

# Government Degree College Baramulla

Semester 3<sup>rd</sup>

Major Course

## Subject: Mass Communication and Multimedia Production

Title: Print Media Reporting and Editing  
Credits: 4+2 (4 Tutorial; 2 Practical)

Code: BMM22C301  
Contact Hours 64 Th; 64 Pr

### Course Objectives:

- *To introduce the students to print journalism and journalists.*
- *To train the students in different forms of journalistic writing and editing.*
- *To familiarize students with newspaper organization structure.*
- *To train students in print news editing.*

### Outcome:

- *The students shall know journalists and basic concepts of print journalism.*
- *The students shall be able to write news and non-news items.*
- *The students shall be able to edit news and non-news write-ups.*
- *The students shall be familiar with the functioning and working of print industry.*

### Part 1: Theory (4 credit)

#### Unit I: Basics of Print Journalism

- Understanding newspapers, magazines as means of mass communication
- Know prominent award winning journalists, editors and writers (Ramnath Goenka and Pulitzer award winners)
- Concept of idea, research and news structure (inverted pyramid, hour glass)
- Newspaper terminology

#### Unit II: News Writing

- Writing hard news and soft news.
- Lead and its types.
- News pitch. Style-sheet (AP Stylebook).
- Non-news writing: editorials, obituaries, profiles, opinions.

#### Unit III: Structure of a News Organisation

- Hierarchy of a news organization.
- Role and qualities of a reporter: beat reporter, general assignment reporter, special correspondent, stringer, freelancer, fixer and intern.
- Specialised beats and reporting: politics, crime, court, science, health.

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- Role and qualities of desk: copy editor, subeditor, proofreader, editor, photo editor, managing editor, commissioning editor and chief editor.

### **Unit IV: Editing**

- Principles of copy writing: 7 Cs of writing, punctuation, structure, fact-check, authenticity, news elements, proofreading and rewriting.
- Approaches to copy editing: reporter's copy, agency copy, bureau copy.
- Writing different types of headlines. Excerpts, captions and infographics.
- Basics of layout design: newspaper, tabloid and magazine.

### **Practical/fieldwork (2 credits)**

- Case study: Profiles of two award-winning journalists identified by the teacher.
- Exercise on style-sheet and terminology.
- Write a news and non-news write-up on any given topic.
- Edit a news and non-news write up.
- Exercises on newspaper and magazine layout.
- Visit to a news organisation.

### **Suggested Readings:**

- JV, Vilanilam. Mass Communication in India. Sage Publications: New Delhi, 2005.
- Gormly, Eric. Writing and Producing News. New Delhi: Surjeeth Publications, 2005.
- ML Stein, Susan, F Paterno & R, Christopher Burnett. News Writer's Handbook. Blackwell, 2006.
- Fedler, F. Reporting for the Print Media. Oxford University Press, 1995.
- Mencher, M. Basic News Writing. Bubaque: William C Brown Co. 1983.

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Semester 3<sup>rd</sup>

Minor Course

Subject: Mass Communication and Video Production

Title: Media Laws & Ethics

Code: BMM22C302

Credits: 4+2 (4 Tutorial; 2 Practical)

Contact Hours 64 Th; 64 Pr

## Objectives:

- *To educate the student about various laws of Media.*
- *To develop an understanding in the students about Media Ethics.*
- *To teach the students the implications of media laws and ethics on Indian society.*
- *To teach the students about the ways and means of media regulation in India.*

## Outcomes:

- *Student shall be able to explain, apply, and analyse media laws. s*
- *Student shall be able explain, apply, and analyse media ethics.*
- *Students shall be able to learn to explain and analyse the implications of media laws and ethics on the Indian society.*
- *Student shall be well versed in ways and means of media regulation in India.*

## Part 1: Theory (4 credits)

### Unit-I Media Law and Constitution

- Media Laws: Concept and Need
- Media Roles, Responsibilities and Privileges.
- Directive Principles for media accountability ; Media Freedom in a Democracy;article 19(1) (a)
- The Media and the Legislature: Powers, Contempt of Legislature, The Parliamentary Proceedings (Protection of Publications) Act, 1977 and Article 361-A of The Constitution of India

### Unit-II Ethical Challenges

- Code of ethics, Media Bias,
- Censorship, Privacy Issues, Hate Speech.
- Fake News and Post-truth, Paid news, Media Trial.
- Constraints on Media freedom (Political, Commercial, Legal), Media Ownership.

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## Unit-III Indian Media and the State

- Contempt of Court Act, 1971. Official Secrets Act, 1923
- Defamation; Working journalist Act, The Copyright Act, Right to Information Act.
- Broadcasting Law; Press Council of India, Different Press Commissions, PrasarBharati act, Cable Tv Network (Regulation) Act, Cinematography Act 1952 and Film censorship.
- Cyber law: IT Act 2000; Amendment of IT act in 2008 and 2022; Measures against digital policy; Social Media and OTT self-Regulations.

## Unit – IV Regulatory Bodies

- Press Council of India
- First press commission and Second press Commission
- Telecom regulatory authority of India
- CBFC, ASCI

## *Part 2: Tutorial (2 credits)*

- Two Case Studies Based on theory (Paid news, OTT content)
- Film Screening and analysis ( any Two films picked by the concerned teacher)

## Suggested Readings:

- Vidisha Barua, Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
- P.K. Ravindranath, Press Laws and Ethics of Journalism, Author Press, New Delhi
- . K.S. Venkatesh waran, Mass Media Laws and Regulations in India, Published by Asian Mass Communication, Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
- Dr. Ambrish Saxena, Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
- *Paranjay Guh Thakurta, Media Ethic, Oxford university press*

**3<sup>rd</sup> SEMESTER**  
**MASS COMMUNICATION AND MULTIMEDIA PRODUCTION**  
**(MOBILE JOURNALISM)**  
**SKILL ENHANCEMENT COURSE (SEC)**

**MOJ322S: MOBILE JOURNALISM-III**

**CREDITS: THEORY: 2, PRACTICAL: 2**

**THEORY (2 CREDITS)**

**UNIT 1: FRAMES AND COMPOSITION**

Rule of Thirds, Leading lines Framing,

Contrast, Patterns and Symmetry

Common framing mistakes

**UNIT 2: SEQUENCING**

Visual narrative

Storyboards

Shot sequences, Cutaways

**PRACTICAL (2 CREDITS)**

Exploring different frames

Planning and filming sequences

**SUGGESTED READINGS:**

Mobile-First Journalism: Producing News for Social and Interactive Media by Steve Hill and Paul Bradshaw (Routledge)

Mobile Filmmaking: 100 steps to making a movie with your smartphone Kindle Edition by Maxim Musse.

**SEMESTER 1<sup>st</sup>**

**MULTIDISCIPLINARY COURSE**

**Subject: MASS COMMUNICATION & Multimedia Production**

**Code: BMM22M104**

**Title: UNDERSTANDING MEDIA**

CREDITS: THEORY: 3

**COURSE OBJECTIVES:**

1. To introduce students to forms and functions of Mass Media.
2. To acquaint them with basic skills of journalism.
3. To apprise them with the process of journalism.
4. To introduce students to the tools and terms used in journalism.

***Learning Outcomes:***

On completion of Course, the student should:

- Know the concept, meaning, functions and Scope of the Media.
- Able to differentiate between forms of mass media.
- Analyse the role of Media as fourth Estate.
- Know the tools and terms used in journalism.

**UNIT 1**

- Introduction to mass media
- Forms of mass media (print, broadcast and online)
- Functions of mass media
- Media's role in democracy, Concept of Fourth Estate

**UNIT II**

- Types of journalism
- Skills of journalism
- Understanding what makes news; News Values
- Features of a news story

**UNIT III**

- Five 'W's and One 'H': the main elements of news
- Process of journalism, Tools of Journalism
- Basics of media ethics
- Basic Media Terminology
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**SUGGESTED READINGS**

1. *Writing for Media* by Usha Raman; Oxford.
2. *Elements of Journalism*. Bill Kovach & Tom Rosenstiel
3. *Hough, George (1994). News Writing*. Houghton Mifflin college.
4. *Harcup, Tony (2009). Journalism Principles & Practices*. London:Sage.
5. *Smith, John (2007). Essential reporting*. London: Sage.