

Course: Generic Elective

Journalism

Semester _____	
Paper Number	HJOGE3011T
Paper Title	Print and New Media
No. of Credits	6
Theory/Composite	Composite
No. of periods assigned per week	Th-4 Pr-2
Name of Faculty member(s)	
Course description/objective	<ul style="list-style-type: none">• Introduction to the principles and practices in print media• Introduction to the principles and practices in new media• Hands on experience of handling the two media
Syllabus	<p style="text-align: center;"><u>PAPER I</u></p> <p style="text-align: center;"><u>PRINT AND NEW MEDIA</u></p> <p>Module I: Print Media (Approx 30 classes) Introduction to journalism Brief history of Indian print journalism Media laws related to Print journalism News: Concept and Writing Edit and Op-Ed pages Features & Articles Columns & Columnists Print Media Advertising and Circulation Cross media ownership Challenges and Issues in contemporary Print journalism</p> <p>Module II: New Media (Approx 20 classes) Evolution of New Media Features and characteristics of new media Digital Space Cyber Crimes Cyber Laws New Media and development, E-Governance and E-Commerce</p> <p><u>Practical (Approx 28 classes)</u> News Writing, Page Designing Web page Designing</p>

Texts	
Reading/Reference Lists	<p><u>Suggested Readings</u></p> <ul style="list-style-type: none"> • Kumar, Keval J. (2000) <i>Mass Communication in India</i>. Mumbai, Jaico Pub. House. • Wainwright, David. (1972.) <i>Journalism Made Simple</i>. London: W.H. Allen. • Kamath, M. V. (1980). <i>Professional Journalism</i>. New Delhi: Vikas Pub. House. • Teel, Leonard Ray. (1983). <i>Into The Newsroom</i>. Prentice-Hall. • Hohenberg, J. (1983). <i>The Professional Journalist</i>. New York: Holt, Rinehart, and Winston. • Shrivastava, K. M. (1987). <i>News Reporting & Editing</i>. New Delhi: Sterling Publishers. • Ward, Hiley H. (1985). <i>Professional Newswriting</i>. Cengage Learning. • Neal, James M., and Suzanne S. Brown. (1976). <i>Newswriting and Reporting</i>. Iowa State University Press. • Moitra, M. (1969). <i>A History of Indian Journalism</i>. National Book Agency. • Basu, Durga Das. (1986). <i>Law of the Press</i>. Prentice-Hall of India. • Rucker, F W, and Herbert LW. (1969). <i>Newspaper Organization and Management</i>. Iowa State University Press. • Singhal, A, and Everett M. Rogers. 2001. <i>India's Communication Revolution: From Bullock Carts to Cyber Marts</i>. Sage. • Bell, D J, and Kennedy, B M (2000). <i>The Cybercultures Reader</i>. (4 Volumes). Routledge • Flew, T. (2007). <i>Understanding Global Media</i>. Palgrave Macmillan • Flew, T. (2014). <i>New Media</i>. Oxford University Press ANZ
Evaluation	Theory:60 Practical:40