

PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR JOURNALISM & MANAGEMENT (ADD-ON COURSE) FOR THE EXAMINATIONS OF 2014.

(CERTIFICATE COURSE)

PAPER A: THEORY

Marks: 100

(A) Course Objectives:

The purpose of the course is to introduce the students to the profession of Journalism and its management. By the end of the course the students will be conversant with (i) what are news and features, the basic areas in reporting and various types of features. They will also be able to identify news values and the essentials of recognizing a good feature (ii) the process of management, overviews of media industry in India & their membership pattern.

(B) Pedagogy of the Course Work:

Lectures (including expert lectures). Tests, assignments and class room participation should be given due space during the course of instruction.

Instructions for paper setters and candidates:

1. The maximum marks for the paper will be 100 and the time allowed will be 3 hours.
2. There shall be 9 questions in all and the candidates will be required to attempt 5 questions.

The first question is compulsory comprising 10 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 4 marks. (5X4 = 20 marks)

3. Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Definition and nature of news and features
- Overview of areas in reporting – government, courts, sports, crime etc.
- Types of features – lifestyle, reviews, personality sketches etc.

Unit – II

- Sourcing news and features
- Types of news values – proximity, prominence etc.
- Essentials of a good feature – appeal, action etc.

Unit – III

- Brief introduction to nature, process and significance of management;
- Overview of media as an industry in India; Print Radio & Television.

Unit – IV

- Media ownership and its types; Brief introduction to Govt., Corporate, Trust etc.
- Organizational structure of Newspapers, Radio and Television

PAPER B: PRACTICAL

Marks: 100

1. Identification of news values in news stories 25
2. Identification of various types of features 25
3. Choose a media vehicle in your area. Write a note on its ownership type and structure highlighting its strength and weaknesses. 25
4. Choose a daily Newspaper/Radio Station/TV Channel. Prepare a note highlighting organizational structure, indicating different departments and their functions and functionaries. 25

ESSENTIAL READINGS

1. Hohenmerg, John, (January 1983), *The Professional Journalist*, (Holt, Rinehart and Winston, London).
2. Aivar, R. Ramachandra (1979), *Quest for News*, (The Macmillan Company of India, New Delhi).
3. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
4. Roorbach, B., (1998), *Writing life stories*, Cincinnati, OH: Story Press.
5. Jacobi, Peter. B , (1997), *The Magazine Article: How to Think it, Plan it, Write it*, Indiana University Press.
6. Kohli Vanita ,(2003), *The Indian Media Business*, Sage.
7. Ganaratne Shelton ,(2000) *Handbook of the media*, Sage.
8. Frank Thayer(1954) *Newspaper Business management*, Prentice hall Inc, New York.

ADDITIONAL READINGS

1. Hay and Vicky, (1991), *The Essential Feature: Writing for Newspapers and Magazines*, Columbia University Press.
2. Wilber, Rick G, (1994), *Magazine Feature Writing*, Bedford Books
- 3.