MIMC 201 - ADVANCE REPORTING

Objectives
1. To prepare students with tools and techniques of reporting
2. To impart advance skills of reporting
3. To develop capacity of handling reporting assignments independently

UNIT - 1: BASICS OF REPORTING
1. Concept of reporting; news gathering process and techniques
2. Beat system
3. News sources
4. Types and qualities of reporters
5. News bureau set up

UNIT - 2: INTERVIEW AND PRESS CONFERENCE
1.1 Interview - preparations and process
1.2 Types of interview
1.3 Interview writing skills
2.4 Press Conference - Preparations and reporting of Press Conference
2.5 Meet the Press and Press briefing

UNIT - 3: INTERPRETATIVE REPORTING AND NEWS ANALYSIS
3.1 Objective reporting
3.2 Interpretative Reporting
3.3 News Analysis
3.4 Investigative reporting
3.5 In-depth reporting

UNIT - 4: SPECILISED REPORTING
4.1 Sports reporting
4.2 Political and Parliamentary reporting
4.3 Crime and Court reporting
4.4 Science, technology and environment reporting
4.5 Defence reporting
UNIT- 5: CONTEMPORARY REPORTING

5.1 Modern trends - The new journalism, Activism and Advocacy Journalism.
5.2 Competition between Print and Electronic media in reporting
5.3 Reporting human interest stories, Society, Life Style.
5.4 Sensationalism in reporting
5.5 Sting Operations

Recommended books
1. News reporting and editing: KM Shrivastava
2. Here is the news-reporting for media: Rangaswami Parthasarathi
3. Advance reporting: Bruce Garrison
4. Interpretative reporting: McDougle
5. जनजागृति और पत्रकारिता: प्राकृतिक दृष्टि
6. पत्रकारिता एवं परिवहन: राधिकां शाह
MJC202 - EDITING AND PRESENTATION

Objectives
1. To introduce students with the newsroom culture and editing environment
2. To familiarize with the process of editing
3. To acquaint with layout designing and technological aspects
4. To impart advanced skills of editing

UNIT - 1 INTRODUCTION
1.1 Editing - Meaning, Concept and Significance
1.2 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of newspaper and magazines
1.3 News room set up, news flow and gate keeping
1.4 Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and chief Reporter.
1.5 Functions and responsibilities of Group Editor, Managing Editor, Coordinating Editor.

UNIT - 2 PROCESS OF EDITING
2.1 Editing - Principles, Tools & Techniques.
2.2 Role and function of copy desk
2.3 Art of Copy editing, Steps and precautions in editing.
2.4 Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, Rewriting, Integration, Translation and Transliteration.
2.5 Editing for a Target Audience

UNIT - 3 : HEADLINE, PHOTOGRAPH, SPECIALISED EDITING
3.1 Headlines - meaning, significance and types. Techniques of effective headline writing
3.2 Photograph - Role and significance, qualities of an effective photograph
3.3 Photo editing - Selection of photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs, Caption writing.
3.4 Magazine editing
UNIT - 4 : LAY-OUT DESIGNING
4.1 Concept of layout and dummy
4.2 Principles of layout designing
4.3 Tools of layout designing, Types, Type faces, white space, picture, graph, and chart
4.4 Patterns of lay-outs
4.5 Planning the page - the front page and inside pages, designing special pages.

UNIT 5 : TECHNOLOGY
5.1 Brief History of Printing Technology.
5.2 Compositing: Hand Compositing, Mono composing, Lino composing, photo type setter, DTP etc
5.3 Various types of printing presses: Hand Press, Treadle, Cylinder, Rotary, photo gravure, offset, etc.
5.4 Applications of computer: Use of Quark Express
5.5 Applications of computer: Use of Photoshop

Recommended books
1 समाचार संपादन : प्रेमचंद चंद्रगुप्त
2 समाचार संपादन और पृष्ठ रचना : रमेश शेखर
3 समाचार संपादन और पृष्ठ रचना : यामजसुलाम शर्मा
4 लेखाउद्घाट साहित्य भीष्मिता और संगाच प्रौद्योगिकी
5 लेखाउद्घाट एक परिक्रमा : संजोग चौधरी
6 Creative newspaper designing: Vic Giles
7 Newspaper Design: Allen Hutt
8 Editing for print: Geoffrey Rogers
9 Subediting: a handbook of modern newspaper editing and production: F W Hodgson
10 Editing: TJS George
MJMC203 - TELEVISION JOURNALISM

Objectives
1. Developing skills for television journalism
2. To acquaint student with TV production process
3. Understanding structure of newsroom and its functioning

UNIT 1: INTRODUCTION TO TV NEWS & REPORTING
2. Television script
3. function of news channel
4. PTC- vox pop, live reporting & outstation broadcast

UNIT 2: MAKING OF A NEWS BULLETIN
1. Structure and functioning of a news room
2. Electronic new production systems(ENPS)
3. Television news team role and responsibilities
4. Rundown and structure of news bulletins, news graphics

UNIT 3: TELEVISION NEWS PRODUCTION
1. Overview of television news production process, pre-production and post production
2. Production equipments
3. Introduction to video camera: shots, angle and movements
4. Lighting and set designing

UNIT 4: EDITING
4.1 Video editing: Process and principles of editing.
4.2 Types of editing - assemble and insert editing, off-line and on-line editing;
    Non-linear editing techniques.
4.3 Audio mixing & editing; audio effects, dialogues and voice-over, titling, graphics, and animation.

4.4 Editing equipment’s - recorder, player, vision mixer, audio mixer, TV monitor, vectorscope, waveform monitor, speaker, and special effect generator.

Unit 5. Television News Presentation

5.1 Qualities of a newscaster, doing voice over,
5.2 Role and importance of anchor
5.3 Voice analysis - pitch, volume, tempo, vitality
5.4 Common voice problems – nasality and denuasity, huskiness and sibilance

Recommended books

1. Ted White, Broadcast News Writing, Reporting and Producing, Focal Press
2. Andrew Boyd, Broadcast Journalism, Focal Press
3. Peter Ward, Alan Birmingham, Multi skilling for Television Production
4. Gerald Millerson, Television Production
5. SC Bhatt, Broadcast Journalism: Basic Principles
6. Partha Sarthi, Here is the News
9. Rudy Bretz, Techniques of Television production, Focal Press
11. Gerald Millerson, Techniques of TV Lighting

विज्ञापन जीवन में भी अति विशेष भूमिका निभाता है।

इंडियन टीवी टी.वी. कॉम्मुनिकेशन ऐंड डिजाइन एजुकेशन मूलभूत अंडांक

टेलीविजन और टीवी में जीवन में भी। होटल टिमिंग

नायक जीवन में भी।
MJMC204 - PUBLIC RELATIONS AND ADVERTISING

Objectives
1. To introduce students with concepts of Public relations, advertising
2. To familiarize students with PR, Advertising processes
3. To impart necessary skills to enable students in performing PR, Ad functions.

UNIT - I INTRODUCTION TO PUBLIC RELATIONS
1.1 Concept and Definition of Public Relations, Role and Scope of Public Relations
1.2 Types Public Relations.: Public, Government, Private and Service Sector
   P.R., Image Building, Brand Promotion, Informational & Crisis Public Relations Management.
1.3 Tools of P.R.: Media Release, Media Conference, Seminars/Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Video, Interviews & Programmes.
1.4 P.R. & Propaganda, Publicity & Advertising or Sales Promotion and Marketing

UNIT - II ROLE AND FUNCTION OF PUBLIC RELATIONS
2.1 P.R. in Central & State Government - Role and Functions
2.2 Organisational structure of P.R. Department in Central - state Government.
2.3 P.I.B., A.I.R., D.D., Films Division, Sog & Drama Division, Field Publicity.
2.4 State Government and Public Relations: DPR set up & functioning.
2.5 Art of P.R. writing: Writing for Brochure, Folders, Internal and External House journals

UNIT - III PUBLIC RELATIONS AND MEDIA
3.1 P.R. with Media - Media Relations.
3.2 Corporate Communications: Tools and Techniques.
3.3 Major P.R. Agencies: Indian & International their Functioning.
3.4 Characteristics of Good P.R. & C.C. personnel.
3.5 Planning & Running P.R. Campaign.
UNIT -4 INTRODUCTION TO ADVERTISING
4.1 Advertising – Definition, Role & Importance.
4.2 History & Development of Advertising, Present Status of Advertisement.
4.3 Types of Advertisement – Corporate, Product, Display, Financial, Public Service,
Tenders & Notices, Appointment Ads & Classifieds Ads.
4.4 Advertising ethics & Social responsibility.
4.5 Regulation of Advertising – Role of AAAI, ASCI & INS.
UNIT -5 ART OF ADVERTISING
5.1 Ad Agency – Types, Structure and Functions.
5.2 Art of Developing Effective Copy and Importance of Copy writer.
5.3 Copy elements – Headline, Sub Heads, Slogans, Body Copy, Logo etc.
5.4 Layout – Importance, Steps & Principles of a good Layout, Visuals – its importance
5.5 Advertising Campaign, Planning: Selection of Media, Budget etc. Analysis of some memorable Indian Advertising Campaigns- Amul, Cadburys, Hero Honda, Raymonds, Bajaj, Onida etc.

Recommended books
5. Advertisement in Print Media, Sanjay Kaptan and Aichilesh Acharya, Book Enclave, Jaipur.