

COURSE: INTRODUCTION TO ELECTRONIC MEDIA

CODE: 03ABAJH17213

CREDITS: 04

Unit 1- Radio

Growth and development of radio - Radio during Second World War, Evolution and growth of radio in India- Radio since 1947, Community Radio, Commercial radio-Private radio channels in India, Radio as medium of communication, strength and weakness, Radio Formats, Present status of radio in India: Impact and reach of radio

Unit 2 –Television

Advancement of Indian Television, SITE phase, KHEDA, Organizational structure of Doordarshan and its functions and programming, Emergence of cable and satellite channels, news and entertainment networks, TV as Medium of communication, Characteristics of television, Formats of TV production, National and regional channels, Broadcasting Bill and DTH

Unit 3- Films

History and development of films from world perspective, History and development of film in India, Silent era and Talkies era, era of masala films, growth of commercial cinema, Social aspect of films, Film and society, Genres of Films- Documentary, Short films, Parallel cinema, Commercial films, Current trends in Indian films, Bollywood, Regional cinema in India

Unit 4 – Issues before Media

Media in society, Freedom of press and Journalistic Ethics, Media and Children, Media and Women , Flow of Information and Factors affecting the flow, Obscenity, Sex, Crime and Violence in Media

COURSE: NEWS PROCESSING AND EDITING

CODE: 03ABAJH17212

CREDITS: 04

Unit 1- Introduction to News room

Organizational setup of a newspaper , The Newspaper newsroom, Functions of Newsroom, Editorial department

Unit 2- News editing

Introduction to Editing, Principles of editing- Checking facts, correcting language, rewriting news stories, condensing stories, Headlines, Functions of headlines, Types of Headlines

Unit 3- Typography

Typography, Type families, classification of typefaces and printing processing, Importance of pictures, selection of news pictures, Editing picture, Caption writing, Contemporary newspaper designs and layout

Unit 4- Professionals in News room

Editorial page: structure, purpose, edits, middles, Editorial Writing, Letters to the editor, special articles, Opinion pieces on OP. ED page, Cartoons and Caricatures: Political and Social, Info-graphics

COURSE: NEWS WRITING AND REPORTING

CODE: 03ABAJH17211

CREDITS: 04

Unit 1- News Gathering Process

Reporter- role, functions and qualities, Changing concepts of news, Finding sources and story ideas, observation, Covering Speeches, Meetings and Press Conferences, Covering Events, Beat Reporting- Judicial Reporting, City reporting, Hospitals and health, Education, Sports, Lifestyle Reporting , Trends in sectional news- Week-end pullouts, Supplements

Unit 2- Interview Techniques

Interview, Setting up the interview, Research for Interview, Types of Interview, Conducting the interview

Unit 3- News Writing Process

Structure of the News Story–News Leads, Types of lead /intros, Inverted Pyramid style, Attribution and verification, Stylebook, Quoting sources, Grammar, spelling and punctuations, Writing Features, profiles and obits Types of features and human-interest stories, Leads for features, difference, between news story and features

Unit 4- Sociology of News

Understanding media and news, News audience, Pressures in the newsroom- sociological, political and economic, Breaking News, trial by media. Law, democracy and news, Neutrality and bias in news, Paid news, agenda setting, Gate-keeping