

JOURNALISM

SYLLABUS

DEPARTMENT: DEPARTMENT OF ENGLISH

NAME OF COURSE: JOURNALISM

COURSE CODE: CPCC16

TOTAL HOURS: 40

UNIT-I INTRODUCTION TO JOURNALISM

- Journalistic writing.
- Sub editing, Caption writing, Headlines.
- Print media Terminology, Proofreading, Freelance journalism
- Media Laws in India- special mention OSA, RTI, PCI and Censorship act (case study).

UNIT-II MAKING OF A NEWSPAPER

- Newspaper Design- Quark Xpress
- Photo-editing, page designing, layout-artwork
- Pagination

UNIT-III LATEST TRENDS IN NEWSMEDIA/ELECTRONIC MEDIA

- Film appreciation and analysis
- New media- Citizen journalism
- Embedded journalism
- Investigative journalism
- Advertising and PR
- Introduction to OTT platforms
- Blogging/ Vlogging
- Electronic media and technical broadcasting
- Fake news