

AC 26/06/2015
Item No. 4.19 (B)

Sem. V
Editing

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives

- As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement .
- It aims at orienting students to gain more practical knowledge in the print media scenario.
- The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.
- The syllabus tackles editing from various beats points of view.
- Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.
- With global media and changing advertising concepts lay-outs in modern times can be imparted.

Module	No of Lectures
I. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.	6
II. Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.	6
III. Justification of news placements. Beat speciality in writing news.	4
IV. Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.	4
V. Layout- and design. Different types of layouts.	4
VI. Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.	6
VII. Copy editing techniques for digital media and e editions, multi-editional papers	4
VIII. Judging newsworthiness and knowing wire services	2
IX. Organisation and hierarchy chart for editorial department and functions at each level.	4
X. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.	4

XI. Photo and visual selection, writing captions, ethics for visuals.

4

XII. Case Studies:

- a. Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter
- b. Broadsheet- Times of India, Asian Age
- c. Broadsheet: Regional Lokmat
- d. International tabloid- The Sun
- e. International Broadsheet: The Washington Post

Recommended references:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

SEM. V

REPORTING

Objectives

-To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. To make

them understand basic ethos of the news and news-gathering.

-To prepare them to write or present the copy in the format of news.

-To develop nose for news.

-To train them to acquire the skills of news-gathering with traditional as well as modern tools.

-To inculcate the skills for investigative journalism.

-To make them understand the basic structure/ essential knowledge for various beats.

-To make them responsible reporters and the face of media.

Syllabus

1. What is News? Definition of News.

News values. Elements of news/news sense. What makes news as news.

2. Basic Principles of Reporting

ABC of Reporting Accuracy, Balance/Brevity and Clarity.

Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources,

Speed. Do these principles clash with each other?

3. News Gathering

A) How do reporters gather news.

Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes.
Incident/On the spot coverage.

B) Sources

Primary & Secondary

Official & Unofficial or Hidden or Confidential.

Off the record sources/ Self Developed sources.

Role of anonymous sources.

New-age technological sources.

How to develop sources.

Reliability and confidentiality of sources.

4) News-writing

How to write a news story

Construct the news. - Intro, Dateline, Credit-line, Bod-ytext.

Inverted Pyramid style as the basic requirement.

Use of news parlance. Use of verbs, adjectives, comment.

5) Follow-up Story

6) Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.

The basic beats such as.

Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation),

Infrastructure, Education, Health, Entertainment, Defence.

New upcoming beats :

Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.

7) Citizen Journalism

Participation of citizens in breaking news-stories. A new branch.

8) Importance of New Tools in the hands of Reporters.

RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.

The use/misuse of these tools, Authenticity and credibility of these tools.

Significance of pictorial/graphic element and support to your news story or any such extra audio-visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.

9) Coverage of Disasters

Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.

Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.

The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.

10) Investigative Journalism

History of Investigative Journalism in the world and India.

How to cover an investigative story, Do's and don'ts.

The Role of Investigative Reporters in bringing about change in the respective establishments/society

or the system.

Limitations/Obstacles in covering an investigative story.

Role of Whistle Blowers and also news tools.

Sting Operations.

11) Ethical Issues in reporting/ Credibility of Reporters.

Yellow Journalism and its comparison with other forms.

Privileges/Extra powers to Reporters. Myth or Reality?

Imminent Dangers or threats in Reporting.

12) Case Studies

A) Watergate Scandal

B) Tehelka - West End Deal Sting

C) Bofors Gun scandal

D) Nira Radia Case

E) 2 G Scam

F) Anna Hazare Movements Coverage

G) Maharashtra Irrigation Scam

The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these..

For internal assessment : Suggestions : There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.

BMM SEMESTER V

Features and Opinion

Objectives:

- Understanding the differences between reporting and feature writing
- Understanding the other types of soft stories
- Learning the skills for writing features/ opinion/soft stories and of interviewing

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1. Difference between 'hard' news, 'soft' news and how the demarcation is blurring (4)

2.

- what is a feature (2)
- difference between news reports and features
- difference between features for newspapers and magazines

3. Writing a feature (4)

- formulating a story idea and writing a pitch

4. Other aspects of feature writing (2)

- collecting facts and opinions/anecdotes/quotes
- types of leads
- adding colour and imagery

5. Outline of (4)

- seasonal stories
- nostalgic stories
- human interest stories
- trend stories

6. Art of interviewing(4)

- preparing for face-to - face interview
- structuring the questions
- attitude during interview
- transcribing: notes or recording
- writing the interview : question-answer format and descriptive format

7. Outline and special techniques needed for the following interviews(2)

- phone
- email
- television

8. Writing reviews : Format ,ethics involved and qualities/ skilled required (4)

- books
- films
- eatries

9. Obituary(2)

- what is an obituary
- how to write an obituary
- can obituaries be critical

10. Columns (4)

- what is a column
- types: analytical, advisory, interactive and agony aunt columns
- ethics involved

11. Editorial page

(4)

- what is an editorial
- importance of editorial page
- layout of editorial page
- transformation of the page: fading of op-ed, middle,
- erosion of editorial independence with growing commercialization

12. Travel writing (4)

- how to write a travel story

- tips and tools
- understanding cultural, political and social nuances

13 . Profile (4)

- what is a profile
- how to write a profile
- profile of : S Sadanand, Kumar Ketkar , ShyamLal , Vinod Mehta, P Sainath

14.Snippets(4)

- what are snippets
- writing snippets with catchy headlines

References:

- The Art of Feature Writing by HunadContractor , Icon Publications
- Writing Opinion: Editorials by William L.Rivers, Bryce McIntyre, Alison Work, Iowa State University Press
- Writing Features for Newspapers by Daniel R. Williamson , Hastings House Publishers New York
- The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich , Silman James Press

Semester-V Journalism and Public Opinion Paper IV

Objectives:

- *To assess the importance of the media vis a vis the public*
- *To project a fair idea of the role of the media in creating and influencing Public Opinion*
- *To analyze the impact of the media an public opinion on socio political issues*

1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media. [4]
2. Media theories and their understanding of Public Opinion
Walter Lippman - Modern Media and Technocracy
Paul Lazarsfeld – Research, Two Step Flow of Information
Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model
Agenda Setting Vs Uses and Gratifications [6]
3. Media and Political Opinion:

- Coverage of Political Parties, Personalities and General Elections by national and international media; media biases
Use of Media for election campaigns; Democrats in U.S.A.; BJP in India [4]
4. Media shaping opinion with respect to government's policies (reference to India):
Nuclear policy; Economic policy; Current Foreign Policy
[4]
 5. Role of Media in shaping public opinion during conflicts
Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014
[6]
 6. How Public Opinion can translate into Public participation: Arab Spring - Tunisia;
Libya;
Egypt; Syria- role of social media [4]
 7. War on international terrorism – media coverage
Islamic State (IS); Al-Qaeda; Taliban [4]
 8. Internal Conflicts and Media coverage:
Post Kargil insurgency
National media vis-à-vis regional media in India's North East – Manipur, Nagaland
Bodo conflict [6]
 9. Portrayal of Women's issues in media – gender violence, rape, sexual assault,
domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other
contemporary cases. [6]
 10. Media Coverage of Marginalised sections of Society : Perspective from Above'
[ignoring the marginalised]
Dalits; Tribals; reservation; displacement, Forest Rights Act [4]

Bibliography

- www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
- Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
- Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution
- Ahmed Rashid: The Taliban
- Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
- Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Sardesai Rajdeep: "2014: The Election that Changed India"
- Walter Lippmann : "Public Opinion" by
- Herman Edward S. & Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
- Lalles John: Nature and Opinion of Public Opinion.
- Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiiond. – acadademia . edu
- Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies
- Coleman Benjamin: Conflict, Terrorism an Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Infidian media in a Globalised World, Sag Publications
- en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
- Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
- Ehab Galal and Riem Spielhans – Covering the Arab Spring: Middle East in the Media. Academia . edu
- Babla Maya – Arab Spring Media Monitor Report : One year of Cverage. UDC Centr of Public Diplomacy
- Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
- Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.
- Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
- Swami Praveen(1999): The Kargil War New Delhi: [LeftWord Books](http://LeftWordBooks.com)
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
- Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth,
- Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)

- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Deepa Viswam, (2010), Role of Media in Kashmir Crisis, Gyan Publishing house
- Tekwani Shyam, (2008), Media and Conflict Reporting in Asia, AMIC
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: [Routledge](#).
- Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.

SEMESTER V

Indian Regional Journalism

Objective:

- Study of the history and role of Indian press other than in English.
- Understand the contribution and role of certain publications and stalwarts
- Study of the regional press and television of today

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- | | |
|---|-----|
| 1. Regional press during the British Raj: an overview | (2) |
| 2. Hindi Press | (4) |
| <ul style="list-style-type: none"> ➤ Birth and earliest publications ➤ Role during the freedom movement ➤ Role in social reforms ➤ Evolution post-1947 ➤ Hindi media today (overview) | |
| 3. Marathi Press | (8) |
| <ul style="list-style-type: none"> ➤ Role during the freedom movement ➤ Role in social reforms and shaping cultural identity ➤ Contribution of Kesari ➤ Evolution post 1947 ➤ Role in the Samyukta Maharashtra Movement ➤ Marathi media today (overview) ➤ Sakal. Samna and Lokmat | |
| 4. Bengali Press | (4) |

- Earliest publications
- Role in social reforms and renaissance
- Role during the freedom movement
- Amrit Bazar Patrika, Anand Bazar Patrika
- Bengali Media today (overview)

5. Urdu(4)

- Birth and growth pre 1947
- Contribution of Al Hilal
- Role in freedom movement Press
- Role in social reforms and establishing cultural identity
- Urdu press today

6. Malayalam Press(4)

- Birth and earliest publications
- Role during freedom struggle and social awakening
- Malayalam Manorama and Mathrubhumi
- Malayam media today(overview)

7. Telugu

(2)

- Evolution & Development
- Eenadu

8. Tamil

(2)

- Evolution & Development
- Tamil media today (overview)

9. Profile of the following legends (8)

- Raja Rammohan Roy
- Bal GangadharTilak
- KP Kesava Menon
- K.C MammemMapallai
- Maulana Abdul Kalam Azad
- Govind Talwalkar
- S. Sadanand

10. Comparison of English and regionalism journalism. Difference in (4)

- Impact
- Reporting
- Editorial policy
- Reach

11. Regional television channels (4)

- Growth

- Content
- Ownership
- Political patronage

12. Increasing ownership and dominance of families with political connections over regional newspapers. (2)

Reference

1. Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 2000
2. RangaswamiParthasarathy: Journalism in India, Sterling Publication
3. P.K Ravindrath : Indian Regional Journalism, Authorpress

Sem. V

Newspaper & Magazine Making

Max. Marks: 100 (Theory:75, Internals: 25)

Objective:

- To study the design, elements of the newspaper and magazine
- To study space distribution
- To get exposure to design software such as Quark Express
- To study the process of planning and production of newspaper and magazine

Module :

- | | |
|---|---|
| 1. Why & How we read. The need of updates & favorite topics | 2 |
| 2. Analyzing the newspaper from layout point of view | 4 |
| a. Understanding parts of newspaper; Style Book | |
| b. Total Page Concept (TPC) | |
| c. Terminology, Regulars, Weekly columns, Supplements, | |
| d. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part | |
| e. Errors: Orphan, Widow, Dog legging etc | |
| 3. Grid structure: Introduction about space distribution in the news paper by way of column & grid pattern. These are latitude & longitude of the paper | 2 |
| 4. Comparison between various newspaper layouts/ distinguishing factors | 2 |
| 5. Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference | 2 |

6. Introduction to Typography: 2
- a. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc.
 - b. Classification of typefaces: Serif/Sans Serif/ Decorative etc
 - c. Combination of Typefaces/ To achieve contrast & harmony/ Alignment
7. Introduction to Quark Express: 16
- a. Runaround, Inset, Box colour & Tone, Frame, Linking
 - b. Shortcuts & keys,
 - c. Style Sheets, Colour palate, Measurement bar
8. Introduction to Graphic Principles: 2
- a. Introducing how Contrast, Balance, Harmony work in overall organized look of a paper.
 - b. Visual path in a picture & Visual syntax
- Newspaper Magazine Making Syllabus: TYBMM sem-V Prof Arvind Parulekar

9. Introduction to the Types of Layout: 2
 a. Modular/ Brace/ Contrast & Balance
 b. Adaption of one layout over other for a purpose
10. Final project: (Rest of the lectures in guidance on the project to completion) 4
 a. Discussing ideas to improve visual appeal as well as organized layout
 b. Introduction to Content plan (Magazine)
 c. Introduction to Flat plan (Magazine)
 d. Working of Rough Layout on paper (Sketch)
11. Introduction to print production: Taking the project towards finishing 4
 a. Pagination & page set up, Guiding on print ready copy/ cut marks etc
 b. Types of paper/ Surface nature/ Weight/ Std sizes
 c. Collating/Gathering/ staple binding & Saddle stitch
12. Preparation for Viva Voce 2
 a. Mock Viva/ Rectifying mistaken ideas

The above paper is based on extensive practical & project to be done on Quark Express as prime software & Photoshop as supportive only.

1. Introduction to In Design 4

a. Industry is fast shifting towards **Adobe In Design**. The students passing out ought to know both the soft-wares. Since next year onwards we will have to focus more on In Design.

b. Suggestion:

>Broadsheet & Tabloid on Quark Express

>Magazine on In Design

Internal: (25 marks)

1. Content Plan (Magazine): Working of page distribution
2. Flat Plan (Magazine): Working on page-wise space distribution
3. Rough Layout (Magazine): Dummy magazine on paper(pencil work on layout)

External Project: (75 marks)

1. Broadsheet (35cmX55cm) Number of pages 6
2. Tabloid (28cmX35cm) Number of pages 6
3. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

Reference Books:

Newspaper Layout & Design: Daryl & Moen Surjeet publication

Visual Journalism: Rajesh Pandey Adhyayan publication

Editorial Art & Design Randy Stano Miyami Herald

The Magazine Handbook: NcKay J. Routledge