

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

## Pet syllabus for Journalism

### SECTION—B (UG level)

- 1- News Reporting
- 2- T.V. Journalism
- 3- Public Relations
- 4- Information Technology Application in Mass Media
- 5- Editing
- 6- Current Affairs
- 7- PRESS LAWS

#### 1- NEWS REPORTING:-

News-meaning, Definition, Qualities of Reporter, Timeliness, Readers Interest, News Values.

Importance of five W and one H, Guidelines to Political reporting, legislative journalism, Diplomatic Reporting.

#### 2- T.V.JOURNALISM

--Characteristic of T.V. Journalism, Importance of T.V. Journalism in mass communication, T.V. as educational tool., History of Indian T.V. and Growth in India.

--T.V. News writing, Types of News, interview techniques, Human Interest Stories, Types of T.V. Programmes, Effective Use of camera.

#### 3- Public Relations.

Definition of Public Relation, History of Public Relation in India, meaning of promotion - propagandas, Professional PR Tools, Current Trends in PR(Corporate communication)

Public Relations research, Qualities of PRO., P.R. Consultancy in India, House Journals and its importance.

#### 4- Information Technology Application in Mass Media

- History and development of Internet in India and globally, Use of Internet in Mass Media
- Computer System: Hardware & Software required for Media Communication and Development
- Multimedia Systems: Architecture, Integration, Programming, Animation and Gaming.

- Video: Broadcasting standards and basics
- Network Media, Email, Digital cameras, computer concept and use in media, ISDN, Lease Line advanced communication channels (Satellite, Fibre Optics, 3G)
- Online Journalism, Protocol, Online News Papers, Internet Advertisement, Impact of internet and advanced technology on media.

#### 5- Editing

Role play by subeditor in news editing, copy, paper less news paper office and role of editor, Importance of Heading, planning of Page Make up, Reference Library of News Paper and use for editor, Editing and Team Work

Editorial organisation, Relation between dept. Organisation, Style Book, Clipping and Morgue.

#### 6- Current Affairs

Review of Local and National –State level Major events in the year,

#### 7- PRESS LAWS

Constitutional Provisions regarding Media, Defamation Law, Right to Information Act, Media Ethics, Code of conduct, Provisions of Emergency and Powers of Media during emergency Election Commission of India and its functioning , Parliamentary Privileges.

- A. **Development of Media**-----Development of Language as a tool of communication, Invention of printing press, Early communication systems in India.,Indian Press and Freedom Movement,Press in India after Independence, .Regional development and role of Media, Satellite and cable television in India. Development of Media in India.
- B. **Communication Research**-- Elements of research, Definition of research, communication theories, importance of communication research, methods of communication research, Tolls of data collection, Report writing and its importance.
- C. **CORPORATION COMMUNICATION**—growth and evolution of Advertising in India, classification of Advertisement, media briefing, mass media laws concerning advertising, Interface PR with various dept., Writing for media, writing for internal public materials eg-bulletin, boxes, open house suggestions, house journals. Media relations.
- D. **ELECTRONIC MEDIA**--- Radio programme production technique, types of microphones, studio chain, writing for radio programme, Studio lightings, video editing techniques, colour balance, T.V. lightings, digital editing skills, Voice broadcast skills, skills of anchoring.
- E. **Information Technology Application in Mass Media**, Computer System: Hardware & Software required for Media Communication and Development, Multimedia Systems: Architecture, Integration, Programming, Animation and Gaming, Video: Broadcasting standards and basics, Network Media, Email, ISDN, Lease Line advanced communication channels (Satellite, Fibre Optics, 3G), Online Journalism, Protocol