

VI

Programme code:	MA	Programme Title :	Master of Arts (ENGLISH)	
Course Code:	19 PEL VA1	Title	Batch :	2019 -21
		NEWS EDITING AND NEWS REPORTING FUNDAMENTALS	Semester:	IV
Hrs	30		Credits:	2

VII

Course Objectives

To enable the students to focus on media industries and their relationship to culture and society, and to understand the new trends in Mass media.

VIII

Course Outcomes (CO)

K1	CO1	To remember the multicultural dimensions of media and its diverse contexts.
K2	CO2	To compare media industries in the context of culture and society.
K3	CO3	To apply oral and written communication skills to create works of high quality in public and professional duties.
K4	CO4	To analyze human communication in various contexts.
K5	CO5	To analyze the pros and cons of social networking

IX

	UNIT I	10 hours
1.1	Introduction to Mass Communication and Journalism What is Journalism? - Canons of Journalism - Ethics of Journalism - Journalism – is it the fourth pillar of democracy? - The make- up of the first page - Responsibilities of the press to the society	
1.2	News and News Reporting What is news? What makes news? - News and views, news sense, newsworthiness of news - Broadsheet and tabloid journalism, pull –outs - News analysis - Objectivity and fairness in news - Privacy rights Vs Public rights	
1.3	Sources of News Various sources of the news - Importance of advertising in newspaper – News agencies and their function -Chief reporter and his functions - Duties and responsibilities of a reporter	
	UNIT II	10 hours
2.1	News Writing What is journalistic writing? - Inverted pyramid style of writing - Headlines and their importance - Various forms and headlines	
2.2	Kinds of Journalism Feature writing Photo - Journalism and importance of editorial - Book review and film review	
	UNIT III	10 hours
3.1	New Media, Journalism /On-line Journalism Internet and its contribution to Journalism - What is on-line journalism and what makes it distinctive – Internet – abundant source of current news and photos - Social networking sites - facebook, orkut and twitter - Blogging – self expression Print- media challenges against Electronic media and New Media.	

TOTAL HOURS = 30

Books for Study:

- Kumar, J. Keval. (2013). *Mass Communication in India*, Mumbai: Jaico Publishing House.
- Kaushik, Sharda.M. (2017). *Script to Screen*. Laxmi Publications

Books for Reference:

- Parthasarathy, Rangasamy,(2016). *Basic journalism*. Macmillan.
- Kumar, Praveen. (2010). *History of Media and Mass Communication*. Centrum Press.
- Ahuja B.N. (2007). *Theory And Practice Of Journalism*. Surjeet Publications.
- Rutherford , Andrea J. (2007). *Basic Communication Skills for Technology*. Pearson Education Asia, New Delhi.
- Itule, Bruce D. (2006). *Writing the news*. New York: McGraw-Hill

XII
Mapping

(19 PEL VA1)

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	M	H	H
CO5	H	H	M	H	H

- Low – 1, Medium – 2, High – 3

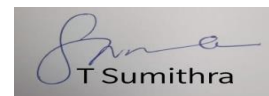
XIII

(19 PEL VA1)

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms. T. Sumithra Signature:	Name: : Ms. T. Sumithra	Name: Mr. K. Srinivasan Co-Ordinator, CDC	Name: Dr.R.Muthukumaran, Controller Of Examinations
Name: Ms. R. Sudha Signature:			
Name: Mr. P. Dhanagopalan Signature:	Signature:	Signature:	Signature:
Name: Ms. Francia P.A Signature:			



Staff In Charge



HOD

