

JOURNALISM

SEM	SUBJECT CODE	CATEGORY	LECTURE		THEORY		PRACTICAL	CREDITS
VI		Skill Based IV	Hrs P/W	Hrs P/Se m	Hrs P/W	Hrs P/Se m	-----	2
			2	30	2	30		

COURSE OBJECTIVES:

- To teach students as of how to write to inform, enlighten and educate people.
- To provide a critical understanding and the fundamentals of Journalism for those who will take it up as a career.

COURSE OUTCOMES:

On the successful completion of the course students will be able to

CO Number	CO Statement	Knowledge Level (K1-K5)
CO1	Understand the basic principles of Journalism.	K1&K2
CO2	Classify the writing and the ability to express oneself clearly, both in writing and orally.	K2
CO3	Develop their ability to carry out journalistic research and interviews.	K3
CO4	The ability to prepare content for media outlets and the ability to meet deadlines.	K4& K5

MAPPING WITH PROGRAM OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	M	S	M	S

CO4	S	S	M	S	S
CO5	S	M	S	S	M

S - Strong; M - Medium

UNIT I Fundamentals Of Journalism

6 hrs

Concept, Evolution and Development of Journalism. Evolution and Development of Printing Press (Brief History – From Medieval Period Time). Role of Press in Social, Economic and Political Transformation. Comparative study of Journalism of Developed and Developing Countries (historical perspective). Brief Introduction of Important World Newspapers. Brief Introduction of Important News Channels and Websites.

UNIT II Reporting

6 hrs

Reporter's Role- Duties and qualities- Basic components of a News Story- Human Interest story- Structure of a News Report- News leads- curtain raiser- Live Reporting- Investigative Reporting- News Sources-

UNIT III Editing

6 hrs

The Indian Editor: yesterday, today and tomorrow- Editing News- Tools of the Editor-Functions of Editors- Editorial Writing- How to write Headlines- Glossary of Terms for Editors-

UNIT IV Magazine Journalism

6 hrs

Difference between Feature Writing and News Writing- Types of Features –Building up the Feature—Publication-Illustration-book, Art, Theatre Reviews-Prospects and Problems of Feature Writing. Origin of Magazine Journalism- Categories of Magazine- - Magazine Covers-Magazine Editing- Layout and Design- Future of Magazines in India

UNIT V Printing and Production**6 hrs**

Brief History of Printing- Typography- Digitalization of the Process-
Digital Photography -Production of Online Newspapers and Magazines.

Total Hrs. : 30**TEACHING METHODOLOGY**

- Classroom Lectures
- PowerPoint Presentation
- Seminars
- Assignments
- Test

Text Books:

S.NO.	AUTHORS	TITLE	PUBLISHERS	YEAR OF PUBLICATION
1.	M.V. Kamath	The Journalist Handbook & Professional Journalism	Vikas publishing house	1983
2.	. TJS George	A handbook for the Journalist	IIMC, New Delhi	1989
3.	B. N. Ahuja and S. S. Chhabra	News Reporting	IIMC, New Delhi	1989
4	M Neal and Suzanne S Brown	Basic News Writing	Lowa state university press	2002

WEB SOURCES:

<https://www.indeed.com/career-advice/career-development/types-of-journalism>

<https://docs.microsoft.com/en-us/sql/reporting-services/report-builder/print-reports-report-builder-and-ssrs?view=sql-server-ver15>

<https://www.sociologygroup.com/news-sources-importance-in-journalism/>

<https://www.wikihow.com/Write-a-Newspaper-Headline>

<https://www.masscommunicationtalk.com/page-makeup-design-importance-in-newspapers.html>

<http://studylecturenates.com/source-of-news-in-journalism-radio-tv-newspapers-magazines>

COURSE DESIGNER:

Mrs. M. Rajalakshmi

Assistant Professor in English