet Publications, New Delhi. 1st Edition Reprint. 2004.
3. Cropp, Fritz; Frisby, Cynthia M. and Mills Dean. Journalism Across Cultures, Surjeet Publications, New Delhi. 1st Indian Reprint 2004.
4. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, 4th edition.

JOUR VI: Press Laws & Ethics (SEE -80, ISA-20Marks)

- a) The Press as the fourth estate
- b) Press Council of India: Its structure, history, functions, powers and dual role of ensuring freedom of the press, and regulating it.
- c) Laws and Acts related to the freedom of the press:
 - 19 (1) a 'reasonable restrictions' and 19 (2) and other constraints
 - Defamation
 - Public Order
 - Contempt of Court
 - Contempt of Parliament

- Sedition
 - Obscenity
 - Indecent Representation of Women Act
 - Right to Information
 - Official Secrets Act
 - Indian Evidence Act
 - Confidentiality of sources
 - Copyright
- d) Gate-keeping mechanisms:
- Balanced reporting
 - Advertiser influence
 - Objectivity
 - Ownership
 - Conflict of Interest
 - Fakery and fabricating news
 - Deception
 - Misrepresentation
 - Using shock value in visuals and language
 - Seduction – Freebies, perks, travel and stay accommodation.
- e) Ethics of investigative journalism:
- Checkbook journalism
 - Confidentiality of sources
 - Issues of consent, using “off the record” material
 - Repercussions of the story on sources’ lives and on the publication itself.

Books for study & Reference:

1. Chaturvedi, Dr. D.G., The Ethics of Reporting the News, ABD Publishers, Jaipur. 1st published 2004.
2. Hamilton, James T., All the news that’s fit to sell- How the market transforms information into news, New Age International Publishers, Princeton University press, New Jersey.
3. Jenses, Carl, The News that didn’t make the news and why
4. Woodward, Bob, The Watergate Story.
5. Alfred Lawrence Lorenz, John Vivian, News reporting & writing, Dorling Kinderslay

JOUR VII: Magazine & Niche Journalism – I (SEE -80, ISA-20Marks)

1) Magazines:

- Types: news, special interest, general, lifestyle
- History: development of the magazine, success internationally and in India, magazine boom in India and the glorious years of the news magazine.
- Formats and their difference from other media, magazine formats within a genre and unique features that are developed.

2) Writing and editing for a niche magazine audience, with special focus on:

a) Sports:

- Media vehicles devoted to the niche
 - Dominant sports and their background
 - Pre-contest coverage
 - Complete game story – preparation, watching the game, important aspects to cover, using significant statistics
 - Columns - speculation, post-contest analysis, personal reflections
 - Comparing coverage in different media
- b) Health
- Areas usually covered
 - Different media vehicles
- c) Entertainment and lifestyle
- Examining different kinds of magazines in this wide category
 - Importance of style and kinds of matter that makes stories
- d) Travel
- Magazines in this category
 - Types of stories

(Each of the above mentioned niche areas, should explore not only the print media programmes but also important broadcast and internet components).

Books for study & Reference:

1. Riordan, Daniel G.,: Parley, Steven E., Technical Report Writing Today (Indian adaptation, 8th edition) Biztantra, New Delhi, 1st Reprint 2005
2. Mahapatra, Rabindra K., Panda, Krishna C., Information Science and Journalism- A Symbiosis, Rajwat Publications, New Delhi. 2004.
3. Davis, Anthony, Magazine Journalism Today, (1998), Heinemann
4. Anderson, Douglas, Contemporary Sports Reporting, (1985), Nelson-Hall.

JOUR VIII: Production (SEE -40, P-50- ISA-10Marks)

- a) Typography and Design: Principles of layout –
- Balancing grey matter and white space
 - Understanding fonts
 - Balancing visuals and/or ads and editorial content.
- b) Planning the page:
- Deciding weightage of story
 - Positioning for optimum effectiveness
 - Balance in editorial content
 - Preserving the format.
- c) Selecting visuals:
- Image energy
 - Lines of force
 - Impact + information
 - Ethical considerations when selecting visuals for crime/death/grief stories

- Cropping pictures
 - Formulating effective graphics
- d) Editing on the computer using:
- Adobe InDesign
 - Photoshop
 - Illustrator

Books for Study & Reference:

- 1) Westley, Bruce, News Editing, Houghton Mifflin Co., The Riverside Press, Cambridge, US.
- 2). Ravindran, R.K., Handbook of Reporting and Editing, Anmol Publications, 2002.
- 3). Gibson, Martin, Editing in the Electronic Era, Iowa State University Press, 1984.
- 4). Rivers, William L., The Mass Media: Reporting, Writing, Editing, Harper & Row.Rao, L.R. Madhav: New Assignment in Journalism, New Delhi, Sumit Enterprises.
- 5). Baird, Click, Magazine and Production, 4th edition

JOUR IX: Broadcast journalism – I

(SEE -40, P-50- ISA-10Marks)

a) Radio:

- Development of radio journalism; BBC as case study
- Radio boom to current decline
- Current developments with FM and independent radio channels
- The underdevelopment of radio with the coming of TV
- The potential of radio as a broadcast medium – internationally and nationally, examining radio audiences in the region (AIR's reach and popularity) and in the nation
- Radio news formats – the spot, the report feature, documentary, docudrama, talk show, interview
- Writing news for radio
- Skills of speaking over the Radio as Reporter, Presenter, Interviewing, Narrating, Conversation; Outside broadcasts and Radio Conferencing
- Principles of sound and production techniques in radio journalism

Books for study & Reference:

1. Beaman, Jim; Interviewing for Radio; (2000) Routledge
2. Chattelji, P.C; Broadcasting in India; (1987); Sage
3. Ahuja; Audiovisual Journalism; (1988); Suljeet
4. Hilliard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth

JOUR X: Writing for the New Age – I

(SEE -40, P-50- ISA-10Marks)

a) Internet journalism:

- Reporting and editing for the net
- Difference between newspaper writing and writing for the net
- Brevity and providing appropriate links
- Special interest writing on the net
- Developing your own website
- Target audience
- Content and services developing
- Internet design
- Issues of authenticity, propaganda and regressive communication on the net, lack/failure of regulatory laws
- Access to primary documents of government and international agencies, global platform for activist groups

Books for study & Reference:

1. Artwick, Clauddete G.. Reporting and Producing for Digital Media Surjeet Publications. 1st Indian Reprint, 2005.
2. James Glen Stovall, Writing for the Mass Media, Sixth Edition, published by Dorling Kindersley (India)
3. Martin Huckerby, The Net for Journalists, UNESCO, 2005

SEMESTER VI

JOUR XI: Photojournalism (SEE -40, P-50- ISA-10Marks)

a) Camera:

- Classification of cameras and their relative comparison
- Mechanism of aperture, shutter, camera body view finds, transport, lenses (fixed focal length versus zoom lenses, common lens filters)
- Camera operation, exposure light tables

b) Basic photography:

- Loading and shooting
- Composition, exposure, light sensitivity, depth of field
- Portraiture – landscapes, product, photo feature
- Effect of aperture
- Effect of shutter speed
- Using flash light
- Use of camera accessories
- Colour and light basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
- Light and lighting outdoor, night, indoor lighting, indoor portraiture
- Care and maintenance of camera equipment

- c) Movements in art and photography: Dadaism, surrealism, post-modernism
- d) Photo stories – Getting the exclusive/special photo, celebrity coverage, details to add to photo captions, photographing sensitive issues (communal issues, crime involving minors)

Books for study & Reference:

1. Mitchell Beazley- The Art of Colour Photography- Octopus Publishing Group Ltd.
2. John Hedgecoe- John Hedgecoe's Creative Photography Collins Brown
3. M. Meazely – John Hedgecoe's Workbook of Darkroom Techniques, Red International Books Ltd.
4. Steve Bavister- Digital Photography- Collin's & Brown Ltd. 2000
5. John Hedgecoe- John Hedgecoe's Basic Photography Collin's on Brown Ltd. 2000.

JOUR XII: News Media Management

(SEE -80, ISA-20Marks)

- a) News media as business enterprise
 - Types of ownership
 - Proprietary concerns
- b) Resource and supply chain
 - Newsprint
 - Technology
 - Production process
 - Managing Resources
 - Advertising revenue – building and maintenance
 - Circulation revenue
 - Ways to cut cost and boost revenue
- c) Marketing techniques: Brand building, Public Relations
 - Newspaper's relation to its community
 - Understanding the target audience
 - Building goodwill
 - Promoting the newspaper's/site's services
 - Sales promotional activities
 - Role of research and readership surveys
- d) Newspaper management and challenges of liberalisation:
 - FDI
 - Foreign media entry
- e) Legal aspects of launching a publication/site/channel:
 - Press and registration of books act
 - Relevant aspects of company law
- f) Case studies of successful news media – their proprietors, organizational structure, factors for success.

Books for study & Reference:

1. Westley, Bruce, News Editing, Houghton Mifflin Co., The Riverside Press, Cambridge, US.
2. Ravindran, R.K., Handbook of Reporting and Editing, Anmol Publications, 2002.

3. Gibson, Martin, Editing in the Electronic Era, Iowa State University Press, 1984.
4. Rivers, William L., The Mass Media: Reporting, Writing, Editing, Harper & Row.
- Rao, L.R.Madhav: New Assignment in Journalism, New Delhi, Sumit Enterprises.
5. Baird, Click, Magazines and Production, 4th edition.

JOUR XIII: Broadcast Journalism – II
(SEE -40, P-50- ISA-10Marks)

a) Television:

- History of the development of TV journalism – internationally and in India
- DD and the satellite revolution
- Prasar Bharati and broadcast regulations
- The proposed convergence bill
- TV journalism – local, regional, national and international, exploring the potential of the local cable news network, studying CNN as case study
- TV news in the regional languages – reach, popularity, special coverage
- TV journalism formats, evolution and popularity of new forms on TV – the long feature or documentary, the panel discussion and its functions, the news talk show
- Scripting news for TV
- Principles of video camera use
- Skills of anchoring or presenting – voicing and delivery, on camera delivery
- Videotape editing
- Examining broadcast journalism and allegations of ‘dumbing down’ of news as a whole, impact on print journalism
- Understanding the power of the image and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories

Books for study & Reference:

1. MacGregor, Brent; Live, Direct and Biased: Making TV News in the Satellite Age; (1997); Arnold
2. Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
3. Beaman, Jim; Interviewing for Radio; (2000); Routledge
4. Chattelji, P.C; Broadcasting in India; (1987);Sage
5. Herbert, John; Journalism in the Digital Age; (2000); Focal Press
6. Brittner and Brittner, Radio Journalism; (1997) Prentice-Hall
7. Ahuja; Audiovisual Journalism; (1988) Suljeet
8. Hilliard; Writing for TV, Radio and News Media; 7th edition; Wadsworth.

JOUR XIV: Magazine & Niche Journalism – II
(SEE -80, ISA-20Marks)

- a) Developmental Journalism
 - Civic journalism, public journalism
 - Alternative media and people's issues
- b) Environment
 - How print and broadcast media deal with the issue
 - How environment is covered in mainstream press
 - The need for specialized reporting on the area
- c) Cultural Journalism
 - Introduction to the developments and current trends in:
 - Visual Arts
 - Dance
 - Drama
 - Music

And how to review an event or an exhibition of works in these fields
- d) Women's magazines
 - The difference between 'serious' and other women's magazines
 - Manushi-case study
 - What mainstream 'women' magazines cover and their projection of women
- e) Business and financial journalism:
 - Basic knowledge of the finance system in India; gathering, distribution and allocation of revenue vis-à-vis the Central and State governments; Finance and Planning Commission
 - Central and state budget making exercise, how to read a budget, concept of zero budget, importance of Public Accounts Committees
 - Introduction to tax laws, FERA, Industrial Relations Acts, Companies Act
 - Sources of news of business, finance and industry - governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money markets
 - Analysis of decisions, company reports and statements, AGMs
 - Satellite network and new trends in business reporting – business journalism, servant or watchdog, concept of social audit
 - Introduction to major industries – electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agriculture, their role in the economy
 - Covering stock markets, commodity markets, company meetings, industrial development, industrial production, exports, imports, financial companies, foreign capital investment, investigating the innumerable tie-up agreements with foreign countries, poor infrastructure development, bureaucracy and business tie-ups.

(Each of the above mentioned niche areas, should explore not only the print media programmes but also important broadcast and internet components).

Books for study & Reference:

1. Fink, Conrad C., Bottom Line Writing: Reporting the Sense of Dollars, Surjeet publications, New Delhi. Reprint 2005
2. Riordan, Daniel G.; Parley, Steven E., Technical Report Writing Today (Indian Adaptation, 8th Edition), Biztantra, New Delhi, 1st Reprint 2005
3. Mahapatra, Rabindra K.; Panda, Krishan C., Information Science and Journalism- A Symbiosis, Rajwat Publications, New Delhi. 2004

4. Artwick, Clauddete G., Reporting and Producing for Digital Media, Surjeet Publications, 1st Indian Reprint, 2005.

**JOUR XV: Indian Regional Journalism
(SEE -80, ISA-20Marks)**

- a) Overview of Indian journalism today – across media, across languages; readership surveys
- b) Examine the schism between English and Regional languages press as well as the sharing of inputs, personnel and sensibilities with the English media.
- c) Development of the regional language press as a force in the politics and culture of the Nation.
- d) Case studies of Hindi, Marathi, Konkani, Urdu press operating at the national and regional level:
- Their origins
 - Politics and political masters
 - Promotion of ideologies
 - Role in keeping the language alive
 - Special look at Kerala where newspaper readership is highest

Books for study & Reference:

1. Gopal, Madan, Freedom Movement and the Press- The role of the Hindi Newspapers, (1990), Criterion Pub.
2. Jefferey, Robin, India's Newspaper Revolution. (2000). OUP

**JOUR XVI: Writing for the New Age – II
(SEE -40, P-50- ISA-10Marks)**

- a) Public Relations:
- Definition, concept and use of public relations & communications for:
 - an individual
 - a group
 - Internal PR and External PR – the various stakeholders to which PR person is responsible – consumer, shareholder, government, employee, general public
 - Public relations and related fields such as Advertising, Marketing and Journalism
 - Strategies of PR:
 - Press Release
 - Press Conference & Other media tools used
 - Role of Public Relations in different sectors
 - PR in Manufacturing Sector
 - PR in Services sector - Public & Private
 - PR in Non-profit organization
 - Relevant case studies from each sector
 - Code of Ethics in Public Relations
 - Need to establish professional standards
 - Guidelines for ethical practice
 - Code of ethics of the American PR Association

- PRSI (Public Relations Society of India)
- Behavioral patterns for improving Public Relations
An Overview of the following:
 - a) Understanding laws governing commercial enterprises
 - b) Study, research and understanding of business of employer
 - c) Evaluation and adaptability to corporate culture. Understanding socio-economic issues, political issues, and legal/commercial issues impacting on business
 - d) Understanding Transactional Analysis and its relevance to Public Relations
- Creating conditions & tools to improve strategies of communications
- Maintaining and building strong organization through communications
- Understanding the media and the handling of media relations
- Understanding the consumer & keeping him informed
- Developing crisis handling techniques in special context with specific instances like natural calamities, air crash & similar specific situations

Books for study & Reference:

1. Artwick, Clauddete G., Reporting and Producing for Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
2. A Handbook of Public Relations and Communication- Lesle Philip
3. Handbook of Media & Public Relations- Judith Ridgway
4. This is PR the realities of Public Relations- Newson. Turk, Kruckkeberg (Thomos Asia PTE Ltd)
5. Dynamics of Public Relations- Publication, Delhi-Arya Ashok- Manas
6. Corporate Public Relations, The Profession and the Practice, Brown and Lattimore- Public Relations (A Times Mirron Company), 1997
7. Effective Public Relaions-Cutlip & Centre
8. A practical Handbook of Public Relations-Cole Robert
9. Introduction to Mass Communication-Emery, Ault & Gee
10. Public Relations Today- Ghosh Subin
11. The Practice of Public Relation-Howard Edward
12. Public Relations in India- Kaul J.M.
13. Teach Yourself Public Relations- Lloyd Herbert
14. Making it in Public Relations- Mogel Leonard Collier Books, Macmillan.

JOUR XVII : Project: Produce a newsmagazine
(External Assessment: 50 marks + Internal Assessment: 50 marks)