

OBJECTIVES: To enable the students to

- o To Enable the students to understand and comprehend the working and technical aspects of Print Journalism
- o To make the students aware about reporting, interpretation and editing of news
- o To gain knowledge and apply the skills in writing headlines, editing and the different forms of reporting
- o To acquaint the students with the different styles of writing used in newspapers, magazines and journals

UNIT – I : Organization of a Newspaper- Reporter, Sub-Editor, Editor, Newspaper Departments- Business Administration, Advertising Department, Circulation Department, General and Administrative Functions.

UNIT – II : Part A-Print Journalism- Magazines, Journals, Newspapers: Magazines and their types, Genres of Magazines, Writing for Magazines, House Journals, Press Releases, Handouts, Role of Newspapers, Criteria of a Good Newspaper, Principle of Modern Journalism.

Part B- News: Concepts and Definitions, News Values News story structure, Elements of News Story, Types of Introduction- Language of news, News Gathering, Daily Newspapers, Front Page-newspaper identity, masthead headlines, placement of photos and cartoons, Inside pages- editorial page, advertisements, readability and appeal.

UNIT – III : News Reporting- Reporter- Duties and Responsibilities, Qualities of a News Man, Sources of News, Selecting the News, Collection of Facts, Assembling Facts, Types of reporting, Feature Writing, Specialized Reporting, Sports, Culture etc., Hard News vs Soft News, Penny Press and Tabloid Press.

UNIT – IV: News Editing: Role of Sub-editors, Editors, their responsibilities and duties. Writing the headlines, Editorial Policy, The Editorial Page- Evaluating Editorial Content News Agencies, Press Conferences, Interviews- Interviewing skills required for reporting.

UNIT – V: A. Magazines: Writing Style, The news specialist, criticism writing, feature writing, freelance journalist, investigative journalism, readership and popularity of magazines, cover page and its importance.

B. Journals: The tools of writing, The House Journal, Role of House Journals, Printing Process & Designing of a Journal.

REFERENCES:

1. G.K Puri (1998) A complete Guide to Journalism for All – IIMS Publications
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House
3. Barun Roy (2000): Beginners Guide to Journalism, Pustak Mahal, New Delhi