



## DEPARTMENT OF ENGLISH

### EXPLORE THE WORLD OF MEDIA WITH EXPERTS

Fee: Rs.7500

Duration: 40 Hrs

Student Intake: Unlimited

**COURSE OBJECTIVE:** This course aims at developing the necessary skills required for a job in Media Industry. Since the prescriptive method of learning Journalism & Mass Communication finds a few followers, this course aims at developing practical wisdom on various genres. The careful gradation in the well thought out modules can ideally impart skills required for print, electronic and online media.

### **COURSE STRUCTURE**

#### **MODULE 1**

##### **BASICS OF JOURNALISM**

- Print, Electronic, Online & Microblogging
- Writing Techniques and how they differ in various platforms.
- Comparison of handling news and views
- Practical sessions and assignments

#### **MODULE 2**

##### **TELEVISION REPORTING**

- Different types of Reporting and how each story is categorised
- How To Do Investigative and Crime Reporting
- Techniques to master live reporting
- Things to keep in mind while you do political reporting
- Entertainment & Sports Reporting
- Note: This Module Contains Practical Sessions including outdoor activities

## **MODULE 3**

### **WORLD OF MAGAZINES & FEATURES**

- Content writing for Specialised Magazines
- Copy Editing Trade secrets
- Feature Writing For Newspapers
- Note: This module will have assignments

## **MODULE 4**

### **ONLINE MEDIA**

- Mobile Journalism(MOJO)
- Microblogging
- Social Media Reporter
- Note: Full day Workshop with practical sessions

## **MODULE 5**

### **FAMILIARISING PRINT**

- Reporting and Desk Functioning
- How A Newspaper Page is Made

## **MODULE 6**

### **CAMERA & AUDIO**

- Aesthetics and Composition
- Visual Grammar
- Importance of Sound and Natural Ambience
- Photo Editing and Visual Editing
- Note: Full Day Workshop with practical sessions

## **MODULE 7**

### **WORLD OF ADVERTISING**

- Caption Writing
- Content writing
- Aesthetics of ad making for print, electronic and online media
- Practical workshop

## **MODULE 8**

### **FM RADIO AND TELEVISION PROGRAMME PRODUCTION**

- The Art of Voice Modulation
- How To Become a Radio/Video Jockey
- Documentary/Short Film Making
- Notes: More practical sessions

## **MODULE 9**

### **RAISE YOUR STANDARD**

- International News Writing Practice
- Translation and language of news
- Legal Reporting
- Format of Courts and How they Function
- Environmental Reporting and Earth Journalism

## **MODULE 10**

### **VISUAL WORLD**

- Anchoring Techniques for News and Programmes
- Desk Functioning in a Television channel
- Television News Production
- Sources of News and How a bulletin is prepared
- How to Prepare for Interviews

### **OUT OF THE BOX ACTIVITIES**

Meet the Candidate (The Art of Interview)

Attending a Press meet

### **EVALUATION**

- 1) Assignments - 50 marks
- 2) Practical Exams - 50 marks

## **PERCENTAGE OF ATTENDANCE AND MARKS**

<b>% of attendance</b>	<b>Marks</b>
95 and above	5
90-94	4
85-89	3
80-84	2
75-79	1

## **GRADING**

An indirect grading system based on a 7 - point scale based on the percentage of marks is used to evaluate the performance of the student in the course.

**Table 5: Percentage of Marks and Grade**

<b>Percentage of Marks</b>	<b>Grade</b>	<b>Performance</b>
95 and above	S	Outstanding
85 to below 95	A+	Excellent
75 to below 85	A	Very Good
65 to below 75	B+	Good
55 to below 65	B	Above Average
45 to below 55	C	Satisfactory
35 to below 45	D	Pass
Below 35	F	Failure

A separate minimum of 40% is required to be considered passed and hence eligible for the course certificate.

## **EXAM PATTERN**

- Newspaper Reporting: 20 Marks
- Television Reporting: 20 Marks
- MOJO Production: 20 Marks
- Feature & Caption Writing: 20 Marks
- Anchoring & Interviewing: 20 Marks

**REFERENCES** - JANS MEDIA VENTURES HANDBOOK ON EXPLORE THE MEDIA WITH EXPERTS