



INSTITUTE OF DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP

PAPER-III

EDITING AND LAYOUT DESIGNING



EDITING AND LAYOUT DESIGNING

Paper III



INSTITUTE OF DISTANCE EDUCATION
JIWANJI UNIVERSITY
Gwalior, MP

Syllabus

Editing and Layout Designing

| | |
|---------------|---|
| UNIT 1 | <ul style="list-style-type: none">● Editing: Definitions, Concept and Scopes for news Paper & Magazine.● Importance of Editing, Salient features of editing. |
| UNIT 2 | <ul style="list-style-type: none">● News Editing: Process Selection & its unbiased classification, Distribution.● Comparative Study of News editing in news agency, Radio, Television.● Feature editing, editing of articles, letters to the editor, rewriting of news, copy desk & its importance.● News editors: introduction & Function.● Assistant editors & Sub-editors. |
| UNIT 3 | <ul style="list-style-type: none">● Head lines: Definition & Meaning, its Importance, Types & Objectives.● Subhead – Types, Pointer box.● Intro: Types & its importance. |
| UNIT 4 | <ul style="list-style-type: none">● Layout designing: Principles of layout designing of contemporary news● Papers, Relationship between writing, editing & designing.● Use of charts, graphics, cartoons, pictures.● Dead line and its importance.● Dummy: Meanings, Theory of dummy making in news paper. |
| UNIT 5 | <ul style="list-style-type: none">● Photo editing: Photo selection, cropping, caption writing of photo & its importance. |

Contents

Editing and Layout Designing

| | |
|---------------|---|
| UNIT 1 | Chap. 1 : Definitions, Concept and Scopes for News Paper & Magazine. Chap. 2 : Importance of Editing and Salient Features of Editing |
| UNIT 2 | Chap. 3 : Process of News Editing, Selection & its unbiased classification Chap. 4 : Comparative Study of News Editing in News Agency Chap. 5 : Features of news Editing, Chap. 6 : Introduction & Function of News Editors Chap. 7 : Assistant Editors & Sub-Editors. |
| UNIT 3 | Chap. 8 : Definition & Meaning of Head Lines and its Importance, Chap. 9 : Types & Objectives of Head Lines Chap. 10 : Subhead Types and Pointer box. |
| UNIT 4 | Chap. 11 : Principles of Layout Designing of Contemporary News Chap. 12 : Relationship between Writing, Editing & Designing. Chap. 13 : Use of Charts, graphics, Cartoons and Pictures. Chap. 14 : Dead line and its Importance. Chap. 15 : Theory of Dummy Making in news paper. |
| UNIT 5 | Chap. 16 : Photo Editing and Photo Selection. |

ELECTRONIC MEDIA

Paper V



INSTITUTE OF DISTANCE EDUCATION
JIWANJI UNIVERSITY
Gwalior, MP

Syllabus

Electronic Media

| | |
|---------------|--|
| UNIT 1 | <ul style="list-style-type: none">● Brief history of broad casting.● Origin, Developement of electronic media in India.● Basic Characteristics of electronic media.● F.M & Community Radio. |
| UNIT 2 | <ul style="list-style-type: none">● Principles of writing for radio news bulletin.● Characteristics of radio writing.● Art of news reading.● Set up of Radio news room & News Studio. |
| UNIT 3 | <ul style="list-style-type: none">● Television News Writing, Packaging.● Basic features of script writing for T.V. programs.● Anchoring & its types.● T.V. documentaries.● Basic elements of news production (Presentation), Byte. |
| UNIT 4 | <ul style="list-style-type: none">● Web Journalism: Definitions, meanings, its scopes & its significance.● Writing & layout for web.● Surfing and browsing of news website.● Convergent media.● Glossary of web journalism. |
| UNIT 5 | <ul style="list-style-type: none">● Committees of Radio & T.V.● T.V., AIR – Code & ethics.● Comparative study of AIR & B.B.C.● Comparative study of Aaj Tak, Star News, Zee News, N.D.T.V. etc. |

Contents

Electronic Media

| | |
|---------------|--|
| UNIT 1 | Chap. 1 : Brief History of Broad Casting. Chap. 2 : Origin And Development of Electronic Media in India. Chap. 3 : Basic Characteristics of Electronic Media. Chap. 4 : F.M & Community Radio. |
| UNIT 2 | Chap. 5 : Principles of Writing for Radio news Bulletin. Chap. 6 : Characteristics of Radio Writing. Chap. 7 : Art of News Reading. Chap. 8 : Set up of Radio News Room & News Studio. |
| UNIT 3 | Chap. 9 : Television News Writing and Packaging. Chap. 10 : Basic Features of Script Writing for T.V. Programs. Chap. 11 : Anchoring & Its Types. Chap. 12 : T.V. Documentaries. Chap. 13 : Basic Elements of News production And Presentation |
| UNIT 4 | Chap. 14 : Definitions, Meanings of Web Journalism and Its scopes & significance. Chap. 15 : Writing & layout For Web. Chap. 16 : Surfing and Browsing of News Website. Chap. 17 : Convergent Media. Chap. 1 : Glossary of Web Journalism. |
| UNIT 5 | Chap. 1 : Committees of Radio & T.V. Chap. 1 : T.V AIR Code & Ethics. Chap. 1 : Comparative Study of AIR & B.B.C. Chap. 1 : Comparative Study of Aaj Tak, Star News, Zee News, N.D.T.V. etc. |

INTRODUCTION AND HISTORY OF JOURNALISM

Paper I



INSTITUTE OF DISTANCE EDUCATION
JIWANJI UNIVERSITY
Gwalior, MP

Syllabus

Introduction and History of Journalism

| | |
|---------------|--|
| UNIT 1 | <ul style="list-style-type: none">● Journalism : Definition, meaning, forms & scope● Information: meaning, definition● History of journalism● Origin & growth of Indian press |
| UNIT 2 | <ul style="list-style-type: none">● Indian journalism: pre independence and post independence.● Role of press in Democracy and contributions of journalism in freedom Struggle.● Freedom fighters as a journalist : Bal Gangadhar Tilak, Mahatma Gandhi, Ganesh● Shankar Vidhyarthi, Makhan Lal Chaturvedi.● Journalism organization and their movement. |
| UNIT 3 | <ul style="list-style-type: none">● Mass Media: Various communication medium, Audience, content and effects.● Traditional Media● Rural Journalism & its role in Agriculture Areas.● Prominent News papers● Yellow Journalism |
| UNIT 4 | <ul style="list-style-type: none">● News Agency: Historical Development of News agencies● Recognized Indian News agencies● Role of News agencies and there limitations |
| UNIT 5 | <ul style="list-style-type: none">● First press Commission● Second press Commission● Indian Press Council. |

Contents

Introduction and History of Journalism

| | |
|---------------|--|
| UNIT 1 | Chap. 1 : Definition of Journalism and Its Scope Chap. 2 : History of Journalism Chap. 3 : Origin & Growth of Indian Press |
| UNIT 2 | Chap. 4 : Indian journalism Pre independence and post independence Chap. 5 : Role of Press in Democracy And Contributions of Journalism In Freedom Struggle. Chap. 6 : Freedom Fighters As a Journalist Chap. 7 : Journalism Organization and Their Movement. |
| UNIT 3 | Chap. 8 : Mass Media and Its Various communication Medium. Chap. 9 : Traditional Media Chap. 10 : Rural Journalism & Its Role in Agriculture Areas. Chap. 11 : Prominent News papers Chap. 12 : Yellow Journalism |
| UNIT 4 | Chap. 13 : News Agency And Historical Development of News Agencies Chap. 14 : Recognized Indian News agencies Chap. 15 : Role of News Agencies and Their Limitations |
| UNIT 5 | Chap. 16 : First Press Commission Chap. 17 : Second Press Commission Chap. 18 : Indian Press Council. |

INTRODUCTION TO MASS COMMUNICATION

Paper IV



INSTITUTE OF DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

Syllabus

Introduction to Mass Communication

| | |
|---------------|---|
| UNIT 1 | <ul style="list-style-type: none">● Communication: Definitions, Concept, Scope, Nature & Process of Communication.● Communication: Types – Verbal non verbal, intrapersonal, interpersonal, group Communication, mass communication & traditional communication. |
| UNIT 2 | <ul style="list-style-type: none">● Importance of Communication, its elements.● Rural Communication.● Different Steps of Communication: Bullet, Two steps flow of Communication Multi steps flow of Communication. |
| UNIT 3 | <ul style="list-style-type: none">● Models – Linear, Nonlinear, SMR, SMCR, Shannon & Weaver, Westley, Lasswel, Os Good, Dance, Wilber Schramm, Gerbner, gatekeepeing, feed back, Noise.● Theories of communication: Peterson & Shramm's four press Theories – e.g.-Authoritarian, Libertarian, Soviet/communist theory, Social responsibility, Denis Mcquails theory- Democratic & Participatory theory, Development media theory● Marshals MacluhaqnS theory● Balance theory, Personal influence theory . |
| UNIT 4 | <ul style="list-style-type: none">● Medium of mass communication : News papers, Magazines, Radio,T.V., Traditional Media & Cinema.● Importance & Responsibilities of mass communication Media.● Social change & Social responsibility.● Role of mass communication in National Development.● Merits & Mesits of mass Media. |
| UNIT 5 | <ul style="list-style-type: none">● Salient features of mass, public and groups● Public opinion, propaganda● Opinion leader.● Typology of Audience. |

Contents

Introduction to Mass Communication

| | |
|---------------|--|
| UNIT 1 | Chap. 1 : Definitions, Concept And Scope, Communication Chap. 2 : Nature & Process of Communication. Chap. 3 : Communication And Its Types |
| UNIT 2 | Chap. 4 : Importance of Communication, Its Elements. Chap. 5 : Rural Communication. Chap. 6 : Different Steps of Communication |
| UNIT 3 | Chap. 7 : Communications Models. Chap. 8 : Theories of Communication Chap. 9 : Development Media theory Chap. 10 : Marshals MacluhaqnS theory Chap. 11 : Balance Theory, Personal Influence Theory . |
| UNIT 4 | Chap. 12 : Medium of Mass Communication Chap. 13 : Importance & Responsibilities of Mass Communication Media. Chap. 14 : Social Change & Social Responsibility. Chap. 15 : Role of mass communication in National Development. Chap. 16 : Merits & Mesits of Mass Media. |
| UNIT 5 | Chap. 17 : Salient Features of MassAnd Public and Groups Chap. 18 : Public Opinion and Propaganda Chap. 19 : Opinion Of Leader. Chap. 20 : Typology of Audience. |

NEWSPAPER MANAGEMENT AND PRESS LAWS

Paper VI



INSTITUTE OF DISTANCE EDUCATION
JIWANJI UNIVERSITY
Gwalior, MP

Syllabus

Newspaper Management and Press Laws

| | |
|---------------|--|
| UNIT 1 | <ul style="list-style-type: none">● Media management: Meanings, nature & scopes.● Principles of news paper management.● Structure of organizational set up of news papers & Function of various department of news paper & magazine Organizations e.g. Editorial, Advertising, Circulation, Finance and Production department. |
| UNIT 2 | <ul style="list-style-type: none">● Ownerships patterns of major media house in India.● Qualities of good media manager.● News print policy.● Sale promotion including pricing, price war aspects |
| UNIT 3 | <ul style="list-style-type: none">● Space /Time Selling, product selling.● Apex bodies – DAVP, ABC Ad Agencies, DPR, INS.● News paper as a product.● Market Survey techniques.● Time Management of each department. |
| UNIT 4 | <ul style="list-style-type: none">● Freedom of Speech and expressions in constitution of India.● Press regulations: a historical perspective & Future.● Official Secrets act – 1923.● Right to information bills in India. |
| UNIT 5 | <ul style="list-style-type: none">● Laws of Defamation.● Contempt of Court act 1971.● PIB (Press information Bureau) Act 1867. |

Contents

Newspaper Management and Press Laws

| | |
|---------------|--|
| UNIT 1 | Chap. 1 : Meanings, Nature & Scopes Media Management Chap. 2 : Principles Of News Paper Management. Chap. 3 : Structure Of Organizational Set up Of News Papers Chap. 4 : Function Of Finance and Production Department |
| UNIT 2 | Chap. 5 : Ownerships Patterns Of Major Media House In India. Chap. 6 : Qualities Of Good Media Manager. Chap. 7 : News print policy Chap. 8 : Sale And Promotion aspects |
| UNIT 3 | Chap. 9 : Space /Time Of Product Selling. Chap. 10 : Apex Bodies – DAVP, ABC Ad Agencies, DPR, INS. Chap. 11 : Market Survey Techniques. Chap. 12 : Time Management In News Department. |
| UNIT 4 | Chap. 13 : Freedom of Speech And Expressions in Constitution of India. Chap. 14 : Press regulations As Historical Perspective & Future. Chap. 15 : Official Secrets Act – 1923. Chap. 16 : Right To Information Bills In India. |
| UNIT 5 | Chap. 17 : Laws of Defamation. Chap. 18 : Contempt of Court Act 1971. Chap. 19 : PIB (Press information Bureau) Act 1867. |

PUBLIC RELATION AND ADVERTISEMENT

Paper VI



INSTITUTE OF DISTANCE EDUCATION
JIWANJI UNIVERSITY
Gwalior, MP

Syllabus

Public Relation and Advertisement

| | |
|--------|--|
| UNIT 1 | <ul style="list-style-type: none">● What is P.R. ? Role and scope of P.R.● Historical Background of public relation.● Tools of PR : Press release, Press conferences, interacting with Journalist, |
| UNIT 2 | <ul style="list-style-type: none">● Brand promotion, Image Building, Crisis Management.● P.R. in state and central Government.● Growth of PR Agencies.● Planning of P.R. Campaign.● Characteristics of a good PR professional. |
| UNIT 3 | <ul style="list-style-type: none">● Advertising: Definition, Role and Scope.● History of Advertising.● Types of Advertizing.● Advertising Agency : Role and function, media selection, idea generation. |
| UNIT 4 | <ul style="list-style-type: none">● Creativity, Appeals and copy writing.● Basic principles of copy writing – Headline, copy text, slogans, picture and Typography.● Study of Print & electronic Advertisements.● Women in Advertising. |
| UNIT 5 | <ul style="list-style-type: none">● Ethics of Advertisement, public Relation.● Social Effects of Advertisement.● Glossary of Advertisement. |

Contents

Public Relation and Advertisement

| | |
|--------|---|
| UNIT 1 | Chap. 1 : What is P.R. Chap. 2 : Role and Scope of P.R. Chap. 3 : Historical Background Of Public Relation. Chap. 4 : Tools of PR |
| UNIT 2 | Chap. 5 : Brand Promotion, Image Building And Crisis Management. Chap. 6 : P.R. In State and Central Government. Chap. 7 : Growth Of PR Agencies. Chap. 8 : Planning Of P.R. Campaign. Chap. 9 : Characteristics Of A good PR Professional. |
| UNIT 3 | Chap. 10 : Definition Of Advertising and Its Role and Scope. Chap. 11 : History Of Advertising. Chap. 12 : Types of Advertising. Chap. 13 : Advertising Agency : And Its Role and function |
| UNIT 4 | Chap. 14 : Creativity Of Appeals and Copy writing. Chap. 15 : Basic Principles Of Copy Writing Chap. 16 : Study Of Print & Electronic Advertisements. Chap. 17 : Women In Advertising. |
| UNIT 5 | Chap. 18 : Ethics Of Advertisement In Public Relation. Chap. 19 : Social Effects Of Advertisement. Chap. 20 : Glossary Of Advertisement. |

REPORTING AND WRITING SKILLS

Paper II



INSTITUTE OF DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP

Syllabus

Reporting and Writing Skills

| | |
|---------------|--|
| UNIT 1 | <ul style="list-style-type: none">● News: Definition, Concept Nature and its elements.● Types of News, news sources.● Off the record.● Planning of News presentation in print Media.● Forms of news writing. |
| UNIT 2 | <ul style="list-style-type: none">● Reporting: Meanings, Elements● Types of reporting: Political, Sports, Crime, Investigative, Developmental● Interpretive reporting● Kinds of reporters, Good qualities of reporters, their responsibilities and rights● Follow ups, beat system |
| UNIT 3 | <ul style="list-style-type: none">● Interviews: Definitions concept Different forms of Interview● Preparation for interview of renowned personalities.● Press conference, Press briefing meet the press. |
| UNIT 4 | <ul style="list-style-type: none">● Features: Meaning, Definition and Scope● Feature writing for news agency● Review writing for magazine● Differences between Features & News |
| UNIT 5 | <ul style="list-style-type: none">● Photo journalism: Meaning, Definitions.● Development of photo journalism its importance in mass communication.● Types of Photo Features. |

Contents

Reporting and Writing Skills

| | |
|---------------|---|
| UNIT 1 | Chap. 1 : Definition Of News . Chap. 2 : Concept Nature and its elements Of News. Chap. 3 : Types of News And Its Sources. Chap. 4 : Planning of News Presentation in Print Media. Chap. 5 : Forms of News Writing. |
| UNIT 2 | Chap. 6 : Meanings Of Reporting And Its Elements Chap. 7 : Types Of Reporting Chap. 8 : Kinds of reporter, And Their Responsibilities and Rights Chap. 9 : Follow Ups Beat System |
| UNIT 3 | Chap. 10 : Definitions Concept And Different Forms Of Interview Chap. 11 : Preparation For Interview of Renounced Personalities Chap. 12 : Press Conference Press briefing Meet The Press. |
| UNIT 4 | Chap. 13 : Meanin, Definition and Scope Of Features Chap. 14 : Feature Writing For News Agency Chap. 15 : Review writing for Magazine Chap. 16 : Differences Between Features & News |
| UNIT 5 | Chap. 17 : Definitions Of Photo Journalism Chap. 18 : Development Of Photo journalism Its Importance in Mass Communication. Chap. 19 : Types Of Photo Features. |



Jiwaji University, Gwalior

(Established in 1964)

जीवाजी विश्वविद्यालय, ग्वालियर (स्थापना वर्ष 1964)

NAAC Accredited 'A' Grade University