

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**Specialisation in Journalism & News Media**

**Third Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMJN 201	Journalism : Concept & Practices	4	-	4
MMJN 203	Fundamentals of Reporting & Editing	4	-	4
MMJN 205	Advance Reporting, Writing & Photo Journalism	4	-	4
<b>Practical</b>				
MMJN 251	Reporting & Editing Lab	-	6	3
MMJN 253	Advance Journalism & Photo Lab	-	6	3
MMJN 255	Minor Project	-	-	4
MMJN 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**Specialisation in Journalism & News Media**

**Fourth Semester**

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMJN 202 (40202)	Specialised Areas in Contemporary Journalism	4	-	4
MMJN 204 (40204)	News Production, Presentation & Anchoring	4	-	4
<b>Practical</b>				
MMJN 252 (40252)	News Production, Presentation & Anchoring Lab	-	8	4
MMJN 254 (40254)	Major project	-	-	10
MMJN 256 (40256)	Comprehensive Viva Voce	-	-	4
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>26</b>

Note :

1. The total number of credits of the MMM programme : 108
2. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER

### JOURNALISM : CONCEPT & PRACTICES

<b>Course Code: MMJN 201</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To create a conceptual understanding about journalism in the perspective of society and other fields of mass communication
- ii. To make the students aware of ethical aspects of journalism, its function to support democratic set-up and development
- iii. To give knowledge of tools, forms, content of journalistic and non-journalistic matter of mass media
- iv. To bring a perception about practice of journalism in broadcast media
- v. To make students understand the upcoming co-relation between journalism and new tools of communication

#### **Unit I [Journalism : Concept and Changing Trends]**

**L-10**

1. Concept of journalism
2. Journalism and society - social obligations
3. Journalism as different from advertising
4. Journalism as different from public relations
5. Journalism redefined – changing trends in India and other countries
6. Paid journalism, advertorials, latest developments
7. Growing influence of market

#### **Unit II [Journalism : Role and Responsibilities]**

**L-10**

1. Participatory journalism - role of receivers, citizens' journalism
2. Media activism – issues of privacy, social responsibility and ethics
3. Trial by media – debate on benefits and dangers
4. Investigative journalism – contemporary trends, sting operations
5. Journalism and democracy
6. Journalism and development

#### **Unit III [Journalism and Print Media]**

**L-12**

1. Journalism as practiced in print media
2. Newspaper journalism - contents, language and expression
3. Magazine journalism - its distinct features, present trend
4. News agency journalism – importance and relevance in changing media scenario
5. News Vs non-news journalism – trends in non-news journalism
6. English and language journalism, national and regional journalism
7. Cartoons, caricatures, illustrations in newspapers/magazines

#### **Unit IV [Journalism and Broadcast Media]**

**L-12**

##### **A. Radio**

1. Journalism as practiced in radio
2. Radio news-comparison with print news and TV news
3. Radio news bulletins and their formats in AIR, BBC and other broadcasters
4. Radio news in private sector – broadcasts of private FM channels
5. Dissemination of useful information – traffic, sports update, weather etc

**COURSE CODE: MMJN 201**

**B. TV**

1. Journalism as practiced in TV
2. TV news-comparison with print and radio news
3. TV News bulletins and their formats in DD and private satellite channels
4. Changing news formats on private satellite channels
5. News broadcast on foreign channels - BBC, CNN and other

**Unit V [Journalism and New Media]**

**L-12**

**A. Cyber Media**

1. Journalism as practiced in cyber media
2. Web newspapers
3. Web radio
4. Web television
5. Blogs and their relevance

**B. Mobile**

1. Mobile as a tool for practicing journalists
2. Mobile as a tool of newsgathering, recording the bytes
3. Mobile for news and information dissemination
4. News on mobile phones, news for free, news alerts
5. News on demand, subscription for news
6. Use of mobile in citizens' journalism

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**COURSE CODE: MMJN 201**

**Suggested Readings:**

0. Swati Chauhan and Navin Chandra Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005
0. Tony Harcup Journalism : Principles and Practice, New Delhi, 2004
0. Walt Harrington Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999
0. J. C. Chaudhary Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008
0. David Berry Ethics and Media Culture, Focal Press, New Delhi, 2000
0. Jan R Hakemulder, Fay AC De Jonge and PP Singh News Agency Journalism, Anmol Publications, New Delhi 1998
0. Tom Koth Journalism in the 21<sup>st</sup> Century : Online Information, Electronic Databases and the News, Adamantine Press Ltd Online Journalism, Pluto, 2001
0. Jim Hall
0. Jason Whittaker Web Production (II Edition), Routledge, 2001
0. Jagdish Chakravarthy Cyber Media Journalism : Emerging Technology, Delhi, 2003
0. Mike Ward Journalism Online, London, 2002
0. Chris Priestman Web Radio, Focal Press, New Delhi, 2004
0. John Herbert Journalism in Digital Age, Focal Press, New Delhi, 2000
0. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
0. Richardson Analysing Newspapers, Palgrave Macmillan, 2007
0. Shyam Nath Assessing the State of Web Journalism, Authors Press, Delhi, 2005

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER FUNDAMENTALS OF REPORTING & EDITING

<b>Course Code: MMJN 203</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60* *Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To give a concept of news and news reporting while dealing with credibility of source and social responsibility so as to strengthen the understanding how it differs from other kinds of writings
- ii. To explain the structure of news writing
- iii. To update the students on changing face of crime reporting and the coverage of local beats
- iv. To make them understand the editorial structure and the newsroom functions
- v. To make them learn the norms of different kind of editing, headlining and layouting

#### **Unit I [Basics of News Reporting]**

**L-11**

1. Understanding news – the changing definitions
2. News elements, qualities of news
3. News value – determinants of news value
4. Types of news, hard and soft news
5. News sources – credibility of source, need for attribution
6. Objectivity in reporting, social responsibility
7. Reporting for news media – newspapers/magazines, news agencies
8. Role and responsibilities of a reporter

#### **Unit II [Basics of News Writing]**

**L-11**

1. Structure of news report
2. Basic elements of news report
3. Writing the news lead, types of lead
4. Writing a news story, rewrite, follow up, developing story
5. Writing general stories – personals, briefs, speeches, meetings, special events
6. Writing simple stories – illness, deaths, funerals, obituaries, seasons, weather, natural disasters
7. Reporting setup of a print media organisation
8. Coverage of press conference and writing a story

#### **Unit III [Crime Reporting and Local/Metro Beats]**

**L-12**

1. Law enforcement agencies at the state/central level, intelligence agencies
2. Criminal justice system – important laws and their applications
3. Crime reporting in print – its changing face
4. Crime reporting in TV, reconstruction of crimes
5. Organised crimes, laws to deal with such crimes
6. Crime against women and children, human rights violations
7. Economic offences and their reporting
8. Reporting from district courts
9. Civil and civic administration beat
10. Health, education and other local/metro beats

**COURSE CODE: MMJN 203**

**Unit IV [Editorial Department and Newsroom]**

**L-10**

1. Editorial structure of newspaper, magazine and news agency
2. Editorial hierarchy and job of various functionaries
3. Office of editor, his role and responsibilities
4. Newsroom set up and news desks
5. Newsroom functions – the changing scenario
6. News Editor – role and responsibilities

**Unit V [Copy Editing, Headline and Layout]**

**L-12**

1. Copy editing – editing the copy in a newspaper, magazine and news agency
2. Style Sheet – editorial instructions for editors
3. Rewriting, copy reading and correcting the copy
4. Headlining – characteristics/features, types/ patterns
5. Rules/principles of headline writing
6. Changing trend of headline writing – influence of other media
7. Designing and layout
8. Making the page of a newspaper/magazine

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**COURSE CODE: MMJN 203**

**Suggested Readings:**

- 1 Rangaswami Parthasarathy Here is the News : Reporting for Media, Sterling Publishers, 1994
- 2 George A Hough News Writing, Kanishka Publications, New Delhi, 1998
- 3 Brian S. Brooks Workbook for News Reporting and Writing, Boston, 1999
- 4 Brian S. Brooks and Etal News Reporting and Writing, Boston : Bedford, St. Matins, 1999
- 5 Ambrish Saxena Fundamentals of Reporting and Editing, Kanishka Publications, New Delhi, 2007
- 6 M K Joseph Basic Source Material for News Writing, Anmol Publications, New Delhi, 1998
- 7 M L Setin and Susan F Petrno The News Writer's Handbook, Surjeet Publication, New Delhi
- 8 Manoranjan Tripathy Introduction to News Reporting, 2007
- 9 Wynford Hicks Writing for Journalists, Routledge, London, 2000
- 10 June A Valladares The Craft of Copywriting, Response Books, Sage Publications, New Delhi
- 11 Wynford Hicks & Tim Homes Sub-editing for Journalists, Routledge, London, 2001
- 12 F W Hodgson Subediting : A Handbook of Modern Newspaper Editing & Production, Focal Press, 1987
- 13 Ron F. Smith and Loraine MO Connel Editing Today, Lowastate University Press 1996
- 14 Dorthy A Bowles, Australia Creative Editing, Thomson Wadsworth, 2004
- 15 H.Y. Sharda Prasad Editors on Editing, National Book Trust, 1993

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER

### ADVANCE REPORTING, WRITING & PHOTO JOURNALISM

<b>Course Code: MMJN 205</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To give the students an understanding of political reporting covering parliament, elections and national issues
- ii. To instill a knowledge of international issues, external affairs and diplomacy so as to broaden the perspective of students
- iii. To make them efficient in special fields of reporting and learn the methods of writing
- iv. To develop among students skills of writing contents for cyber media and mobile
- v. To give an applied knowledge of photography, related tools and fields to enable student apply it in journalism

#### **Unit I [Political Reporting and Domestic Affairs]**

**L-12**

1. Political parties and their functioning at the national level
2. State politics and regional parties
3. Coverage of Centre-State relations
4. Parliamentary reporting, Assembly reporting
5. Coverage of national issues and regional disputes
6. Issues of internal security, conflict reporting
7. Election Commission, coverage of elections at central/state level
8. Coverage of various ministries/departments of central/state governments
9. Reporting from Supreme Court/High Courts

#### **Unit II [Diplomatic Reporting and International Issues]**

**L-11**

1. Reporting India's political and diplomatic relations with other countries
2. Covering diplomatic missions - embassies/high commissions
3. International issues having direct/indirect bearing on India
4. Covering international organisations and their conferences
5. Defence reporting, military alliances, coverage of wars
6. Coverage of India's trade relations with other countries
7. WTO and other trade organisations

#### **Unit III [Specialised Reporting and Writing]**

**L-11**

1. Reporting various types of interviews, writing interview based features
2. Reporting for news magazine, writing articles and cover story
3. Reporting and writing for non-news magazines
4. Writing news and non-news features
5. Writing for editorial page and oped – edits, middles
6. Writing columns, special articles
7. Writing for weekend pull-outs and supplements

**Unit IV [Writing for New Media]**

**L-10**

A. Cyber Media

1. Writing news contents for cyber media
2. Writing non-news contents for cyber media
3. Writing of blogs/opinion articles

B. Mobile

1. Writing news for mobile phones
2. Writing non-news contents for mobile phones

**Unit V [Photo Journalism]**

**L-12**

1. Photography in historical perspective, its role in communication
2. Technical know-how of camera, lenses, films and accessories
3. Approach to visual composition and lighting
4. Various beats of photography - portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising
5. Role and responsibilities of photo journalist
6. Photo editing - selection of photograph, cropping, caption writing
7. Photo feature on topical issues

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**COURSE CODE: MMJN 205**

**Suggested Readings:**

- 1 David Randall The Universal Journalist, London, 2002
- 2 Bruce Garrison Advance Reporting, LEA, 1992
- 3 Raymond Kuhn and Eric Neven Political Journalism : New Challenges, New Practice, London, 2002
- 4 VC Natarajan & A.K. Chakraborty Defence Reporting in India : The Communication Gap, Tishul Publications, 1995
- 5 David Randall The War Correspondent, London, 2002
- 6 Barbic Zelizer and Stuart Allan Journalism after September 11, New York, 2002
- 7 Ajai K Rai Kargil Conflict and the Role of Indian Media, Institute for Defence Studies and Analysis, 2004
- 8 Cheryl Sloan Wray Writing for Magazines : A Beginners' Guide, NTC Publishing Group
- 9 J William Click and Russel N. Baird Magazine Editing & Production, WCB Brown & Benchmark, 1994
- 10 Ron Reeder Brad Hinkel Digital Negatives, Focal Press, 2007
- 11 Steve Heath Multimedia and Communications Technology, Elsevier, 2003
- 12 James A. Folts, Ronald P. Lovell & Fred C. Zwahlen Jr. Handbook of Photography, Delmel Thomsan Learning, 2002
- 13 Michael Langford Basic Photography, Focal Press, 2003
- 14 O.P. Sharma Practical Photography, Hind Pocket Books, 2001
- 15 Zaheer Husain Khan A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER REPORTING & EDITING LAB

Course Code: MMJN 251	L : 0	T/P : 6	CREDITS : 3
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Marks of end term practical exam: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. This lab course will make the students learn to write news and different kind of writings related to journalism
- ii. Students would also know the steps of reporting as news collection, selection of facts according to news value, news writing pattern and news filing
- iii. On the other hand they will also learn the editing, organising and producing print material

#### *Exercises/Assignments:*

1. News Reporting
  - Reporting and writing a crime story based on a field assignments
  - Reporting and writing a news story by covering a local beat
2. News Writing
  - Writing a personal/brief based on given points
  - Writing a report on speech / meeting by using the points given by the teacher
  - Writing a report on illness/death/obituary based on given points
3. Press Conference
  - Organising mock press conferences in groups
  - Writing news reports based on coverage of press conferences
4. Copy editing
  - Editing of the copy given by the teacher in the class
  - Rewriting of the given copy for an improvement in its quality
5. Headlining
  - Putting headlines on stories assigned by the teacher
6. Layouting
  - Preparing layout of the front page of a daily

#### **Print production :**

1. *Annual Magazine* :The students need to take out an annual magazine of 24 to 32 pages to be printed in B/W and colour.
2. *Research Journal* : A research journal is to be published carrying the research papers written by MMM students. Some papers can also be invited from outside.

The above publications will be distributed on the campus, educational institutions and media organisations.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER ADVANCE JOURNALISM & PHOTO LAB

<b>Course Code: MMJN 253</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. One step ahead of simple news writing and editing, in this lab course students will understand the norms of specialised writing and political, legislative and diplomatic reporting.
- ii. The lab will also apprise students of writing for new media like mobile and internet.
- iii. They would practically be made to learn the photography and its utilisation for news.

#### ***Exercises/Assignments :***

1. Advance Reporting
  - Writing political reports based on field assignments or points given by the teacher
  - Writing diplomatic reports based on field assignments or points given by the teacher
2. Specialised Writing
  - Writing cover story for a news magazine based on input collected by the students
  - Writing an editorial piece or middle for the edit page of a daily
  - Writing a column /special article/ feature for a newspaper or magazine
3. Writing for new media
  - Writing contents (news/non news) for a website
  - Writing blogs by the students for expressing their opinion
  - Writing news for mobile phones
4. Photo Journalism
  - Photo shoots in the field for learning the skills of photography
  - Shooting exercises in artificial light in the studio
  - Photo coverage of some news event on the campus or outside
  - Caption writing exercises given by the teacher
  - Compilation of photographs taken by a students and preparing a photo file

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER MINOR PROJECT

Course Code: MMJN 255	L : 0	T/P : 0	CREDITS : 4
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#### Objective of the course:

- i. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- ii. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

#### Selecting the topic:

- The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

#### Writing the paper:

- The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

#### Presentation of paper:

- The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

#### Evaluation:

- The Minor Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER INDUSTRIAL TRAINING REPORT

Course Code: MMJN 257	L : 0	T/P : 0	CREDITS : 4
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#### Objective of the course:

- i. This lab course ensures the students an opportunity of getting hands on training in media organisation.
- ii. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

#### Industrial Training and Report Writing :

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

#### Evaluation :

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER

### SPECIALISED AREAS IN CONTEMPORARY JOURNALISM

<b>Course Code: MMJN 202</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To make the students understand the concept of development and coverage of development issues on media.
- ii. To give the students a knowledge of economy and business related issues with focus on capital market.
- iii. To acknowledge the students with all the norms of different sports for their applications in sports reporting with focus on cricket.
- iv. To develop an understanding of the current scheme of fashion and life style coverage in newspapers and TV channels.
- v. To apprise the students about the latest developments in the world of cinema and TV entertainment.

#### **Unit I [Development journalism]**

**L-10**

1. Role of journalism in development
2. Writing/preparing development stories for print/electronic media
3. Reporting development issues – health, education, poverty alleviation
4. Coverage of emerging areas in development – environment, human rights
5. Indicators of economic development – GDP and infrastructure development
6. Rural coverage in mainstream print and electronic media
7. Issues of urban development and their reporting in mainstream media
8. Newspapers/magazines and radio/TV channels focused on development

#### **Unit II [Stock market and Business Journalism]**

**L-13**

1. Understanding nature of Indian economy, economic planning, economic reforms
2. Coverage of issues pertaining to privatisation and disinvestments
3. Export and import, FDI and FII, FEMA, Foreign Exchange Reserve
4. Corporate sector, agriculture, services, manufacturing and industrial sector, SEZ
5. Coverage of banking sector – PLR, bank rate, repo/reverse repo, CRR, SLR
6. Reporting inflation, WPI, CPI, rupee appreciation and depreciation
7. Understanding stock market in national and global context, impact on economy
8. Coverage of capital market – Sensex and Nifty, role of SEBI
9. Union Budget, revenue generation, taxation, government expenditure
10. Business newspapers, magazines, radio/TV channels and their contents

#### **Unit III [Cricket and Sports Journalism]**

**L-13**

1. Sports reporting, basic requirement
2. Qualities of a good sports reporter
3. Contents of sports section in a daily, sports journals
4. Sports channels and their programmes, sports news on main channels
5. Basics and requirement for sports commentary on radio and TV
6. Sports scripting, use of sports vocabulary
7. Rules and regulations of different sports
8. Cricket reporting and analysis
9. Cricket organisations, major tournaments
10. Equipments, umpiring and other technical tools

**COURSE CODE: MMJN 202**

**Unit IV [Fashion and Life Style Journalism]**

**L-8**

0. Contemporary fashion and life style media
0. Insight into specialist markets
0. Forecasting/trends in reporting
0. Techniques and terminologies
0. Newspapers/magazines and TV channels on life style

**Unit V [Film and Entertainment Journalism]**

**L-12**

1. An overview of Indian film industry
2. Contemporary trends in Indian cinema
3. Notable film makers and their films
4. Entertainment industry and its expansion, TV channels on entertainment
5. Entertainment programmes – TV serials, reality shows, laughter shows etc
6. Coverage of films/entertainment in newspapers, film journals
7. Film/Entertainment coverage on TV news channels

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**COURSE CODE: MMJN 202**

**Suggested Readings:**

0. Alan Chalkely : Manual of Development Journalism, Press Institute of India, New Delhi
0. Alan Chalkely : Rural Development Journalism, Press Institute of India, New Delhi
0. Srivinas R Melkote & H Leslie Steves : Communication for Development in the Third World : Theory and Practice for Empowerment, Sage Publications
0. Charu Arora Indian Economy and Reforms, Authors Press, New Delhi, 2008
0. EC Thomas Economic and Business Journalism, Sterling Publishers Pvt. Ltd.
0. Steen Sports Journalism: A Multimedia Primer , 2007
0. Steve Craig Sports Writing: A Beginner's Guide , 2002
0. Phil Andrews Sports Journalism: A Practical Introduction, 2005
0. Hennessy, B. Writing Feature Articles; A Practical Guide to Methods and Markets., Oxford: Focal Press, 1997
0. Crane, D. Fashion and its Social Agendas; class gender and identity in clothing, University of Chicago Press, 2000
0. Barnard, M Fashion as Communication. London. Routledge, 2002
0. James Monaco How to Read a Film, Oxford
0. Eric Rhodes A History of Cinema, Penguin
0. Govind Nihlani, Saibal Chatterjee & Gulzar Encyclopedia of Indian Cinema
0. Wimal Dissanayke Indian Popular Cinema : A Narrative of Cultural Change, Trentham Books

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER

### NEWS PRODUCTION, PRESENTATION & ANCHORING

<b>Course Code: MMJN 204</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To develop an understanding about various steps involved in the production of radio and TV news.
- ii. To apprise students with an idea of various channels of communication used in broadcast media.
- iii. To make them skilled in writing, intonation, diction, pronunciation and presentation of news on audio-visual media.

#### **Unit I [Radio News Production]**

**L-12**

1. Reporting for radio, writing the news story
2. Structure of radio news report, various formats
3. Newsroom functions, editing of copies for newspool
4. Compilation of news bulletin, bunching the stories
5. Selection of stories for bulletin, editing and headlining
6. Writing and recording the voice cast, voice dispatch
7. Arranging/recording the sound bites, radio editing
8. Production of news and current affairs programmes
9. Production of non-news and entertainment programmes

#### **Unit II [TV News Production]**

**L-12**

1. Reporting for TV, writing the news story
2. Structure of TV news report, news bulletins
3. Newsroom functions in TV news channel
4. Writing, presenting and recording of piece-to-camera
5. Copy editing and video editing of a news report
6. Writing and recording of voice over
7. Packaging, headlining
8. Producing a news bulletin, run down
9. Production of current affairs programmes
10. Production of non-news and entertainment programmes

#### **Unit III [Communication on Audio Video Media]**

**L-12**

1. Verbal oral communication, audio/sound signals, silence
2. Visual communication – still/moving pictures, graphics, animation etc
3. Kinesics – body language, gestures, postures, actions and expressions
4. Proxemics – use of time and space
5. Temporal communication – physical environment, colours and design
6. Nature and definition of verbal language, written and oral language
7. Words as symbols, content words and function words
8. Speech, types of speech and their functions
9. Voice and its quality, pronunciation and diction
10. Non-verbal audio elements in verbal language

**COURSE CODE: MMJN 204**

**Unit IV [Presentation and Anchoring on Radio]**

**L-10**

1. Concept behind “good on-air delivery”
2. How to “sell” yourself in a recording/broadcast studio
3. Presenting news bulletins and news based programmes
4. Conducting interviews, moderating panel discussions
5. Presenting/comparing non-news programmes on AIR
6. Anchoring of entertainment programmes on AIR channels
7. Anchoring on private FM channels, radio jockey, disc jockey announcing
8. Anchoring of live and recorded programmes
9. Script for anchoring, changing language and expression
10. Equipments used by anchors - mike, phone, computer, console etc

**Unit V [Presentation and Anchoring on TV]**

**L-10**

1. Presenting news bulletins and news based programmes on DD, private satellite channels
2. Conducting interviews inside and outside studios
3. Conducting panel discussion, audience based programmes
4. Anchoring of entertainment programmes – comedy shows, reality shows etc
5. Anchoring of live and recorded programmes
6. Coordination with floor manager and other production staff in the studio and PCR
7. Use of computer/laptop, teleprompter, mike and other equipments in anchoring

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘ ← →.’.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**COURSE CODE: MMJN 204**

**Suggested Readings:**

- |     |                    |   |
|-----|--------------------|---|
| 16. | Aditya Sengupta    | Electronic Journalism - Principles and Practices, Authors Press, Delhi 2006 |
| 16. | Pradeep Mandav     | Visual Media Communication, Authors Press, Delhi, 2005                      |
| 16. | Valerie Geller     | Creating Powerful Radio, Focal Press, New Delhi 2004                        |
| 16. | Michael C. Keith   | The Radio Station, Focal Press, New Delhi, 2007                             |
| 16. | Ted White          | Broadcast News, Focal Press, New Delhi, 2007                                |
| 16. | Rick Thompson      | Writing for Broadcast Journalists, Routledge, London, 2005                  |
| 16. | Jenne Mills        | The Broadcast Voice, Focal press, New Delhi, 2004                           |
| 16. | David Sonnenschein | Sound Design, M.W. Productions, 2001  |
| 16. | Janet Trewin       | Presenting on TV and Radio, Focal Press, New Delhi                          |
| 16. | Stuart W Hyde      | TV & Radio Announcing, Kanishka Publishers, New Delhi                       |

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER

### NEWS PRODUCTION, PRESENTATION & ANCHORING LAB

Course Code: MMJN 252	L : 0	T/P : 8	CREDITS : 4
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. This lab course enables the students to understand radio and TV news in the changed perspective.
- ii. The student will pass through the process of news production involving reporting, editing and presentation.
- iii. The students will be made to learn the intricacies of communication on audio-visual media.
- iv. An opportunity will be provided to the students to develop the skills of anchoring on radio and television.
- v. The students will be prepared to be an entry-level broadcaster with the knowledge and applicable skills necessary to write and announce the news.

#### ***Exercises/Assignments/Presentations:***

1. Radio news
  - Reporting of event and recording of sound byte
  - Writing and editing of news report
  - Recording of voice cast
  - Production of bulletin in group
2. TV News
  - Reporting of event and writing the script
  - Writing, presenting and recording of PTC
  - Copy editing and video editing of news report
  - Writing and recording of voice over
  - Packaging, production of bulletin in group
3. Anchoring
  - Exercises on delivery, pronunciation, voice modulation and diction
  - Training in handling of equipments, coordination with production staff
  - Anchoring of radio news bulletin
  - Anchoring of TV news bulletin
  - Anchoring of non-news/entertainment programmes for radio
  - Anchoring of non-news/entertainment programmes for TV

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER MAJOR PROJECT

Course Code: MMJN 254	L : 0	T/P : 0	CREDITS : 10
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#### Objective of the course:

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

#### Selecting the topic :

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

#### Writing the report :

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

#### Evaluation :

The Major Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER COMPREHENSIVE VIVA VOCE

Course Code: MMJN 256	L : 0	T/P : 0	CREDITS : 4
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

**Comprehensive Viva :**

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

**Evaluation :**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.