

Print Journalism

Course Code: BA JMC-102

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Course Name: Print Journalism

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Understand the fundamental concepts of journalism and news.
2. Apply the principles and techniques of reporting and writing a news story.
3. Analyze the organizational structure of a newsroom, including the roles of editors, reporters, and other staff members.
4. Appraise the process of editing in journalism, including the principles of editing for clarity, accuracy, fairness, and style.

PRE-REQUISITES:

1. Basic understanding of Print Media.
2. Basic understanding of history of printing.

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Illustrate the concept of Journalism and News.	BTL2
CO2	Apply the concept of Reporting and Writing a News Story.	BTL3
CO3	Analyze the Structure of News Room, explaining the roles of Editor and relevance of stylesheet.	BTL3
CO4	Appraise the process of Editing and its Principles.	BTL5
CO5	Elaborate the Design and Layout of Print Media Forms.	BTL6

SYLLABUS:

UNIT - I

No. of Hours: 12

Introduction to Journalism and News

1. Evolution and Growth of Print Journalism in India
2. Journalism: Definition, Roles and Responsibilities of a Journalist/ Reporter
 - a. Journalism as a Fourth Estate
 - b. Citizen Journalism, Penny Press and Yellow Journalism
3. News: Meaning, Definition and Nature
 - a. Elements of News and News Values
 - b. Types of News: Hard and Soft
 - c. Difference between News, Features, Articles and Backgrounders
4. News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo

UNIT - II

No. of Hours: 12

News Reporting and Writing

1. News Reporting: Reporting for Various Beats
2. Types of News Reports: Objective, Investigative and Interpretative
3. Reporting for Newspapers, Magazines and News Agencies
4. Structure and Style of News Writing
 - a. Types of Headlines, Leads and Body
 - b. Guidelines for Headline Writing

UNIT - III

No. of Hours: 12

Structure of a News Room

1. Set up and functions of a City Reporting Room in a Daily and a Bureau
2. Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor
3. Editorial Writing and its Importance
 - a. Letter to the Editor
 - b. Book Review and Film Review
4. Style sheet: Definition, Purpose and Relevance

UNIT - IV

No. of Hours: 09

Editing and Layout Design

1. Editing: Definition, Objectives and Principles
 - a. Editing Symbols and Proofreading Symbols
 - b. Advent of Electronic Editing
2. Copy Editing for Newspapers, Magazines and Journals
3. Use of Graphics, Cartoons and Info graphics in Print
 - a. Photo Caption and Cutline: Definition, Relevance and Guidelines
4. Design and Layout for Newspaper, Magazine and Journal

Print Journalism Lab.

Course Code: BA JMC -152

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Course Name: Print Journalism Lab.

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LEARNING OBJECTIVES:

In this course, the learners will be able to:-

1. Develop the skills to compose effective news stories by identifying newsworthy topics.
2. Apply appropriate writing styles to craft leads and stories tailored to different beats.
3. Utilize editing and proofreading symbols to design copy effectively, ensuring accuracy, clarity, and consistency in written content.
4. Analyze and rewrite photo captions and cutlines to effectively complement visual elements in news stories.

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level
CO1	Compose effective news stories.	BTL6
CO2	Make use of appropriate writing style to write leads and stories for different beats.	BTL3
CO3	Inspect, review and write soft stories.	BTL4
CO4	Design a copy by using editing and proof-reading symbols.	BTL6
CO5	Elaborate, analyze and rewrite photo captions and cutlines.	BTL6