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Complementary Course in Journalism

Semester III/ IV

Course 2 CODE JOU 4(3) CO1

JOU4(3)CO1 JOURNALISTIC PRACTICES

Contact Hours 6 Credits 4

Course Outcome:

1. Provide the students with practical knowledge in reporting and editing
2. Introduce them to the other journalistic practices like P.R. and advertising

Module I: Print Media Journalism: Organisational structure of a newspaper

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

Module II: Print Media Journalism: Contents and Reporting practices

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources – news agencies

Module III: Print Media Journalism: Editing

Editing for newspapers – line editing, creative editing and design editing; general rules of editing – headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

Module IV: Public Relations

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign,

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PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

Module V: Advertising

Definition – evolution of advertising – functions and effects of advertising – types of ads advertorial- ad agencies and functions of advertising agencies – ASCI and DAVP – Ad. Campaign.

Module VI: Copy writing practices

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline – copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
5. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
7. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005. 8. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.
8. Sandeep Sharma & Deepak Kumar, 'Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
9. Sanjay Kaptan & Akhilesh Acharya, 'Advertisement in Print Media', Book Enclave, Jaipur.
10. S.A Chunawalla, 'Advertisement an Introductory Text', Himalaya Publishing,
11. Chunnawalla etal, 'Advertising Theory and Practice', Himalaya Publishing, New Delhi.

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12. Otto Klepner, 'Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, 'Effective Public Relations', Pearson Education Ltd. Delhi.
13. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd.
14. D.S. Mehta, 'Handbook of PR in India'.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks