

# 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: MCM322M  
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: Television Production

Code: BCV322N

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

Contact Hours 64 Th; 64 Pr

## Part 1: Theory (4 credits)

### Objectives:

*To introduce the student to television and its various genres.*

*To introduce the to history and evolution of television.*

*To train the students in various stages of production.*

### Outcomes:

*Student shall be able to identify and analyse television genres.*

*Student shall be well versed in the history and evolution of television.*

*Student shall be able to do productions for television through pre-production, production, and post-production.*

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### Unit I: History and Growth

Television as a medium: Evolution; scope and significance; challenges

Introduction to TV genres

Television Audience

Stages of production: Fiction versus non-fiction

### Unit II: Pre-production

Generating the Idea; research

Synopsis; treatment; and budget

Script and Storyboard

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Planning the shoot

## Unit III: Production & Post Production

Video-camera basics: composition; angles; movements

Sound recording: Types and handling of microphones; Kinds of sound and silence

Indoor and outdoor production

Editing: Putting together a sequence; adding and deleting audio; using text and graphics

### Part 2: Field Work/Practical (2 credits)

1: Produce an informative and analytical write-up(upto 2500 words) on history and evolution of television.

2: Case study of two programmes chosen by the teacher on various TV genres.

3: Produce upto 15-minute television programme of any genre with proper pre-production, production, and post-production.

#### Suggestive Readings:

- Lester, P. M.(2000).Visual Communication, Wadsworth, Belmont.
- Singh, K.S. 1992).Visual Anthropology in India, ASI, Calcutta.
- Mandav, P.(2001).Visual Media Communication. Authors' Press, New Delhi.
- Mankekar, P. (1999). Screening culture, viewing politics: An ethnography of television, womanhood, and nation in postcolonial India. Duke University Press.
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- Ralph Donalds, Thomas Spann. Fundamentals of TV Production, Surjeet Publications, New Delhi.
- Lynne S. Gross, Larry W. Ward. Electronic moviemaking. Wadsworth Publishing.
- Neill Hicks. Screen writing, Michael Wiese Productions.
- Herbert Zettl. TV Production Handbook, Thomas-Wadsworth, learning.
- Thomas D Burrows, Lynne S. Gross Video Production, MC Graw Hill.
- Gerold Millerson, Jim Owens. Television Production, Focal Press.
- Mick Hurbis, Cherrier. Voice & Vision, Focal Press.
- Ken Dancyger. The technique of film and video editing: history, theory and practice.

# Government Degree College Baramulla

Semester 3<sup>rd</sup>  
Course

Skill Enhancement

## Subject: Mass Communication and Multimedia Production

Title: Mobile Journalism-III  
Credits: 4 (2 Tutorial; 2 Practical)

Code: MCM322S  
Contact Hours 32 Th; 64 Pr

### 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.