

English Journalism

Syllabus
2016-17



Indian Institute of Mass Communication
Aruna Asif Ali Marg, JNU New Campus
New Delhi-110067

Introduction

1. The course will begin on **August 1, 2016** and conclude in May 2017.
2. The academic session is divided into two semesters:
I term: August - December. II term: January - May.
3. Evaluation will be partly on the basis of examination in theory and partly on the basis of class assignments and practical work. A student will be expected to obtain a minimum of **40% marks** in each paper.
4. To help them relate the learning of concepts with practice, each student should do Internship with a newspaper, magazine, or any other media organization. Each student should obtain a certificate from the organisation on his/her performance during the internship period. A student, if he wants can fix up his own internship.
5. It is mandatory to attend a minimum of **75%** of the classes without which a student would be debarred from appearing at the examination.
6. Computer literacy has become an essential part of Journalism. The Institute has a computer lab in which word processing, make-up of newspaper, graphics and other computer skills relevant to print journalism can be learnt.
7. The Institute organises special lectures by experts in various areas on current affairs to update and improve the students' awareness and understanding of social, political, economic and cultural trends in the society. In addition, seminars and groups discussions are also held from time to time for the benefit of students.

<u>Papers</u>	<u>Marks</u>
1. Communication: Concept and Process	100
2. History of Press, Laws and Ethics	100
3A. Reporting: Concept and Process	70
3B. Specialised Reporting	30
4. Editing : Concept and Process	100
5. PR, Advertising and Media Management	100
6. Reporting : Practicals	100
7. Editing : Practicals	100
8. Radio and TV	100
9. Development Journalism	100
10. New Media and Cyber Journalism	100

Total:1000

First Semester

Paper No.	Name of the Paper	Total Marks
1.	Communication : Concept and Process	100
2.	History of Press, Laws and Ethics	100
3A.	Reporting : Concept and Process	70
4.	Editing : Concept and Process	100
5.	PR, Advertising and Media Management	100
6.	Reporting : Practical	Begin in the first semester and will continue in the second semester
7.	Editing : Practical	Begin in the first semester and will continue in the second semester

Second Semester

Paper No.	Name of the Paper	Total Marks
3B	Specialised Reporting	30
6.	Reporting Practical	50+50
7.	Editing : Practical	50+50
8.	Radio and TV Journalism	100
9.	Development Journalism	100
10.	New Media and Cyber Journalism	100

Paper I - Communication: Concept, Process and Theories

Total Marks : 100

Objectives

- To introduce concepts, processes and theories of Communication.
- To introduce communication and media research, its relevance, methods and applications

Part A

Communication concept, elements and process

20 Marks

Defining meaning and scope of communication – Process and functions of communication

Types of communication: Intra-personal, interpersonal, group communication and Mass Communication; Verbal and Non-verbal communication, Media, public and mass communication, Virtual Communication

Barriers to communication : Technological, Psychological, Physical, Socio-Cultural, political

Communication Models:

Linear and Non-Linear Communication Models: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, Charles Osgood , Wilber Schramm, G. Gerbener, Newcomb, Westley and Maclean's

Theories of Mass Communication: - The two step model and multi-step flow models. Hypodermic needle theory

Sociological Theories-- Agenda setting, Cultivation Theory, Dependency Theory, Uses and Gratification Theory, public opinion, Spiral of silence

Cultural theory, Marxist theories, Feminist Theory, Political economy theory

Normative Theory of Press - Four theories of the press

Relevance of communication theories to practice - Persuasion, Perception, Diffusion of Innovations, Social Learning and Participatory Communication.

Part B

Visual Communication

20 Marks

- Visual Communication: Concept and Process
- Principles of visual communication
- Visual literacy and visual perception
- Use of visuals across media,
- Visual manipulation and ethics

Part C

Communication and Media Research

20 Marks

- Research: Concept and Process
- Research methods and research methodologies
- Research Design
- Research Tools and Technique : Interviews and questionnaires, content analysis
- Sampling techniques
- Data sources and Data analysis
- Feedback and evaluation: (Readership surveys, uses and gratification studies, audience reception studies, telephone survey, opinion IRS, internet media research)

Part D

Language and Communication

20 Marks

- Importance of Language in mass Communication and Society
- Signs and Symbols
- Language use in different mass media
- Difference between TV, Radio, Print and Cyber language

Part E

Communication Research Project

20 Marks

The students are expected to do a research project on a topic/area related to any aspect of the syllabus, with stress on current media issues. Students should submit their final dissertation by 15th February 2017.

Suggested Readings

- Dennis, M.Q.(2012).*Mass Communication Theory*,6th South Asian Edition, Sage.
- Baran, S. J. & Davis, D. K.(2012).*Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition, Cengage Learning.
- Schramm, W. & Roberts, D. F. (1971). *The process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.
- Fiske, J. (1982). *Introduction to Communication Studies*, Routledge, London.
- Williams, K. (2003). *Understanding Media Theory*, Bloomsbury Academic.
- Vivian, J. (2011).*The Media of Mass Communication*, Prentice Hall.
- Littlejohn, S.W., Foss K. A. (2008). *Theories of Human Communication*, Lyn Uhl.
- Narula, U., *Communication Models*, Atlantic Publishers, 2006
- Wimmer, R.D. and Dominick, J.R. (2005).*Mass Media Research*, Wadsworth Publishing: London.
- Kothari, C. R. (1990). *Research Methodology: Methods and Techniques*, Vishwabharati Prakashan,.
- Berger, A. A. (2000). *Media and Communication Research Methods: An introduction to qualitative and quantitative approaches*, Sage Publications and Thousand Oaks, California.
- Jackson, S.L. (2011). *Research Methods: A modular approach*, Cengage Learning.
- Yadava, J. S. (1998).*Communication Research: Some Reflections*, IIMC (Mimeo),
- Lester, P. M. (2006).*Visual Communication: image and messages*, Thomson Wordsworth.
- Harris, C.R. & Lester,P.M.(2002).*Visual Journalism: A Guide for new media professionals*, Allyn and Bacon.

Paper I I - History of Press, Laws and Ethics

Objectives

Total Marks : 100

- *To create conceptual understanding about the Press: its role and functioning in society.*
- *To introduce students to legal and ethical aspects of the Press, its values and responsibility.*

Part A

History of Press

50 Marks

- Evolution of printing
- Early history of press & Indian Newspaper
- Role of English press in freedom struggle
- Role of Language press in making of modern India
- Press since independence
- Censorship and Press during Emergency
- Prominent English newspapers /magazines
- Major language newspapers /magazines
- News agencies in India
- Specialised publications like film, sports business, trade, etc.
- Print Media in other countries (US, UK, China and Indian sub-continent)

Part B

Media Laws

50 Marks

- Overview of Indian Constitution and Press laws
- First and Second Press Commission recommendations
- Press Council of India
- Working Journalists Act
- Defamation, Libel, Slander
- Contempt of Court
- Privileges of Legislature
- Official Secrets Act
- Right to Information Act
- Copyright and IPR
- Broadcasting Laws: Telegraph Act, Prasar Bharati, TRAI

- Cyber Laws: IT Act

Media Related Organisations: IFWJ, NUJ (I), IJU, Editors Guild INS, NBA

Media Ethics

- Concept and significance
- Media ethics: notion, importance and debates
- Right to privacy
- Paid News, private treaties, etc.
- Pressures (political, economic, legal and professional)
- Self regulation, Ombudsman, Paid News

Suggested Readings

- Rao, M. C. (1974). *The Press*, National Book Trust.
- Rangaswami, P. (1989). *History of Journalism*, Sterling Publications.
- Natarajan, J. (2000). *History of Indian Press*, Publications Division.
- Basu, D.D. (2005). *Press Laws*, Prentice Hall.
- Iyer, V. (2000), *Mass Media Laws and Regulations in India*, AMIC Publication.
- Thakurta, P.G. (2009). *Media Ethics*, Oxford University Press.
- Duggal, P. (2002). *Cyberlaw in India*, Saakshar Law Publications.
- Kiran, R.N. (2000). *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*, Lbr Publications.
- Dua, M.R. (2000). *Press As Leader of Society*, IIMC.
- Srivastava, K.M. (2005). *Media Ethics- Veda to Gandhi and Beyond*, Ministry of Information and Broadcasting, Government of India.
- Sharma, P.K. (1999). *Journalism Ethics*, Random Publications.
- Menon, P. K. (2005). *Journalistic Ethics*, Pointer Publishers, Jaipur

Paper III A- Reporting: Concept and Process

Total Marks : 70

Objectives

- To impart theoretical and practical knowledge about reporting, including specialised beats.
- To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering

Part A

Basics of Reporting

35 Marks

- Concept of news
- Structure of news report
- Intro writing
- Reporting set-up
- News sources and attributions
- Difference in reporting for news agency and newspapers

Beats

City reporting

- Crime, judicial basics of legal reporting
- Civic bodies
- District administration

State reporting

- Coverage of state-related issues

National reporting

- How to cover Central government
- Parliamentary reporting (Parliament/State Legislature) Political parties

Types of Reporting

- Investigative and interpretative reporting
- Development reporting
- Ministries and Governments

Part B

20 Marks

Feature, Magazine and Interview

- Feature writing: Concept and definition
- News and non-news features
- Human interest stories

Interviews

- Interview-based features and profiles

Magazine Reporting: Current trends, style and future

- Community newspapers
- Online Newspaper

Part C

15 Marks

Opinion Writing

- Edits, Middles, Opinion writing, Articles. News analysis
- Special articles
- Week-end pull-outs
- Supplements
- Backgrounders
- Reviews (Book/Films/Documentaries)

Economy and Finance

- Basics of economic reporting
- Concept of GDP, growth and inflation
- Constituents of GDP
- What is economic growth
- Indicators of economy
- Index of industrial production
- Infrastructure index
- External sector- balance of payment, current account, capital account
- Banking – public sector, private sector and foreign banks
- PLR, Bank rate, Repo/Reverse Repo, CRR, SLR
- Markets – What is Sensex /Nifty, Market Capital, 52 week high/low
- Regulator – SEBI functions, EPI index
- Telecommunication
- Industry
- Energy
- Corporate Reporting
- Civil aviation

Society, Art & Culture

- Education
- Art and culture

Public Health and Development

- Health Journalism : Scope and Importance
- Health Reporting: Source, Style and Structure
- Role of Government and Private Sector in Health Sector
- Lifestyle Diseases Reporting (Cancer, Diabetes),

Film and Entertainment news

- Sports
- Fashion and lifestyle
- Archaeology

National security and defence

- Conflict Reporting: Scope and Importance
- History of Communal Rights in India: Problems, Reasons and Growth of Communalism
- History of Terrorism, Extremism and in India
- Problems of in different parts of India- Emerging forms of conflict
- External factors : West Asia disputes and other regions
- Language and Style of Conflict writing

Human Rights Issues and Misuse

Science and Technology

- Science and society and scientific temper
- Trends in scientific advances: Physical and biological sciences
- Science Reporting: Source, Style and Structure

Environment

- Environment -Challenges for Development
- Environment Reporting: Source, Style, language and Structure, Research

Disaster

- Natural Disaster: Earthquake, Flood, Cyclone, Tsunami, Drought
- Natural Disaster Reporting: Style, Scope, Language and Structure
- Research Field Reporting and problems.

Assignments

- **Will be evaluated with the Reporting and Editing practical paper (Paper – 6-7)**

Suggested Readings

- Parthasarathy, R. (1994). *Here is the News: Reporting for Media*, Sterling Publishers.
- Stovall, J.G. (2011). *Journalism*, Prentice Hall.
- Stein, P. & Burnett (2000), *News writer's Handbook: An Introduction to Journalism*, Blackwell Publishing.
- Itule & Anderson (2002). *News Writing and reporting for today's media*, McGraw Hill Publication.
- Flemming and Hemmingway (2005), *An Introduction to journalism*, Vistaar Publications.
- Joseph and Sharma (2006). *The Media and Women's Issues*, Second Edition, SAGE Publication Pvt. Ltd.
- Richard, K. (2000). *The Newspaper's Handbook*, Routledge Publication.
- George, A. H. (1990). *News Writing*, Kanishka Publications.
- Frost, C. (2001). *Reporting for Journalists*, Routledge, London.
- Garrison, B. (2000). *Advanced Reporting*, LEA.
- Hakemulder, J. & Singh, J. R. (1990), *News Agency Journalism*.
- Natarajan and Chakraborty: Oyvkuatuibs(1995): *Defence Reporting in India: The Communication Gap*, Trishul Publications .
- Aamidor A. (2002). *Real Feature Writing*, Lawrence Erlbaum Associates Publishers.
- Thomas, EC (2001). *Economic and Business Journalism* , Sterling Publishers Pvt. Ltd.
- Kuhn & Neveu (2008). *Political Journalism, : New Challenges*, New Practice, London.
- Randall, D. (2005). *The War Correspondent*, London.
- Harrington, W. (1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, SAGE Publications, Inc,
- Shrivastava, K. M. (1987). *News Reporting and Editing*, Sterling Publishers.

Paper IV - Editing: Concept and Process

Total Marks : 100

- To provide students theoretical and practical inputs about editing for all forms of media writing

Part A

25 Marks

Basic Concept

- Editing: its necessity
- Social Purpose of Editing
- News flow and copy editing
- Headlines and intro
- Rewriting news stories
- Newspaper and printing terminology
- Style book and style sheet
- Use of synonyms and abbreviations
- Grammar

Part B

25 Marks

News Desk

- Functioning of news desk
- Planning & visualization of news
- Editorial structure of newspaper/magazines and news agencies
- Editorial hierarchy and job of various functionaries
- Handling of news & copy
- Copy testing

Part C

Layout, Design, Production and Graphics

25 Marks

- Graphic Theory – Type & typefaces
- Design principles
- Layout and format
- Copy preparation for printing
- Printing process and editing software

Part D

15 Marks

Photo Journalism

- History of Photography & Photo Journalism
- Editing of photographs
- Technical knowhow

- a) Camera
- b) Lenses
- c) Accessories
- d) Films

- Composition and perspective
- Caption writing
- Digital photography
- Transmission of pictures
- Photo feature

- Photo Workshop (Practical)

10 Marks

Suggested Readings

- Rogers, G. (1993). *Editing for Print*, Mcdonald Book.
- Prasad, S. (1993). *Editors on Editing/HY*, National Book Trust.
- Hodgson, F. W. (1987). *Sub editing: A Handbook of Modern Newspaper Editing & Production*, Focal Press.
- Click & Baird (1994). *Magazine Editing & Production*, WCB Brown & Benchmark.
- Hicks & Homes, (2001). *Sub-editing for Journalists*, Routledge.
- Bowles, A. D. (2011). *Creative Editing*, Wadsworth.
- Farrell, M. (2010). *Newspapers: A Complete guide to the industry*, Peter Lang.

Paper V - PR, Advertising and Media Management

Advertising, PR and Corporate Communication

Total Marks : 100

Objectives

- To discuss the symbiotic relationship between Media and PR/CC
- To deliberate on the role of advertising in the financial sustenance of Media Institutions and the concomitant impact on Media objectivity and fairness
- To discuss how PR/CC and Advertising can be of value to Journalism and vice-versa.

Part A

Marks 20

Public Relations and Corporate Communication

- History, Concept, Definitions, Role and Changing Trends in PR and CC.
- PR and Media – A Symbiotic or Adversarial Relationship
- Target Audience Segmentation
- Internal and External Communication- Tools and methods
- PR Department/Agency Structure, Role and Functions
- PR as a Source of News for Media –How does it work
- Media Relations Management
- Writing for media (Press Releases, Press Notes, Rejoinders etc)
- Public Relations in Public and Private sector
- Corporate Social Responsibility: Concepts, Scope and Case Studies
- Crisis Communication
- Social Marketing in Indian Context
- Laws and Ethical Issues in PR
- Professional bodies in PR: PRSI, PRPA, professional codes of ethics.

Part B

Marks 15

Government Information and Publicity System

- Needs for Govt. Information and Publicity system
- Basic Philosophy and percepts of Govt. Information and Publicity System
- Management and operations of the system, organizational setup
- Supporting services like backgrounds, research, reference and feedback
- Media Organisations: PIB, DAVP, RNI, Films Division, Song and Drama Division

Part C

Marks 20

Advertising

- Role, Scope, Concepts, Definitions, Objectives and Classification
- Current Discourse on Media and Advertising: Impact on News Objectivity and Fairness
- Ad Agency structure, various departments and functions
- The Process of Advertising
- Brand Management- The basics
- Television Channels and Newspapers emerging as brands
- Social and Economic Impact of Advertising
- Concepts of Media Planning and Buying
- Professional Bodies in Advertising – AAI, ASCI, code of ethics etc.
- Laws and Ethical Issues in Advertising

Part D

Marks 15

Media Business Management

- Introduction to Media Management and Media Economics
- Ownership Patterns
- Management of Media Organizations – Case Studies of Media Organisations
- Economic and Marketing of Media Organisations: Circulation, Advertising and Changing Dynamics in Marketing of Newspapers and News Channels (the race for TRPs and Eyeballs)

Part E

Marks 15

Creativity, Campaign Planning and Production (Practical)

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Case studies
- Campaign Planning & Production

Practical

Marks 15

- Crisis Communication simulation on a current issue -10 marks
- Production of theme based Campaigns (Group exercise) -10 marks

Suggested Readings

Jaishri Jethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.

Jaishri Jethwaney (2010). Corporate Communication Principles and Practice, New Delhi, Oxford University Press.

Joseph Fernandez (2004). Corporate Communications: A 21st Century Primer, Response Books, New Delhi.

Dalmar Fisher (1999). Communication in Organisations, Jaico Publishing House, Mumbai.

Scott Cutlip (1995). Effective Public Relations, et al, London.

Ghoshal Subhash and Mc Millan (2002). Making of Advertising.

Ogilvy David (1997). Ogilvy on Advertising, Prion Books, London

Jaishri Jethwaney and N N Sarkar (2015). Public Relations Management, Sterling, New-Delhi.

Oliver Sandra (2008). Public Relations Strategy, Kogan Page, Social Sector Communication in India - Concepts, Practices and Case Studies.

Jaishri Jethwaney, (2016) Social Sector Communication in India - Concepts, Practices and Case Studies, Sage, New Delhi, 2016.

Cees, B. M., Riel, Van, Fombrun and Charles J. (2007). Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management Reputation, Routledge Publication.

Paper- VI Reporting Practical

Total Marks : 100

Objectives

- To provide the students hands-on-skills in reporting.
- Students will be expected to do reporting practicals and writing assignments
- Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.

Students will be expected to do practical reporting and writing assignments. They will be expected to do news stories and news features covering all areas as well as write edits, special articles and cover interviews as assigned. The reporting Practical will be conducted in both the semester.

Students will have to submit 50 assignments in all, including 20 news items.

Note: All the practical work has to be authentic and original and should be done and submitted within the stipulated time, failing which they will not be allowed to appear in the theory exam.

The practical will be conducted throughout the year.

The details of assignments are given below.

We are introducing practical work book.

Practical workbook: **(50 assignments)**

1. Five news reports (total 300-350 words)
The news items should cover different beats like health, crime, arts & music, municipalities, state political parties.
2. Five Interviews (total 350-400 words)
Student should write one news-based interview and a feature interview.
3. Five features (total 400-500 words)
Student should write two news-based features and three soft features.
4. Five articles (400 total words)
Student should write two articles on any contemporary issue.
5. Five editorials (350-400 words)
Student should write editorials on any topical and cotemporary issue.
6. Five Opeds (total 300 -350 words) and articles (800 words)
(Student should write on any current issue)
7. Ten news written in mobile news format (total 20-25 words)
8. Two blog pieces on any theme chosen by the student.
9. Two web news stories.

Paper VII - Editing Practical

Total Marks : 100

Objectives

- To impart hands-on-training on editing work and photography.
- Students will be expected to learn re-writing copy.

Workshops

Marks 50

- Headline workshop
- Intro writing workshop
- Proof reading workshop
- Rewriting workshop
- Layout design workshop

Lab Journals

Marks 50

- For lab journal work, the class will be divided into groups.
- Students have to produce at least one newspaper per week per group. In all they should produce 10 Lab newspapers
- The evaluation will be a gradual process. Final evaluation will be done in the second semester

Paper VIII – Radio and Television Journalism

Total Marks:100

Objective

- *Students will learn the process of Radio and TV Journalism, involving reporting, editing, presentation and production.*

Part A

Marks 25

Radio

- Introduction to radio: Origin and development with special reference to India
Radio news and its different formats
- Script writing for radio news and programmes

Radio Interviews and radio features

Radio news reading

Sound bytes and dispatches.

Different types of radio: AM, FM, Community and Campus Radio.

All India Radio and Private FM stations

Community Radio

Part B

25 Marks

Television

Introduction to Television: Origin and development with special reference to India

- TV reporting
- TV news script writing
- TV anchoring
- TV for Development,
- Techniques of TV programme production

News and current affairs

Talk shows and magazine programmes

Voice –over

Doordarshan and Private TV Channels

SITE project

Documentaries : concept and process and production

Cinema studies : overview of world cinema and Indian cinema

Practical

Radio

Marks 25

Television

Marks 25

Suggested Readings

- Elwyn, E. (1977). *Radio: A Guide to Broadcasting techniques*, Barrie and Jenkins.
- Masani, M. (1976). *Broadcasting and the People*, National Book Trust.
- Saksena, G. (1996). *Television in India: Changes and challenges*, Vikas Publishing.
- Fleming, C. (2002). *The Radio Handbook*, Routledge.
- Boyal, A. (1999), *Broadcast Journalism*, OUP.
- White, T. (1996). *Broadcast News Writing, Reporting and Producing*, Focal Press.
- Ivor Y. (1995). *Television News*, Focal Press, Oxford.
- Boyd, A. (2000), *Broadcasting Journalism: Techniques of Radio & television News- 5th Edition*, Focal Press, New Delhi,
- Srivastava, K. M. (2005). *Broadcast Journalism in the 21st Century*, Sterling Publications, New Delhi.
- Thompson, R. (2004). *The Broadcast Journalism Handbook: A television news survival guide*, Oxford.
- Papper, R.A. (1995). *Broadcast News Writing style book*, 5th Edition, Pearson Education, London.
- Rober, M. (2000). *An Introduction to writing for Electronic Media: script writing essentials across the Genres*, Focal Press, Oxford.
- Joseph, K. V. (2010). *Economics of Culture Industry: Television in India*, Shipra Publications, New Delhi.
- Luthra, H. K. (1987). *Indian Broadcasting*, Publications Division, New Delhi.
- Mandy, D. (2000). *Radio in Global Age*, Polity Press, Cambridge.
- Hirsch, R. (2008). *Light and Lens: Photography in the digital age*, Taylor and Francis

Paper IX – Development Journalism

Total Marks: 100

Objectives

- *To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it.*
- *To learn the art and craft of covering development issues.*

Part A

30 Marks

Development: Theory and Practice

- Development Theory and Practice: An overview of Different Paradigms and Perspectives: Dominant, Dependency and Participatory
- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict- free, etc
- Rights-based approach to media and development: right to information, right to free expression, diversity, multiplicity, participation, accountability, transparency, Human Rights.
- Communication for National development (Rogers, Schramm, etc)
- International Communication: Propaganda, New World Information and Communication Order, Globalisation
- Development organizations: UN organisations, NGOs, Civil Society
- Community and alternative media

Part B

30 Marks

India's Development Path:

- Economic Development and Social Justice: Freedom and Opportunity; the Government, the State and the Market; Public Policy and poverty.
- Growth, Poverty and Unemployment (in the context of India).
 - Government Programmes: India's Social Development overview of programmes and their impact in India.
 - National Missions
 - Disaster and Rehabilitation
 - Education and Health as development tools.
 - Livelihood Issues: Land, Agriculture, Food, Water, Sanitation, Biodiversity, Energy Livelihood Rights
 - Gender Issues: Gender equality and social progress, Women employment and Land Rights; Women's Movements
 - India's Social Development and Government Programmes: A Critical Overview of Social Development in India

Part C

Development Journalism: Reporting skills for development stories 30 Marks

- Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non-conventional sources
- Tools and Techniques of Diverse Development Reporting and Writing
- Different types of Development stories: News, Features and Reports
Dealing with data and statistics

Part D

- Development issue based assignments **10 marks**

Suggested Readings

- Dreze, J. & Sen, A. (1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Jayal, N.G. & Pai, S. (2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- Stiglitz, J. E (2002). Globalization and its Discontents, W.W. Norton & Company, USA.
- Dreze, J. & Sen, A. (2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
- Sainath, P. (1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- Traber, M. (1986). The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London.
- Khan, A.M. (1997). Shaping Policy: Do NGOs Matter? Lessons from India, PRIA, Delhi.
- Kaviraj, S. & Khilnani, S. (2002). Civil Society: History and Possibilities, Cambridge University Press, Delhi.

Paper X- New Media and Cyber Journalism

Total Marks: 100

Objectives

- To develop understanding of digital information patterns, use and scope.
- To enable the students to write for the web platforms

Part A

IT for Journalism

25 Marks

Basics

Hardware-Input-Output devices, Processing, Storage devices, Extra peripherals

Application software for – Word processing, Spreadsheet, Graphics, Image Editing.

Newspaper/magazines designing & layout (Quark, CCI Layout champ Adobe Indesign).

Internet concepts and applications, Search engines, Pre-press digital techniques.

Cyber Journalism

Convergence and Journalism: Concept and evolution of Internet as a medium, its distinct personality, comparisons with traditional medial changing concept of news cycle; emerging news delivery vehicles; integrated newsroom; challenges and opportunities for a newsman-form gatekeepers to news guides; changing paradigms of news; and new job profiles; Internet terminology.

News on the web: Newspapers, magazines, radio and TV newscast on the web emergence and current trends; independent news portals.

Content writing, editing, reporting and its management: Skills of an online journalist; structure of a web report; re-purposing of content for different delivery vehicles; multi-media skills; writing with hyperlinks; content management & content management systems; updating.

Internet technologies and tools: Use of Net as a research and journalistic tool; using a search engine; generating knowledge for related stories and providing hyperlinks; audio-video editing; preparing audio-video files; designing web resources and navigation of a web site, information architecture; Adobe Photoshop; Front page editor; File Transfer Protocol; handling text and hypertext.

Internet ethics; and issues, Social Media: Bugs, spamming and advertisers, security; opinion polls, bulletin board and Net Communities; misinformation, cross-checking and objectivity; Net-poor and Net-rich. Types of connectivity & associated problems in a developing country like India; freedom of expression vs. content regulation; e-governance, cyber journalists as publisher and entrepreneurs.

Part B

25 Marks

Internet Protocol TV (IPTV), concept of internet broadcasting of Radio, Internet TV, Online Advertising and promotional films, Customized broadcasting, Online Editing, Online PR, Online Content Generation -commercial aspect and another model of revenue generation.

More online exercises and assignments as

- Blog writing
- Online newspaper
- Online Magazine
- Database management (e.g. .alumni members)

Part C

25 Marks

Graphics and animation

- Digital storytelling
- Making short animated presentation using digital tools like powtoon, moovly, easysketch pro etc
- Creating Animations using flash
- Creative Presentations
- Softwares: Adobe Photoshop, Corel draw, Indesign, other digital tools.

Practical

25 Marks

Suggested Readings

- Marshall, P. D. (2004). *New Media Cultures*, Oxford University Press.
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