# Post-Graduate Diploma Journalism

*(English)*

## Course Outline

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Course Plan

1. The course will begin on August 1, 2014 and end on May 31, 2015.

2. The academic session is divided into two semesters:
   I term: August - December. II term: January - May.

3. The first semester examination will be in third week of December 2014 and the second semester examination will be in the fourth week of April. Evaluation will be partly on the basis of examination in theory and partly on the basis of class assignments and practical work. A student will be expected to obtain a minimum of 40% marks in each paper.

4. First semester theory examination will cover papers 1, 2, 3, and 5. Second semester theory examination will cover papers 7, 8, 9 and 10. However, Part A - Public relations and Part B - Corporate Communication of papers 7, Theoretical modules of Paper 8; Part A - Radio Broadcasting and Part B - Television Broadcasting and Part A - Introduction to New Media and Part D – Writing for New Media of Paper10 can be covered in the first semester depending upon class requirements of different centres followed by practical in the second semester. Practical works will continue during both the semesters and will be marked at the end of second semester.

5. To help students relate the learning of concepts with practice, the internship/placement fortnight will take place in Delhi campus from 16-28 February 2015. Students from other campuses can participate in this process at their own cost. Thereafter students will be attached to a newspaper, magazine, or any other media organisation for internship in the month of May, 2015. Each student will be expected to obtain a report from organisation on his/her performance during the internship period.

6. Each student will be expected to attend a minimum of 75% of the classes without which he/she may be debarred from taking the examination.
Paper I
Communication: Concepts and Processes

Total Marks: 100

Objectives
- To introduce concepts, processes and theories of Communication.
- To introduce communication and media research, its relevance, methods and applications.

Part A
Conceptualising Communication 25 Marks
- Dimensions of Communication: Intrapersonal, Interpersonal and Group Communication
- Importance of Verbal and Non-verbal Communication
- Functions and Elements of Mass Communication

Models of Communication: Classical, Intermediary, Interactive, Transactional
- Aristotle’s definition of Rhetoric, Laswell’s Model, Berlo’s SMCR Model
- Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model
- Newcomb’s Model of Communication, George Gerbner’s Model
- Schramm’s Interactive Model, Ecological Model
- Dance’s Helical Spiral model

Theories and Ideologies of Mass Communication
- Media Effects: Hypodermic Needle, Two-Step/Multi-Step Flow Theory
- Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Gate-keeping Function, Needs and Gratification, Agenda Setting (McComb and Shaw)
- Powerful Effects of Media: Dominant Paradigm, Diffusion Of Innovations, Spiral of Silence
- Four theories of Press and Developmental and Democratic participation theory
- Critical and Cultural Theories: Hegemony, Political Economy and Frankfurt School (Adorno, Horkhiemer and Habermas, Stuart Hall and Fiske)
- Social Learning Theories and Social Change
- Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky)

Part B
Language and Communication 25 Marks
Importance of Language in Mass Communication and Society
- Signs and Symbols
- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language

Part C
Visual Communication 25 Marks
- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual journalism
- Visual manipulation and ethics

**Part D**

**Communication and Media Research**

**25 Marks**

**Communication and Media Research: Basic Concepts, Design & Methods**
- Areas of Research and types of Research
- Research Problem: Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design: Objectives, Study Area, Variables, Sampling

**Research Methods**
- Quantitative Method: Survey Research methods: Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
- Data Analysis: Data Coding, categorizing and Interpretation
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS
- Media research using Internet.
- Referencing and Citation

**Suggested Readings**
Objectives

- To create conceptual understanding about the Press: its role and functioning in society.
- To introduce students to legal and ethical aspects of the Press, its values and responsibility.

Part A

History of the Press

- Early history of the Press and role of the Press in the Freedom Struggle
- The Press since Independence
- Prominent English and language newspapers, magazines
- Specialised Publications in fields such as Film, Sports, Trade, etc.
- News Agencies (national/international)
- Print media in other countries (USA, UK, CHINA and SAARC countries)

Part B

Media Laws

- Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b)
- Contempt of Court and Contempt of Legislature
- Defamation: Libel and Slander
- Sedition and inflammatory writings, IPC and Cr PC
- Official Secrets Act and Right to Information Act
- Press and Books Registration Act, IPR and Copyright Act
- Cinematography Act
- Cyber Laws: Information Technology Act and Regulatory Authorities
- Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards

Part C

Media Organisations

- Press Council of India (1st and 2nd Press Commission recommendations)
- International Bodies: IPI, UNESCO,
- Broadcast Regulatory bodies and TRAI, BRAI , IBF,
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. Trade Union Rights in Media
- Government Information Systems: Concept and Philosophy
- Organizational setup in India: management and operation for Union Government (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.)
- Supporting services like research, reference and feedback
- State Government Information and Public Relations Dept.
Part D

Media Ethics

- Values and Ethics of Journalism (Objectivity, Truth and Impartiality, Balance and Independence), Conflict of Interest
- Ethical issues: notions and debates
- Resolving Ethical Dilemmas: Different Methods
- Right to Privacy, Sting Journalism, Yellow Journalism
- Paid news, Private Treaties, Media Net
- Pressures (political, market, legal and professional)
- Journalists’ Code of Conduct, Self-regulation, Ombudsman
- Pros and Cons of Media Activism
- Participatory Journalism

Suggested Readings

Paper III
Reporting: Concepts and Processes
Total Marks: 100

Objectives
- To impart theoretical and practical knowledge about reporting, including specialised beats.
- To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering.

Part A
News Reporting
- Concept of News, Elements and structure of news reports
- Types of news: Hard and Soft
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Differences in reporting for Newspapers / News agencies, TV, Radio

Part B
News Set-up
- Reporting department in newspapers, magazines, agencies, radio and TV
- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Role and importance of news sources, attribution
- Cultivating, verifying and dealing with sources of news
- Ethical aspect of sourcing News and Reporting

Part C
Specialized Reporting and Beats
- Understanding Beats and their categories
- City reporting: City and local news
- Crime Reporting: sources and related laws
- Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting
- Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights

Part D
Economy and Finance Reporting
- Forms of Economic Reporting, Financial Reporting and Markets
- Concept of GDP, Growth and Inflation, Constituents of GDP
- National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector: Balance of Payments, Current Account, Capital Account
• Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
• Markets: Sensex/Nifty, Capital Market
• Regulators: SEBI, EPI Index: Bodies such as FICCI, CII, etc.

Part E
20 Marks
Other Forms of Writing
• Feature: Definition, characteristics, types: news and non-news features
• Process of feature writing: Ideas and Research
• Tools and Techniques of Feature Writing
• Interview: types and techniques
• Opinion writing: Editorial, Op-ed page and Middle
• Special articles, Weekend pullouts, Supplements,
• Backgrounders, Reviews (Books/Films/Documentaries)
• Magazine Reporting: Current trends, style and future

Suggested Readings
• Flemming and Hemmingway(2005), An Introduction to journalism, Vistaa Publications.
Paper- IV
Reporting: Practical

Total Marks: 100

Objectives
- To provide the students hands-on-skills in reporting.
- Students will be expected to do reporting practicals and writing assignments
- Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.

News Reporting 30Marks
- Speech/meeting reporting, event reporting, covering writing based on press releases, Press Conferences
- Interviews, obits, profiles based on field assignments.

Specialised Writing 40 Marks
- Writing features and human interest stories, backgrounders
- Oped articles
- Editorials
- Articles
- Middles
- Columns

Writing across media 30 Marks
- Writing for news magazines
- Writing for websites
- Writing for blogs
- Writing for mobile

Note: Each student is expected to write at least 50 assignments. Assignments will be given by faculty members.
Paper V
Editing: Concepts and Processes
Total Marks: 100

Objective
- To provide students theoretical and practical inputs about editing for all forms of media writing

Part A 25 Marks
Editing
- Editing: concept, process and significance
- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/radio and TV news editing
- Challenges before editor: bias, slants and pressures

Part B 25 Marks
News Desk
- Editorial structure of newspaper/magazines/news agencies/radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers
- Sources of News
- Managing the news flow

Part C 25 Marks
Editing Process
- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations

Part D 25 Marks
Layout Design and Photo Journalism
- Principles of Layout, Design
- Typography, color and Graphics
- Newspaper Printing Process and printing terminology
- History and evolution of Photojournalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events
Suggested Readings

Paper VI
Editing: Practical

Total Marks: 100

Objectives
  o To impart hands-on-training on editing work and photography.
  o Students will be expected to learn re-writing copy.

Editing Assignments
  50 Marks
  • Copy editing
    Editing of the copy given in class.
  • Writing Headlines
  • Intro/lead writing
  • Layout
    Preparing layout of the front, back and other pages of a newspaper, magazines using QuarkXpress, Adobe CS (In-design, Photoshop, etc).
  • Rewriting assignments

Photography Assignments
  25 Marks
  Learning basic skills of photography and shooting exercises
  • Photo coverage of news events on the campus or outside
  • Shooting and preparing Photo Feature along with write-up.

Lab Journals
  25 Marks
  For lab journal assignments, the class will be divided into groups. Students will produce Lab newspapers periodically. They need to produce a minimum of 20 issues.
PAPER VII
PR, ADVERTISING & MEDIA BUSINESS MANAGEMENT

Total Marks: 100

Objectives

- To acquaint and sensitize students about the role, relevance, need and inter-relationship between Advertising and PR in Journalism and Media Business Management
- To make students understand the business aspects of the Media.

Part A 25 Marks

Public Relations

- Concepts, Definitions, Role and Objectives
- PR as a source of news for media
- The PR process
- PR tools and strategies
- Media Relations
- Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in business channels; paid appearances, etc.)

Part B 25 Marks

Corporate Communication

- Understanding the Corporate Sector and its need to be in the news
- Principles and Concepts of Corporate Communication
- Cultivating newspapers as Brands, with case studies
- Crisis Communication vis-à-vis media reporting
- Corporate Social Responsibility: concepts and as a source for soft stories

Part C 25 Marks

Advertising

- Definitions, objectives and classification
- Ad agency structure: various departments and their functioning
- Creativity and campaign planning
- Social and economic impact of advertising
- Concepts of media planning and buying
- Laws and Ethics in advertising: Role of AAA, ASCI and Doordarshan Code for advertisers

Part D 25 Marks

Media Business Management

- Introduction to Media Management and Media Economics
- Ownership patterns
- Management of Media Organizations - Case Studies of media organizations
• Economics and marketing of Media organizations: Circulation, Advertising and changing dynamics in marketing of newspapers and news channels (the race for TRPs and eyeballs)

**Suggested Readings**

• Jethwaney, J. (2010), *Corporate Communication*, OUP.
Paper VIII
Radio and Television Journalism

Total Marks: 100

Theory: 50 marks
Practical: 50 marks

Objective
- Students will learn the process of Radio and TV Journalism, involving reporting, editing, presentation and production.

Part A 25 Marks
Radio Broadcasting
- Introduction to radio: The world of sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission; Different types of radio: AM, FM, Community Radio, Internet Radio.
- Evolution and growth of broadcasting in India: Public Service Broadcasting: FM broadcasting: functioning of channels; Community Radio: Role and Function of CR, management of community radio; Radio news organization, structure and function.
- Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news.
- Introduction to Radio production: Radio news magazine, News features, Discussion and talk programmes, Interviews, Sound bytes & dispatches and Radio Bridge programme production

Part B 25 Marks
Television Broadcasting
- Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting
- Organisational structure of TV news channel: TV newsroom and TV news production desk and functions
- Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing
- Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring: delivery, pronunciation, voice modulation and diction

Practical 50 Marks

TV and Radio Exercises
- Radio news
  - Reporting of events and recording of sound bytes
  - Writing and editing of news reports
  - Recording of voice casts
  - Production of bulletins in groups
TV news
- Writing, presenting and recording of PTCs
- Copy editing and video editing of news reports
- Writing and recording of voiceovers
- Packaging, production of bulletins in groups

Suggested Readings
- Boyal , A.(1999), *Broadcast Journalism*, OUP.
Paper – IX  
Development Journalism  

Maximum Mark: 100

Objectives
- To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it.
- To learn the art and craft of covering development issues.

Part A  
25 Marks  

Development: Theory and Practice
- Development Discourse: An overview of Different Paradigms and Perspectives: Dominant, Dependency and Participatory
- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict-free, etc
- Rights-based approach to media and development: right to information, right to free expression, diversity, multiplicity, participation, accountability, transparency
- Development and Communication (Rogers, Schramm, etc)
- International Communication: Propaganda, New World Information and Communication Order, Globalisation
- Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society
- Community and alternative media

Part B  
25 Marks  

India’s Development Paths and Dilemmas:
- Economic Development and Social Justice: Development, Freedom and Opportunity; The Government, the State and the Market; Public Policy and poverty
- Environment and Development: Environmental Issues in the development era; Environmental Governance; Environmental Politics and Issues; Valuing Nature; Environmental Rights, Urbanisation Issues
- Growth, Poverty and Unemployment: Economic Growth in India; Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality; the Market and Common Goods; Wealth Creation and Distribution
- Education and Health as Political Issues: Basic Services and Rights; Constitutional Rights; Education, Health and Social Change; India in a Comparative Perspective; Liberalisation, Market and Basic Services
- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights; Agricultural workers and Farmers in India; Land, Water and Livelihood; Energy and Livelihood; Urban Livelihoods; Community Rights
- Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth; Women and Land Rights; Women: Deprivation and Critical Issues; Women’s Movements
India’s Social Development and Government Programmes: A Critical Overview:
Social Development: Key Issues; Social Development programmes and their impact;
Social Development: A Comparative perspective; Social Development and Reforms;
Social Development Index

Part C  
Development Journalism: Reporting skills for development stories
- Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non-conventional sources
- Tools and Techniques of Diverse Development Reporting and Writing
- Different types of Development stories: News, Features and Reports
- Dealing with data and statistics

Part D  
Research Project on Development related issues
Each student will have to submit a dissertation of approx. 10,000 words by the last week of March 2015. Students are encouraged to participate in seminars and conferences related to the development domain.

Suggested Readings
Objectives

- To develop understanding of digital information patterns, use and scope.
- To enable the students to write for the web platforms

Part A 15 Marks

Introduction to New Media

- Components of computers; Input devices, Processing devices, Output devices, concept of hardware & software (applications & system software) Computer memory, Storage devices.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), Search Engines.
- Overview of the New Media Industry
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Theft)

Part B 15 Marks

New Media Journalism

- Concepts and evaluation of Internet as a medium
- News on the web: newspapers, magazines, radio and TV newscasts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis.
- Challenges and opportunities for a newsmen: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Part C 15 Marks

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products: Facebook, Linkedin.
• Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing
• Social publishing: Flickr, Instagram, Youtube, Sound cloud
• Citizen Journalism: Concept, Case studies.
• Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’.

Part D 15 Marks
Writing for New Media
• Digital story-telling formats
• Content writing, editing, reporting and its management
• Structure of a web report
• Content for different delivery vehicles
• Multi-media and interactivity
• Writing with hyperlinks
• Content management & content management systems
• Storyboarding and planning
• Planning and designing of WebPages, Blogs, e-newspaper, e-magazine

Practical Marks 40
• Creating and designing Blogs, developing web designs including web version of lab journals

Suggested Readings