



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester V (Journalism)

Program: B. M. M.

(Choice Based Credit System with effect from the year 2018-19)

LIST OF COURSE TITLES AND COURSE CODES

TYBMM (Journalism) SEMESTER V:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	V	1	Reporting	04	SBMMEDJ501
TYBMM	V	2	Editing	04	SBMMEDJ502
TYBMM	V	3	Feature and Opinion	04	SBMMEDJ503
TYBMM	V	4	Journalism and Public Opinion	04	SBMMEDJ504
TYBMM	V	5	Indian Regional Journalism	04	SBMMEDJ505
TYBMM	V	6	News Design	04	SBMMEDJ506

SEMESTER V

REPORTING

Learning Objectives:

- To enable students to become reporters, which is supposed to be a prerequisite to enter the field of journalism
- To give them a basic understanding of the ethos of news and news-gathering
- To prepare them to write or present copy in the format of news
- To train them in the skills of news-gathering with traditional and modern tools
- To inculcate the skills for investigative journalism
- To give them knowledge about the various reporting beats

Lectures per Week: 04

I. What is News?

- a. Definition of News
- b. News values
- c. Elements of news/ news sense

II. Basic Principles of Reporting:

- a. The ABC of Reporting: Accuracy, Balance/Brevity and Clarity
- b. Objectivity as the basic principle: is it possible to adhere to the principle?
- c. Other basic principles such verification, attribution of sources, speed; do these principles clash with each other?

III. News Gathering:

- A. How do reporters gather news? Press conference, public meetings, press releases, interviews, rallies, official programmes, incident/ on-the-spot coverage
- B. Sources:
 - a. Primary & secondary, official & unofficial or Hidden or Confidential; off-the-record sources/ self-developed sources
 - b. The role of anonymous sources
 - c. New-age technological sources
 - d. How to develop sources
 - e. Reliability and confidentiality of sources

IV. News-writing:

- a. How to write a news story
- b. Constructing the news: intro, dateline, credit-line, body text.
- c. The inverted pyramid style

- d. Use of news parlance: verbs, adjectives, comments

V. Follow-up Story

VI. Beat System in Reporting

- a. What is the beat system? Why is it necessary? How does it help?
- b. What are the requirements of various beats?
- c. The basic beats: crime, civic affairs/local administration, law & courts, politics, state administration, transport (road, rail, waterways and aviation), infrastructure, education, health, entertainment, defence
- d. New upcoming beats: community, women & child welfare, technology, science & environment, youth & career, consumer

VII. Citizen Journalism: participation of citizens in breaking news-stories

VIII. Importance of new tools in the hands of reporters:

- a. RTI, recorders, camera, spy camera and spy tools, being undercover
- b. The use/misuse of these tools; the authenticity and credibility of these tools
- c. The significance of pictorial/graphic element and support to a news story or any such extra audiovisual material supporting that story

IX. Coverage of disasters do's and don'ts:

- a. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any
- b. Precautions and responsibilities
- c. 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.

X. Investigative journalism history of investigative journalism in the world and India:

- a. How to cover an investigative story
- b. The role of investigative reporters in bringing about change in the respective establishments/society or the system
- c. Limitations/ obstacles in covering an investigative story
- d. Role of whistle blowers and also news tools
- e. Sting operations

XI. Ethical Issues in reporting/ Credibility of Reporters:

- a. Yellow journalism and its comparison with other forms
- b. Privileges/extra powers to reporters: myth or reality?
- c. Imminent Dangers or threats in Reporting

XII. Case Studies:

- a. Watergate Scandal
- b. Tehelka - West End Deal Sting
- c. Bofors Gun scandal
- d. Nira Radia Case
- e. 2 G Scam

XIII. Reporting in the Age of Social Media

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.

Reference Readings:

Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.

Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge.

Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.

Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?*. Arima Publishing, 2011.

Spark, David. *Investigative Reporting: A Study in Technique*. Focal Press, 1999.

TYBMM | SEMESTER V
REPORTING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to XIII – 15 marks

Q. 2. [A or B] Topics from Modules I to XIII – 15 marks

Q. 3. [A or B] Topics from Modules I to XIII – 15 marks

Q. 4. [A or B] Topics from Modules I to XIII – 15 marks

SEMESTER V

EDITING

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.

Lectures per Week: 04

- I. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills; commonly made mistakes
- II. Rewriting news; holistic composition with general rules regarding editing; familiarising national, international abbreviations, local usages, etc.
- III. Justification of news placements; beat speciality in writing news
- IV. Art of writing headlines; types of headlines, strap lines, sub-headlines and slugs; the difference between headline writing for broadsheets and tabloids
- V. Layout- and design; different types of layouts
- 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.
- VII. Copy editing techniques for digital media and e editions; multi-editional papers
- VIII. Judging newsworthiness and knowing wire services
- IX. Organisation and hierarchy chart for editorial department and functions at each level

- X. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks
- XI. Writing with numbers: interpreting big data
- XII. Photo and visual selection, writing captions, ethics for visuals
- XIII. Case Studies:
- Tabloid- *Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter*
 - Broadsheet- *The Times of India, Asian Age*
 - Broadsheet: Regional *Lokmat*
 - International tabloid- *The Sun*
 - International Broadsheet: *The Washington Post*

Reference Reading:

Gilmore, Gene. *Modern Newspaper Editing*. Iowa: Iowa State Press, 1990.

Ludwig, Mark, and Gene Gilmore. *Modern News Editing*. 5th Edition. Wiley-Blackwell, 2010.

Grosvenor Bleyer, Willard. *Newspaper Writing and Editing*. Forgotten Books, 2017.

Milnor Hyde, Grant. *Newspaper Editing: A Manual for Editors, Copyreaders, Readers, and Students of Newspaper Desk Work*. Forgotten Books, 2018.

Truss, Lynne. *Eats, Shoots and Leaves*. Fourth Estate, 2010.

Sanyal, Jyoti. *Indlish: The Book for Every English Speaking Indian*. Viva Books, 2006.

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EDITING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

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SEMESTER V

FEATURE AND OPINION

Learning 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

Lectures per Week: 04

- I. The difference between ‘hard’ news, feature stories and how the demarcation is blurring**
- II. What is a feature?**
 - A. difference between news reports and features
 - B. difference between features for newspapers and magazines
- III. Writing a feature:** formulating a story idea and writing a pitch
- IV. Other aspects of feature writing:**
 - A. Collecting facts and opinions/anecdotes/quotes
 - B. Types of leads
 - C. Adding colour and imagery
- V. Outline of:**
 - A. Seasonal stories
 - B. Nostalgic stories
 - C. Human interest stories
 - D. Trend stories
- VI. The art of the interview:**
 - A. Preparing for face-to-face interview
 - B. Structuring the questions
 - C. Attitude during interview
 - D. Transcribing: notes or recording
 - E. Writing the interview: question-answer format and descriptive format
- VII. Outline and special techniques needed for the following interviews:**
 - A. Phone
 - B. Email

C. Television

VIII. Writing reviews: Format, ethics involved and qualities/ skilled required

- A. Books
- B. Films
- C. Eateries

IX. Obituary:

- A. What is an obituary?
- B. How to write an obituary?
- C. Can obituaries be critical?

X. Columns:

- A. What is a column
- B. Types: analytical, advisory, interactive and agony aunt columns
- C. Ethics involved

XI. Editorial page:

- A. What is an editorial?
- B. Importance of editorial page
- C. Layout of editorial page
- D. Transformation of the page: fading of op-ed, middle,
- E. Erosion of editorial independence with growing commercialisation

XII. Profile:

- A. What is a profile?
- B. How to write a profile
- C. Profile of: Kumar Ketkar, Vinod Mehta, P Sainath

XIII. Snippets:

- A. What are snippets
- B. Writing snippets with catchy headlines

Reference Readings:

Sumner, David E., and Holly G. Miller. *Feature and Magazine Writing: Action, Angle and Anecdotes*. Wiley-Blackwell, 2009.

Friedlander, Edward Jay., and John Lee. *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*. Pearson, 1999.

Perlich, Martin. *The Art of the Interview: A Guide to Insightful Interviewing*. USA: Silman-James Press, 2008.

- Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. Harper Perennial, 2016.
- Wells, Ken, and Michael Lewis. *Floating Off the Page: The Best Stories from The Wall Street Journal's Middle Column*. Simon & Schuster, 2003.
- Lamott, Anne. *Bird by Bird: Some Instructions on Writing and Life*. Anchor Books, 1995.
- Brande, Dorothea. *Becoming a Writer*. TarcherPerigee, 1981.
- Orlean, Susan. *The Bullfighter Checks Her Makeup: My Encounters with Extraordinary People*. Random House, 2002.
- Kramer, Mark, and Wendy Call. *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. USA: Penguin, 2007.
- Blundell, William E. *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. USA: Penguin, 1988.
- Remnick, David. Editor. *Life Stories: Profiles from The New Yorker*. RHUS, 2001.
- Boynton, Robert. *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage, 2005.

TYBMM | SEMESTER V
FEATURE AND OPINION
ASSESSMENT PATTERN

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Q. 3. [A or B] Topics from Modules I to XIII – 15 marks

Q. 4. [A or B] Topics from Modules I to XIII – 15 marks

SEMESTER V

JOURNALISM & PUBLIC OPINION

Learning Objectives:

- To examine the concept of public opinion and its relation to journalism (where journalism will not merely imply news and opinion, but also the marketing and advertising industry that sustains news media as we know it)
- To study the historical sweep of the concept of public opinion, the various theoretical approaches to the understanding of public opinion before moving to specific paradigms that explain public opinion vis-à-vis media
- To look at both the news media and the advertising and public relations industry – journalism and strategic communication – that symbiotically feed off each other and understand how public opinion is sought to be influenced in matters of public policy, law-making, consumer choices and elections
- To determine whether public opinion can be measured or known, how it is projected back to the public and the relation between public opinion and democracy

Students should note that while the readings for the course are drawn from scholarship in the field conducted in the United States and Europe, the examples and class discussions, including the final project and potentially some of the questions in the exams, will focus on India. Hence, it is imperative that the students should familiarise themselves by reading newspapers, magazines and websites. It is to that end that this class has a required pre-class reading.

Required Pre-Class Reading: Guha, Ramchandra. *India after Gandhi*. New Delhi: Harper Collins, 2007.

Lectures per Week: 04

- I. Introduction to the Concept of Public Opinion
- II. History of Public Opinion
- III. Why does Public Opinion Matter?
- IV. Psychological Approach to Understanding Public Opinion
- V. Sociological Approach to Understanding Public Opinion
- VI. Opinions, Perceptions and Social Reality

- VII. Agenda Setting & Framing
- VIII. Measuring Public Opinion
- IX. Revisiting an Old Debate: Lippmann v. Dewey
- X. Press, Public Opinion & Democracy
- XI. The Public Opinion Industry

Reference Reading:

Weeks I & II:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y Shapiro. “The History of Public Opinion” – Ch 2. In C.J. Glynn et al, editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 31-64).

Beaud Paul. “Common Knowledge on Historical Vicissitudes of the Notion of Public Opinion”. In *Réseaux*, 1993, volume 1 n°1. (pp.119-137).

Peters, J. D. “Historical Tensions in the Concept of Public Opinion”. In T. L. Glasser and C.T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Week III:

Burstein, P. “The Impact of Public Opinion on Public Policy: A Review and an Agenda.” In *Political Research Quarterly*, 2003. 56 (1) (pp. 29–40).

Monroe, A. D. “Public opinion and Public Policy, 1980-1993”, in *Public Opinion Quarterly*, 1998, 62 (pp. 6-28).

Page, Benjamin I., and Robert Y. Shapiro. "Effects of Public Opinion on Policy" in *American Political Science Review*, 1983, 77:1 (pp.75-90).

Week IV:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Psychological Perspectives” - Ch 4. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press 1999 (pp. 119-166).

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Psychological Perspectives” - Ch 6. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999

Week V:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Stereotyping, Social Norms, and Public Opinion” - Ch 5. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 167-211).

Price, V & Oshagan, H. “Social-Psychological Perspectives on Public Opinion”. In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press, 1995 (pp. 177-216).

Krippendorff, K. “The Social Construction of Public Opinion”. Pp. 129-149 in E. Wienand; J. Westerbarkey; & A. Scholl. editors, *Kommunikation über Kommunikation. Theorie, Methoden und Praxis*. Festschrift für Klaus Merten. Wiesbaden: VS-Verlag, 2005

Week VI:

Glynn, C. J., Ostman, R. E. & McDonald, D. G. “Opinions, Perception and Social Reality”. In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press. 1995 (pp. 177-216).

Eveland, W. P. “The Impact of News and Entertainment Media on Perceptions of Social Reality”. In Dillard, J. P. and Pfau, M. editors, *The Persuasion Handbook*. Thousand Oaks, CA: Sage, 2002. (pp. 691-727).

Davison, W. P. *The Third-Person Effect in Communication*

Perloff, R. M. “The Third Person Effect”. In Bryant, J. & Zillmann, D. editors, *Media Effects: Advances in Theory and Research*. Mahwah, NJ: Erlbaum, 2002. (489-506)

WEEK VII:

McCombs, M. “A Look at Agenda-Setting: Past, Present and Future”. *Journalism Studies*, 2002, 6(4), 543-557.

Chong, D., & J. N. Druckman, “A Theory of Framing and Opinion Formation in Competitive Elite Environments”. *Journal of Communication*, 2007, 57(1), 99-118.

Entman on Framing

WEEK VIII:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Methods for Studying Public Opinion” – Ch 3. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 65-100).

Babbie, E. “Survey Research”. Ch. 9 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Thomson Wadsworth, 2007.

Babbie, E. “Content Analysis”. Ch. 11 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Wadsworth. Babbie, 2001.

WEEK IX:

Blumler, Herbert. "Public Opinion and Public Opinion Polling" in *American Sociological Review*, Vol. 13, No. 5 (Oct., 1948), pp. 542-549.

Herbst, S. *On the Disappearance of Groups: 19th- and Early 20th-Century Conceptions of Public Opinion*.

Salmon, C.T., and T. L. Glasser. "The Politics of Polling and the Limits of Consent". In Glasser, T.L., and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Bourdieu, P. "Public Opinion Does Not Exist". In *Sociology in Question*. London: Sage, 1993. (149-157).

Jaffrelot, C. *The Caste Based Mosaic of Indian Politics*. Seminar, University of Toronto Press, 2012, pp.49-53.

WEEK X:

Lippmann, Walter. *Public Opinion*. Martino Fine Books, 2012.

Dewey, John. *The Public and Its Problems: An Essay in Political Inquiry*. Swallow Press, 2016.

WEEK XI:

Schoenbach, K., and L. B. Becker. "Origins and Consequences of Mediated Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Public Opinion and Democratic Competence". In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 283-354).

WEEK XII:

Olien, C.N., G. A. Donohue and P. J Tichenor. "Conflict, Consensus, and Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro (1999). "Communicating, Campaigning, and the Public". In C.J. Glynn et al. editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 405-476).

WEEK XIII:

Carey, J. W. "The Press, Public Opinion, and Public Discourse". In T. L. Glasser and C. T. Salmon, C.T. (Eds.) *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 373-402).

Boyte, H. "Public Opinion as Public Judgement". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 417-436).

WEEK XIV:

Christians, C. G. "Propaganda and the Technological System". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

L'Etang, J. (2004) "Propaganda, Information, and Intelligence: 1914–1945". In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum. (pp. 15-33.)

Herman, E. & Chomsky, N. "A Propaganda Model". In *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon, 1988. (1-35).

WEEK XV:

Miller, P. V. "The Industry of Public Opinion". In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Cutlip, S. M. "The Unseen Power: A Brief History of Public Relations". In Caywood, C., editor. *The Handbook of Strategic Public Relations and Integrated Communications*, New York: McGraw-Hill, 1997.

L'Etang, J. "Establishing the Profession: 1945–1960". In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum, 2004. (pp. 15-33.)

Bardhan, N. and K Sriramesh. "Public Relations in India: A Profession in Transition". In K. Sriramesh. *Public Relations in Asia: An Anthology*, Singapore: Thompson Publishing, 2004.

TYBMM | SEMESTER V
JOURNALISM AND PUBLIC OPINION
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
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SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to XI – 15 marks

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Q. 4. [A or B] Topics from Modules I to XI – 15 marks

SEMESTER V

INDIAN REGIONAL JOURNALISM

Learning Objectives:

- To study the history and role of Indian press other than in English
- To understand the contribution and role of certain publications and stalwarts
- To study the present day regional press and television

I. Regional press during the British Raj: an overview

II. Hindi Press

- Birth and earliest publications
- Role during the freedom movement
- Role in social reforms
- Evolution post-1947
- Hindi media today (overview)

III. Marathi Press

- 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)
- *Sakaal*, *Saamna* and *Lokmat*

IV. Bengali Press

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

IV. Urdu Press

- 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

V. Malayalam Press

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

VI. Telugu Press

- Evolution & Development
- *Eenadu*

VII. Tamil

- Evolution & Development
- Tamil media today (overview)

VIII. Regional television channels

- Growth
- Content
- Ownership
- Political patronage

IX. Increasing ownership and dominance of families with political connections over regional newspapers

X. The business of regional media & its growth prospects across print and TV

XI. Impact of the digital revolution on regional media

- Role of regional e-papers and web portals in the national political conversation
- Localised digital content in languages beyond Hindi and English
- Importance of making news content youth friendly
- Regional infotainment: a growing business in the digital world

Reference Books:

Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Delhi: Oxford University Press, 2009.

Parthasarathy, R. *Journalism in India*. Sterling Publishers, 2009.

Ravindranath, P. K. *Indian Regional Journalism*. Authors Press, 2012

Ninan, Sevanti. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. New Delhi: Sage India, 2017

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Ed. India: Sage Publications, 2017

Sen Narayan, Sunetra, and Shalini Narayan. *India Connected: Mapping the Impact of New Media*. India: Sage Publications, 2016

Athique, Adrian, et al. Ed. *The Indian Media Economy*. (2 Volumes). India: Oxford University Press, 2017

TYBMM | SEMESTER V
INDIAN REGIONAL JOURNALISM
ASSESSMENT PATTERN

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Q. 4. [A or B] Topics from Modules I to XI – 15 marks

SEMESTER V

NEWS DESIGN

Learning Objectives:

- To introduce students to the principles of graphic design as it pertains to the presentation of news – in print (newspapers, magazines, journals, newsletters), in television and on the Internet (websites and apps).
- To introduce students to principles of design and then look at the specific demands of the form in which news is presented to the reader and viewer.

Readings are limited to introducing principles and the rest of the class will be devoted to understanding these principles from observation. Students are expected to sketch or doodle their ideas and then to convert them using software. Students are expected to know Adobe Photoshop, Adobe InDesign and Adobe Dreamweaver.

The readings in the class are expected to introduce students to the key concepts that will determine and guide the design process.

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project elements conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

Lectures per Week: 04

I. Introduction to News Design

II. What is Graphic Design?

III. Point, Line, Plane; Rhythm and Balance; Scale

IV: Introduction to Type

V: Introduction to Colour

VI. Elements of a Grid System

VII. Structure in Design

VIII. Design Hierarchy

IX. Illustration & Photography, Infographics

X. Cover Design

XI. Elements of Web Design

Internal Assessment:

This part of the paper will be assessed by the faculty that teaches the paper based on the design work done in class.

External Assessment:

Each student will have to submit the following project pieces as part of their final external assessment:

- a. A newspaper (broadsheet)
- b. A magazine (32 pages)
- c. A news website

Reference Readings:**WEEKS I & II:**

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 41-57; 187-211.

Week III:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 13-51.

Week IV:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 87-114.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 89-109

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, 151-190.

Week V:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 71-83.

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 115-136.

Week VI:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 12-25.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 174-183.

Week VII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 26-53.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 158-173.

Week VIII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 54-77; 92-156.

WEEK IX:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 114-126.

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 68-90.

WEEK X:

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 151-171

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

WEEK XI:

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, pp. 53-54, 58-65, 75-147, 370-372.

Week XII:

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition. New Riders Press, 2005, pp. 11-19, 21-29, 51-93.

Week XIII:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 198-244.

TYBMM | SEMESTER V
NEWSPAPER AND MAGAZINE MAKING
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: Viva Voce Examination of 60 marks

INTERNAL ASSESSMENT:

- **Class Assignments** – 35 marks
- **Class Participation and Attendance** – 5 marks

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.