

**Course Structure & Syllabus for  
Mass Communication-Video Production Programme  
Under Four Year Under-Graduate Programme (FYUGP)  
2022**

**As per NEP 2020 Regulations**

**Prepared and Proposed By**

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## **Declaration**

This is to declare that this syllabus for UG is upgraded in accordance with the FYUGP curriculum framework (DHTE letter no 1072, dated /19/07/2022 and subsequent letter 1079, dated 20/07/2022) and as per the guidelines stated in it. The syllabus is as per the following

1. FYUGP Curriculum Framework
2. UGC LOCF
3. NET
4. Following top ranked Indian Universities
  - a) Indira Gandhi National Open University, New Delhi
  - b) Makhn Lal Chaturvedi National University of Journalism and Communication, Bhopal
  - c) Odisha State Open University, Sambalpur
5. Film and Television Institute of India, Pune
6. Indian Institute Of Mass Communication, New Delhi
7. SWAYAM Portal
8. Guru Gobind Singh Indraprastha University, New Delhi
9. Industry Experts News, Radio, Television, New Media and Film Industry
10. Rourkela Institute of Management Studies, Odisha

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# SYLLABUS (UG) MASS COMMUNICATION-VIDEO PRODUCTION

## SEM 2: MJ 2 (THEORY) - PRINT JOURNALISM: UNDERSTANDING NEWS (3 CREDITS)

**Course Objective:** The objective of this major paper/course is to make students responsible print journalists. It intends to make students conversant with nuances of news and the functioning of print Journalism.

### Learning Outcomes:

**After the completion of this paper students will get to:**

- Know about print media & types
- Understand news and different journalistic writings
- Learn to write news report
- Know how to gather news through different sources

**3 CREDITS = 2 Lectures + 1 Tutorial**

**45 Hours = 30 Hrs.(L) + 15 Hrs. (T)**

### Unit 1: Introduction to Print Media (7 L + 3 T)

- Print Media: Concept and Definitions
- Print Media: The Beginning
- Types of Print Media: Newspaper, Magazine, etc.
- Recent Trends in Print Media

### Unit 2: Introduction to Print Journalism (8 L + 4 T)

- Journalism: Concept and Definitions
- Journalism: Historical Perspective, Penny Press, Yellow Journalism, Paid News, Periodicals, Tabloid, Broadsheet
- Different types of Journalistic Writings: News Reports, Features, Articles, Editorials, Anchor Story, Columns, News Capsule, Info graphics, Social Media in Print, Overflow of News

### Unit 3: Introduction to News (8 L + 4 T)

- News: Concept and Definitions, The News Process
- Elements of News, Hard News, Soft News
- Sources for News: News agencies, Wire Copies, Reporters, Individual Sources, Bureau Reports, Online Sources, and Social Media Platforms
- Verification of News Resources, News Selection: Criteria and Placement in the Newspaper

### Unit 4: Writing News Report (7 L + 4 T)

- Basic Components of a News Story, Basic News Report Structure
- Different structures of the News Stories: 5W's and 1H, Inverted Pyramid, Hourglass, etc.

- Characteristics: Objectivity, Attribution, Embargo, Verification, Balance, Fairness, Brevity, Important Jargons: Dateline, Credit line, Byline, etc.
- Principles of Writing News, Robert Gunning: Principles of Clear Writing, Rudolf Flesch: Skills to Write News.

### **Suggested Readings**

- Natarajan, J. (2000). *History of Indian Journalism*, Publication Division.
- Brigs, A. (2008). *Social History of the Media: From Gutenberg to the Internet*, Polity Press.
- Natarajan, J. *History of the Press in India*, Delhi: Asia Publishing House.
- Stein L.M., Paterno Susan, Burnett Christopher R. (2006). *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing.
- Kamath M. V. (1963). *Professional Journalism*, Asia Publishing House.
- Franklin Bob, (2005). *Key Concepts in Journalism Studies*, Vistaar Publication.
- Spark David, Harris Geoffrey, (2010). *Practical Newspaper Reporting*, Sage, fourth Edition.
- Bruce D. Itule and Douglas A. Anderson (2000). *News writing and reporting for today's media*; McGraw Hill Publication.
- Allan Stuart, (2010). *The Routledge Companion to News Journalism*, Routledge NewYork.

## SEM 2: MJ 3 (THEORY) - PRINT JOURNALISM: REPORTING AND EDITING (3 CREDITS)

**Course Objective:** The objective of this major paper/course is to make students responsible print journalists. It intends to make students conversant with nuances of reporting and the editing of newspapers. It will make them acquainted with the layout of newspaper & production process.

### Learning Outcomes:

After the completion of this paper students will get to:

- Understand newsroom
- Know the job responsibilities of working journalists
- Learn and practice Reporting
- Prepare headlines, Types of headlines and framing of headlines
- Design the layout of the newspaper
- Prepare a news journal in QuarkXpress/Adobe InDesign

**3 CREDITS = 2 Lectures + 1 Tutorial**

**45 Hours = 30 Hrs. (L) + 15 Hrs. (T)**

### Unit 1: Newspaper Organizational Structure and Work Division (7 L + 3 T)

- Organisational Setup of a Newspaper, Newsroom, Editorial Department
- Role of Sub/Copy-Editor, News Editor and Editor, Chief of Bureau, Correspondents, Stringer,
- News Meetings, News Plannings, Focus Area of Newspaper
- Reporter's Role & Responsibilities: Working on a Beat, General Assignment Reporting, News Agency Reporting, Covering Speeches, Meetings, & Press Conferences, Interviewing
- Qualities of a Good Reporter

### Unit 2: News Reporting (7 L + 4 T)

- Reporting: Concept and Definitions, Functions
- Approaches of Reporting: Objective, Interpretative, Investigative, Development Reporting
- Covering of Beats: Health, Hospitals, Education, Sports, Crime, Court, MCD, Environment, Science, Local Reporting, City Reporting, Page3, etc.
- Digital Copy: Real time Reporting, Keywords, Headings, Short Heading, Kicker, Paragraph, Bilingual, etc.

### Unit 3: News Editing (8 L + 4 T)

- Principles of Editing, Proof Reading
- Headlines: Importance, Language, Functions of headlines, Types of headlines, Leads, Intro, Selection of news pictures, Picture Editing, and Caption Writing
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, Op-ed page.
- Trends in sectional news: week-end pullouts, Supplements, Background

### Unit 4: Newspaper Production (8 L + 4 T)

- Principles of Layout and Design: Layout and format, Typography, Colour, Style, Style Sheet
- Copy Preparation & Design process: size, anatomy, grid, design
- Handling text matter: News Reports, headlines, pictures, Infographics, advertisements

- Page make-up: Print and Electronic copy; Front page, Editorial page, and Supplements
- Softwares used for print: QuarkXpress, Adobe Photoshop, Adobe InDesign, etc.
- Modern Printing Processes

### **Suggested Readings**

- Natarajan, J. (2000). *History of Indian Journalism*, Publication Division.
- Brigs, A. (2008). *Social History of the Media: From Gutenberg to the Internet*, Polity Press.
- Natrajan, J. *History of the Press in India*, Delhi: Asia Publishing House.
- Stein L.M., Paterno Susan, Burnett Christopher R. (2006). *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing.
- Kamath M. V. (1963). *Professional Journalism*, Asia Publishing House.
- Franklin Bob, (2005). *Key Concepts in Journalism Studies*, Vistaar Publication.
- Spark David, Harris Geoffrey, (2010). *Practical Newspaper Reporting*, Sage, fourth Edition.
- Bruce D. Itule and Douglas A. Anderson (2000). *News writing and reporting for today's media*; McGraw Hill Publication.
- Allan Stuart, (2010). *The Routledge Companion to News Journalism*, Routledge New York.

**SEM 2: MJ 2 (PRACTICAL) (2 CREDITS)**

*(Based on MJ 2 - PRINT JOURNALISM: UNDERSTANDING NEWS & MJ 3 - PRINT JOURNALISM: REPORTING AND EDITING)*

**Course Objective:** The objective of this major paper is to make students good print journalists. It intends to give students hands on practice in reporting, writing, editing of news report and placing it on newspaper. After completing this course, they must be ready for the print journalism.

**Learning Outcomes:**

**After the completion of this paper students will get to:**

- Know about print media houses
- Learn to differentiate between news and different journalistic writings
- Learn to write news report
- Know to edit news report
- Trained in the use of related software

**2 CREDITS**

**60 Hrs. = 30 Hrs.+ 30 Hrs.**

**Practical (Studio/Field) Work**

1. Visit any print media house and make a detailed report of its various departments and their functioning.
2. Front page analysis of any two newspapers.
3. Make a front page of a newspaper.
4. Prepare 5 news reports of different types. Support your news report with relevant photographs.
5. Do the proof reading and editing of any three given reports. Also give headlines.
6. Publish a 4 page campus e-newsletter using Adobe InDesign/QuarkXpress