

PAPER – III

Media Business, Press Laws & Ethics of Journalism

1. Freedom of Press : Constitutional Provisions.
2. The Copyright Act : The Contempt of Court Act, Law of Defamation, Relevant Provisions In The Indian Penal Code, And Criminal Procedure Code, With Reference To Sedition, Obscenity, Crime Against Women And Children.
3. The Press and Registration of Books Act, Delivery of Books and News Paper (Public Libraries) Act, The Drugs and Magic Remedies (Objectionable Advertisement) Act, The Young Persons (Harmful Publication) Act.
4. The Working Journalist And Other News Paper Employees (Condition Of Service And Miscellaneous Provisions) Act, The Press Council Act, Parliamentary Privileges, The Official Secrets Act, Censorship Laws.
5. Need For Code Ethics, Important Existing Codes and Their Effectiveness.

PAPER – IV

News : Definition, Concept & Reporting

1. Definition of News : News Value, Sources of News, News Gathering.
2. Categories of Reporters, Qualities and Responsibilities of A Reporter, News Reporting, Organisation of A Daily News Paper and A News Agency.
3. Essentials of News Writing, News Story Structure, The Inverted Pyramid, Importance of Lead, 5 Ws And the H
4. Types of News Stories : Obituaries, Weather and Other Brevities, Speeches, Conventions and Seminars, Press Conference, Political and Election Reporting, Covering Legislature and Court Proceedings, Accidents and Crimes, Cultural and Educational Activities, Sports, Survey and Campaigns, Interpretive and Investigative Journalism.
5. Interviewing People for News and Opinions, Preparation for Interview and Techniques of Interviewing.

SEMESTER - II
PAPER – V
Editing, Printing & Production

1. Organisation and Operation of The News Room of A Daily News Paper, Need For Editing, Tools of Editing, Sub-Editor, Chief Sub Editor and News Editor, Sources of News Copy, Editing Different Types of Copy, Rewriting Mofussil Copy, Sub Editing Symbols and Style Sheet.
2. Text-Breakers and Headlines.
3. Digital Photography : Basics of Digital Camera, Shooting Stills and Video Images for News Paper and Magazines, Photoshop and Refining Images, Pictures-Sources, Selection and Editing, Caption Writing.
4. Design : Principals and Functions of News Paper Design, Mechanics of Page Make Up and Modern Trends, Use of Electronic Devices in Editing and Design.
5. Printing Processes : Letter Press, Offset And Gravure, Facsimile Transmission, Recent Technological Innovations On Composing, Printing And Production Methods.
6. Proof Reading Symbols and Importance of Proof Reading.

PAPER – VI
Modes of Journalism, Advertising & Public Relations

Section A – Modes of Journalism

1. Feature : Essay, Editorial, Column
2. Review Book (Book Review, Film Review. Drama and Arts Review)
3. Reportage, Travelogue, Memoir and Sketch

Section B – Advertising & Public Relations

i) Advertising :

1. Advertising vis-a-vis Publicity, Advertising Media, Media Strategies and Tactics, Advertising Appeals & Ethics
2. Ad Copywriting, Principals of Ad Design, Stages of Layout, Advertising Agency

ii) Public Relation :

1. Definition, Objectives and Ethics of PR
2. Tools of PR : Media Relations, Press Releases, Press Conference, Qualities of PR Personnel

PAPER – VII
Electronic Media

A - T.V.

1. Features, news matching write up with video, TV reporting, voice over, news capsule, editing, news reading, anchoring, interview, discussion, live debate and discussion, documentary
2. Organizational structure of TV news room, TV news dispatches and flow

B – Radio

1. Writing for radio, structure of radio copy, radio reporting, sound byte, voice dispatch, interview, news, compilation and editing, news reading, radio talks, live debate and discussion
2. Organizational structure of radio news room, radio news dispatches and flow, FM broadcast

PAPER – VIII

Project & Viva – Voce

50 Marks

1. **Project Report** : On a subject chosen in consultation with the course supervisor, the report bound and typewritten on A4 size paper should have a minimum of 80 pages.
2. **Viva – Voce** 50 Marks