

Journalism Generic Elective

Paper Code	HJOGE3012T
Paper Title	Print and New Media
Theory/composite	Composite (6 Credits)
Number of Periods Assigned	Th-4 Pr-2
Course 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;">PRINT AND NEW MEDIA</p> <p>Module I: Print Media (Approx 25 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 25 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>Practical (Approx 28 classes) News Writing, Page Designing Web page Designing</p>
Reading/Reference List	<ul style="list-style-type: none"> • Kumar, Keval J. (2000) Mass Communication in India. Mumbai, Jaico Pub. House. • Wainwright, David. (1972.) Journalism Made Simple. London: W.H. Allen. • Kamath, M. V. (1980). Professional Journalism. New Delhi: Vikas Pub. House. • Teel, Leonard Ray. (1983). Into The Newsroom. Prentice-Hall. • Hohenberg, J. (1983). The Professional Journalist. New York: Holt, Rinehart, and Winston. • Shrivastava, K. M. (1987). News Reporting & Editing. New Delhi: Sterling Publishers.

	<ul style="list-style-type: none"> • Ward, Hiley H.(1985). Professional Newswriting. Cengage Learning. • Neal, James M., and Suzanne S. Brown. (1976). Newswriting and Reporting. Iowa State University Press. • Moitra, M.(1969). A History of Indian Journalism. National Book Agency. • Basu, Durga Das. (1986). Law of the Press. PrenticeHall of India. • Rucker, F W, and Herbert LW. (1969). Newspaper Organization and Management. Iowa State University Press. • Singhal, A, and Everett M. Rogers. 2001. India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage. • Bell, D J, and. Kennedy, B M (2000). The Cybercultures Reader. (4 Volumes). Routledge • Flew, T. (2007). Understanding Global Media. Palgrave Macmillan • Flew, T. (2014). New Media. Oxford University Press ANZ
Evaluation	Theory – 60 Practical - 40