

1	Name of Syllabus	C.C.IN ADVANCED PRINT JOURNALISM (413111)																																																
2	Max.Nos of Student	25 Students																																																
3	Duration	6 Month																																																
4	Type	Part Time																																																
5	Nos Of Days / Week	6 Days																																																
6	Nos Of Hours /Days	4 Hrs																																																
7	Space Required	Workshop = 400 Sq feet <u>Class Room = 200 Sq feet</u> TOTAL = 600 Sq feet																																																
8	Entry Qualification	S.S.C. + Asstt. Journalism course Pass in Mass media of MSBVE																																																
9	Objective Of Syllabus/ introduction	The objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media, Print Journalism – reporting, feature writing, editing and design, concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc The purpose of the course is to further train students in the unique field of advertising which is marketing in Mass Communication																																																
10	Employment Opportunity	Job opportunities as a reporter, Editor etc																																																
11	Teacher’s Qualification	Diploma in Mass media																																																
12	Training System	<table><tr><th colspan="7">Training System Per Week</th></tr><tr><td>Theory</td><td>Practical</td><td colspan="5">Total</td></tr><tr><td>6 Hours</td><td>18 Hours</td><td colspan="5">24 Hours</td></tr></table>							Training System Per Week							Theory	Practical	Total					6 Hours	18 Hours	24 Hours																									
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THEORY - I - ADVANCED PRINT JOURNALISM

Business: Basic knowledge of the sectoral economy, brief history of business journalism, importance of business journalism, ethics in business reporting. Case study

Environment: Basic knowledge of environment issues, brief history of environment reporting, covering environment, Case study

Crisis situations: Meaning, Reporting Conflicts and disasters, Understanding concepts of herd journalism, parachute journalism, embedded journalism, and reporting etiquette in crisis situations. Case study

Development: Importance of development journalism in India, development reporting in rural and urban context, importance of grassroots media.

Parliament: Understanding the parliamentary procedure, importance of parliamentary reporting in a democracy, role of parliamentary correspondent, problems faced by parliamentary correspondents.

Science: Importance of science journalism to the society, relationship between the journalist and the scientist, problems faced. Areas of science writing

Reporting public affairs: Indian political system, parties and partisanship, Understanding legislative, bureaucratic and judicial system in India

Indian regional journalism- Rise of 'Hindi' newspapers and their dominance in North India, Era of mass circulated regional newspapers. Case Study

PRACTICAL - I - ADVANCED PRINT JOURNALISM

Preparation and discussion of case studies

News writing exercises, field visits

Business: Basic knowledge of the sectoral economy, brief history of business journalism, importance of business journalism, ethics in business reporting. Case study

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THEORY - II - Advanced Advertising and public relations

Advertising appeals: definition; discussion on need, wants & desires, urges and drives; basic & acquired appeals; Maslow's Hierarchy of drives; positive & negative appeals; kinds of appeals.

Advertising campaign: definitions & the campaign principle; concepts of inter-relatedness & inter-connectedness; client brief, stages, types, basic principles. Objectives of production-promotion and institution-promotion; campaign theme.

Advertising agency: objectives & functions; group-type & department-type; structure of a typical agency; functions of key departments; concept of interdependence; importance and functions of account executive. Advertising testing: importance & objectives; objectives as related to functions of an ad a campaign and step-models;

Important pre-and post -testing methods. Ethics of advertising significance & role; code of advertising ethics.

PUBLIC RELATIONS

Media Tools: the Printed word, House publications, Brochures, Pamphlets, Manuals, Books, Letters and Bulletins, Newsletters, Inserts and enclosures, The bulletins Board; The Spoken Word: Meetings, Open houses

The Speakers' Bureau, Telephone Newline and public address, the grapewine.
The images motion pictures, TV, Cable TV, Close-circuit TV, Internet, Websites, Display and Exhibition,
Staged Events.

Rules for good media relations; executive and media some specific guidelines; news realises, media conference, interviews, do's and dont's conducting interviews; do's and dont's or writing news releases;
style and structure of news release; mechanics or news releases.

Brief introduction to Corporate communication: definition, objectives and functions; corporate organization, structure; corporate identity, image, culture and style.

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