

Elective Course III – Semester III - Writing for Media

Unit I

Definition of Mass media – Functions of Mass Media – Mass Media and the Public – Mass Media and Public opinion - Mass Media, Public opinion formation and opinion propagation – Mass Media and Propaganda. Mass Media and the Process of Communication.

Unit II

Hard & Soft News – Expected & unexpected News – Box News – Follow up News.
Scoop – Filters – News Analysis and Evaluation.

Unit III

Editorial – Columns – Articles – Reviews – Features- Letters (expressing views of readers).

Unit IV

Reporting : Crime, Court, Election, Legislature, Sports, Investigative.
Font, Caption, Style, Emphasis in news and reports - Principles of editing.

Unit V

Writing and editing TV /Radio news and News Headlines, documentaries, TV Radio features.

Books for Reference :

Hogenberg, John	: Professional Journalism
Kumar, Keval J	: Mass Communication in India
Mac Bride & Others	: Many Voices, One Word
Metha, D.S.	: Mass Communication and Journalism
Neal, James M & Susane S. Brown	: News Writing and Reporting.