

Government Degree College Baramulla

Semester 3rd

Major Course

Subject: Mass Communication and Multimedia Production

Title: Print Media Reporting and Editing
Credits: 4+2 (4 Tutorial; 2 Practical)

Code: BMM22C301
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 3rd

Minor Course

Subject: Mass Communication and Video Production

Title: Television Production

Code: BMM22C302

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.

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.

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Semester 3rd
Course

Skill Enhancement

Subject: Mass Communication and Multimedia Production

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

Code: BMM22S303
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.