**Course Plan**

1. The course will begin on August 1, and end on May 31.

2. The academic session is divided into two semesters:

I term: August - December. II term: January - May.

3. The first semester examination will be in third last week of Jan and the second

semester examination will be in the fourth week of April. 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 50% marks in each paper.

4. To help students relate the learning of concepts with practice, the internship/placement

fortnight will take place in February . Thereafter students will be attached

to a newspaper, magazine, or any other media organization for internship in the month of

May . Each student will be expected to obtain a report from organization on his/her

performance during the internship period.

5. Each student will be expected to attend a minimum of 75% of the classes without which

he/she may be debarred from taking the examination.

**Syllabus .**

**Post-Graduate Diploma Journalism**

**(English)**

**Course Outline**

**Papers Theory AND Practical**

**1. Basic Communication &** Media research

**2. History of Press, Laws and Ethics**

**3. Reporting: Concepts and Processes**

**4. Reporting: Practical - A**

**5.Editing: Concepts and Processes**

**6. Editing: Practical -B**

**7. Basic PR, Advertising and Media Business**

**Management**

**8. Development Journalism**

**9. New Media Journalism**

**MODULE-1**

Communication: Concepts and Processes

\* Differences between TV, Radio, Print and Cyber language

Visual Communication .

\* Visual Communication: Concepts and Processes

\* Principles and tools of visual communication

\* Visual literacy and visual perception

\* Use of visuals across media

\* Visual journalism

\* Visual manipulation and ethics

Communication and Media Research .

Communication and Media Research: Basic Concepts, Design & Methods

\* Areas of Research and types of Research

\* Research Problem: Questions and Hypotheses

\* Theoretical Framework, Literature Review and Analysis

\* Primary and Secondary Research data sources

\* Research Design: Objectives, Study Area, Variables, Sampling

Research Methods

\* Quantitative Method: Survey Research methods : Structured/Semi-Structured

Questionnaire, Case Studies, Content Analysis

\* Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD

\* Data Analysis: Data Coding, categorizing and Interpretation

\* Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM,

TRP, RAM and IRS

\* Media research using Internet.

**MODULE-2**

History of Press, Laws and Ethics

Objectives

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 the Press

\* Early history of the Press and role of the Press in the Freedom Struggle

\* The Press since Independence

\* Prominent English and language newspapers, magazines

\* Specialised Publications in fields such as Film, Sports, Trade, etc.

\* News Agencies (national/international)

\* Print media in other countries (USA, UK, CHINA and SAARC countries)

Part B .

Media Laws

\* Indian Constitution: Fundamental Rights, Directive Principles of State Policy,

Freedom of speech and expression: Article 19 1(a) and 1(b)

\* Contempt of Court and Contempt of Legislature

\* Defamation: Libel and Slander

\* Sedition and inflammatory writings, IPC and Cr PC

\* Official Secrets Act and Right to Information Act

\* Press and Books Registration Act, IPR and Copyright Act

\* Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act,

Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory

Authority of India Act, Broadcasting and Advertising codes.

\* Cinematography Act

\* Cyber Laws: Information Technology Act and Regulatory Authorities

\* Journalism as an organised/unorganised sector; Working Journalists Act, Wage

Boards

Part C .

Media Organisations

\* Press Council of India (1st and 2nd Press Commission recommendations)

\* International Bodies: IPI, UNESCO,

\* Broadcast Regulatory bodies and TRAI, BRAI , IBF,

\* Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA,

BEA, etc. Trade Union Rights in Media

\* Government Information Systems: Concept and Philosophy

\* Organizational setup in India: management and operation for Union Government

(PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.)

\* Supporting services like research, reference and feedback

\* State Government Information and Public Relations Dept.

**Part D .**

Media Ethics

\* Values and Ethics of Journalism (Objectivity, Truth and Impartiality

Balance and Independence), Conflict of Interest

\* Ethical issues: notions and debates

\* Resolving Ethical Dilemmas: Different Methods

\* Right to Privacy, Sting Journalism, Yellow Journalism

\* Paid news, Private Treaties, Media Net

\* Pressures (political, market, legal and professional)

\* Journalists’ Code of Conduct, Self-regulation, Ombudsman

\* Pros and Cons of Media Activism

\* Participatory Journalism

**MODULE-3**

**Reporting: Concepts and Processes**

Objectives

To impart theoretical and practical knowledge about reporting, including specialized

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 .

News Reporting

\* Concept of News, Elements and structure of news reports

\* Types of news: Hard and Soft

\* News Leads and their types

\* Inverted pyramid style, feature style, sand clock style and nut graph

\* Covering press conferences and writing from press releases, events and meets

\* Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative

reporting

\* Differences in reporting for Newspapers / News agencies, TV, Radio

Part B .

News Set-up

\* Reporting department in newspapers, magazines, agencies, radio and TV

\* Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief

\* Role and importance of news sources, attribution

\* Cultivating, verifying and dealing with sources of news

\* Ethical aspect of sourcing News and Reporting

Part C .

Specialized Reporting and Beats

\* Understanding Beats and their categories

\* City reporting: City and local news

\* Crime Reporting: sources and related laws

\* Reporting Political Parties and Politics, Legislative (covering Assembly and

Parliament), Legal Reporting

\* Specialised reporting: Defence, Science & Technology, Education, Art & Culture,

Environment, Fashion & Lifestyle, Entertainment, Sports, etc

\* Reporting Conflict: Armed and Social Conflict, Region, Community and Human

Rights

Part D .

Economy and Finance reporting

\* Forms of Economic Reporting, Financial Reporting and Markets

\* Concept of GDP, Growth and Inflation, Constituents of GDP

\* National Budget

\* Indicators of Economy: Index of Industrial Production, Infrastructure Index, External

Sector: Balance of Payments, Current Account, Capital Account

\* Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and

Reverse Repo Rate, CRR, SLR.

\* Markets: Sensex/Nifty, Capital Market

\* Regulators: SEBI, EPI Index: Bodies such as FICCI, CII, etc.

Part E .

Other Forms of Writing

\* Feature: Definition, characteristics, types: news and non-news features

\* Process of feature writing: Ideas and Research

\* Tools and Techniques of Feature Writing

\* Interview: types and techniques

\* Opinion writing: Editorial, Op-ed page and Middle

\* Special articles, Weekend pullouts, Supplements,

\* Backgrounders, Reviews (Books/Films/Documentaries)

\* Magazine Reporting: Current trends, style and future

**MODULE-4 : Reporting: Practical.**

Objectives

To provide the students hands-on-skills in reporting.

Students will be expected to do reporting practical and writing assignments

Students will be expected to learn how to write Features, Op-eds, Middles and

Editorials.

News Reporting .

\* Speech/ meeting reporting, event reporting, covering writing based on press releases,

Press Conferences

\* Interviews, obits, profiles based on field assignments.

Specialised Writing .

\* Writing features and human interest stories, backgrounders

\* Oped articles

\* Editorials

\* Articles

\* Middles

\* Columns

Writing across media .

\* Writing for news magazines

\* Writing for websites

\* Writing for blogs

\* Writing for mobile

Note: Each student is expected to write at least 50 assignments. Assignments will be given by

faculty members.

**MODULE-5**

Editing: Concepts and Processes

Objective

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

media writing

Editing

\* Editing: concept, process and significance

\* Editorial Values: objectivity, facts, impartiality and balance

\* Concept of news and news making

\* Difference between newspaper/ radio and TV news editing

\* Challenges before editor : bias, slants and pressures

Part B .

News Desk

\* Editorial structure of newspaper/magazines/ news agencies /radio and TV

\* Editorial hierarchy and job of various functionaries

\* Functioning of news desk

\* Integrated Newsroom

\* News Flow and Editing: Role and Responsibility of Gatekeepers

\* Sources of News

\* Managing the news flow

Part C .

Editing Process

\* News selection: News Value and other parameters

\* Handling of news copy

\* Planning and visualization of news

\* Rewriting news stories

\* Headlines and intro

\* Stylebook and Style sheet

\* Use of synonyms and abbreviations

Part D .

Layout Design and Photo Journalism

\* Principles of Layout, Design

\* Typography, color and Graphics

\* Newspaper Printing Process and printing terminology

\* History and evolution of Photojournalism

\* Understanding camera, lenses and accessories

\* Photographic Composition, principles and grammar

\* Concept and techniques of Photo Feature and Caption Writing

\* Photographic Coverage of News and Events

**MODULE-6**

**Editing: Practical**

Objectives

o To impart hands-on-training on editing work and photography.

o Students will be expected to learn re-writing copy.

Editing Assignments .

\* Copy editing

Editing of the copy given in class.

\* Writing Headlines

\* Intro/lead writing

\* Layout

Preparing layout of the front, back and other pages of a newspaper,

magazines using Quark Xpress, Adobe CS (In-design, Photoshop, etc).

\* Rewriting assignments

**Photography Assignments .**

Learning basic skills of photography and shooting exercises

\* Photo coverage of news events on the campus or outside

\* Shooting and preparing Photo Feature along with write-up.

**Lab Journals .**

For lab journal assignments, the class will be divided into groups. Students will

produce Lab newspapers periodically. They need to produce a minimum of 20 issues.

**MODULE-7**

**Basic PR, ADVERTISING & MEDIA BUSINESS MANAGEMENT**

Objectives

To acquaint and sensitize students about the role, relevance, need and interrelationship

between Advertising and PR in Journalism and Media Business

Management

To make students understand the business aspects of the Media.

Part A .

Public Relations

\* Concepts, Definitions, Role and Objectives

\* PR as a source of news for media

\* The PR process

\* PR tools and strategies

\* Media Relations

\* Ethical and Legal Issues (paid news, media net, advertorials, special supplements,

stock market analysis in business channels; paid appearances, etc.)

Part B .

Corporate Communication

\* Understanding the Corporate Sector and its need to be in the news

\* Principles and Concepts of Corporate Communication

\* Cultivating newspapers as Brands, with case studies

\* Crisis Communication vis-à-vis media reporting

\* Corporate Social Responsibility: concepts and as a source for soft stories

Part C .

Advertising

\* Definitions, objectives and classification

\* Ad agency structure: various departments and their functioning

\* Creativity and campaign planning

\* Social and economic impact of advertising

\* Concepts of media planning and buying

\* Laws and Ethics in advertising: Role of AAA, ASCI and Doordarshan Code for

advertisers

Part D .

Media Business Management

\* Introduction to Media Management and Media Economics

\* Ownership patterns

\* Management of Media Organizations - Case Studies of media organizations

\* Economics and marketing of Media organizations: Circulation, Advertising and

changing dynamics in marketing of newspapers and news channels (the race for TRPs

and eyeballs)

**MODULE-8**

**Development Journalism**

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 .**

Development: Theory and Practice

\* Development Discourse: 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

\* Development and Communication (Rogers, Schramm, etc)

\* International Communication: Propaganda, New World Information and

Communication Order, Globalisation

\* Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil

Society

\* Community and alternative media

**Part B .**

India’s Development Paths and Dilemmas:

\* Economic Development and Social Justice: Development, Freedom and Opportunity;

The Government, the State and the Market; Public Policy and poverty

\* Environment and Development: Environmental Issues in the development era;

Environmental Governance; Environmental Politics and Issues; Valuing Nature;

Environmental Rights, Urbanisation Issues

\* Growth, Poverty and Unemployment: Economic Growth in India; Issues of Poverty

and Unemployment in contemporary India; Poverty Alleviation and Equality; the

Market and Common Goods; Wealth Creation and Distribution

\* Education and Health as Political Issues: Basic Services and Rights; Constitutional

Rights; Education, Health and Social Change; India in a Comparative Perspective;

Liberalisation, Market and Basic Services

\* Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood

Rights; Agricultural workers and Farmers in India; Land, Water and Livelihood;

Energy and Livelihood; Urban Livelihoods; Community Rights

\* Gender Issues: Gender equality and social progress; Women, Employment and

Economic Growth; Women and Land Rights; Women: Deprivation and Critical

Issues; Women’s Movements

\* India’s Social Development and Government Programmes: A Critical Overview:

Social Development: Key Issues; Social Development programmes and their impact;

Social Development: A Comparative perspective; Social Development and Reforms;

Social Development Index

Part C .

Development Journalism: Reporting skills for development stories

\* 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 .

Research Project on Development related issues

Each student will have to submit a dissertation of approx. 10,000 words by the last

week of March 2015. Students are encouraged to participate in seminars and

conferences related to the development domain.

**MODULE-9**

**New Media Journalism**

Objectives

To develop understanding of digital information patterns, use and scope.

To enable the students to write for the web platforms

Part A .

Introduction to New Media

\* Components of computers; Input devices, Processing devices, Output devices,

concept of hardware & software (applications & system software) Computer memory,

Storage devices.

\* Application software: Word processing, Spreadsheet, Image Editing.

\* Introduction to the Internet, World Wide Web (WWW), Search Engines.

\* Overview of the New Media Industry

\* Introduction to Web-designing: Role of Navigation, Colour, Text, Images,

Hyperlinks, Multimedia elements and Interactivity.

\* Web Content Management System, Wordpress/ Joomla

\* Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)

\* Overview of open source culture and software, Open Source Licenses (Creative

Commons)

\* Security issues in using digital technology (Malware, Phishing, Identity Theft)

Part B .

New Media Journalism

\* Concepts and evaluation of Internet as a medium

\* News on the web: newspapers, magazines, radio and TV newscasts on the web

\* Changing paradigms of news; emerging news delivery vehicles; job profiles;

integrated newsroom

\* Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open

source data collection and analysis.

\* Challenges and opportunities for a newsman: gatekeepers to news guides;

\* Awareness regarding techniques of Digital Marketing: Search Engine Optimization,

Search Engine Marketing and Email Marketing

Part C .

Social Media and Citizen Journalism

\* Social networking; Introduction to social profile management products: Facebook,

Linkedin.

\* Social Collaboration: virtual community, wikis, blogs, instant messaging,

collaborative office and crowd sourcing

\* Social publishing: Flickr, Instagram, Youtube, Sound cloud

\* Citizen Journalism: Concept, Case studies.

\* Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and

‘opinionists’.

Part D .

Writing for New Media

\* Digital story-telling formats

\* Content writing, editing, reporting and its management

\* Structure of a web report

\* Content for different delivery vehicles

\* Multi-media and interactivity

\* Writing with hyperlinks

\* Content management & content management systems

\* Storyboarding and planning

\* Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

\* Creating and designing Blogs, developing web designs including web version of lab

journals.