

ELECTIVE COURSE I – JOURNALISM

Unit I

Introduction to Journalism, Impact of Mass Media – Development of Journalism - From Hicky to 1947 – Post independent India – Role of Press in Freedom Movement – History of Tamil Journalism – Some leading Newspapers of India (The Hindu, Indian Express, Thinathanthi, Dhinamalar).

Unit II

Reporting – News value – kinds of news – Reporter – Press Meet – Press Release – News Agencies – interview – Public meeting – beat – Reporting of Crime Sports News – Part of News – Inverted Pyramid form of writing.

Unit III

Editing – Headline – Lead – Use of Editing Marks – Role of Editors – sub Editors – Proof and Proof Reading – Page Make up – Features – Editorial – Letters to the Editor – Photo Journalism.

Unit IV

Letter Press – Rotary – Offset Printing – Web Offset – Plate making – News Print Paper – Role of computers and Communication techniques – structure and functioning of a news paper office.

Unit V

Press Laws – Defamation – Contempt of court – Press Council – Prachar Bharathi – Investigative Journalism – Advertisements – its necessity and kinds.

Books Recommended.

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| 1. Ahjuja | - Introduction to Journalism |
| 2. Kamath, M.R. | - Professional Journalism |
| 3. Natarajan, S | - A History of the Press in India |
| 4. Rangasamy Parthasarathy | - Journalism in India |
| 5. Raja, C.P. | - ,jopay; |
| 6. Raja, C.P. | - kf;fs; njhlHgpay; mwpKfk; |
| 7. Gurusamy | - ,jopay; |