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BHAVAN'S VIVEKANANDA COLLEGE**OF SCIENCE, HUMANITIES AND COMMERCE****SAINIKPURI, SECUNDERABAD-500 094****(Reaccredited with A grade by NAAC)****Autonomous College****Department of Mass Communication****PROGRAM NAME: Bachelor of Arts****COURSE NAME: Writing, Reporting and Editing for Media****COURSE CODE: MC393****YEAR/SEMESTER: II/III****COURSE TYPE: DSC****HPW:4****NO. OF CREDITS: 4**

COURSE OBJECTIVE: To acquaint the students understand the basics in Writing, Reporting and Editing.

UNIT-WISE COURSE OBJECTIVES:

COB1: To Locate various sources of news

COB2: To Reviewing various organization structures in Media houses

COB3: To Develop the skills in writing a news story

COB4: To Distinguish the differences among different types of copies

COB5: To Debate over laws related to media

Unit-I: Concept and meaning of media writing. Principles of good writing. Basic tools of writing. Characteristics of media writing: Revision of grammar, syntax and style. Types of News. News Sources. News Values. Writing for Radio: rules for writing Radio Script. Writing for Television: Formats of Script Writing.

Unit-II: Print Media Writing: Headlines and caption writing. Feature writing, types of feature, writing book reviews and film reviews. Writing Excerpts, Blurbs and Highlights.

Unit-III: News meaning and definition. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations. Lead writing and Types. Headlines. Qualities of a reporter. Reporting Crime, Business, Sports.

Unit-IV: The Editing Process: Principles of Editing. News Editor functions, duties and qualities. Qualities of a sub-editor. Rewriting. Types of Copy: Agency copy, Bureau copy, Wire. Info-graphics. Photo Essay.

Unit-V: The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. non-casteist. Media Ethics and Laws: Freedom of speech and expression, Article 19 (1) (a), reasonable restrictions, Defamation- Libel, slander, Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness – Public Interest and

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privacy, Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists. Filing of RTI.

UNIT-WISE COURSE OUTCOMES:

At the end of the course students will be able to:

MC393 CO1: Locate various styles of Writing.

MC393 CO2: Identify the principles of writing.

MC393 CO3: Grasp basic components of a reporting

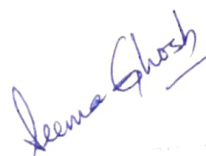
MC393 CO4: Edit a copy involving rewriting, translating, integrating and updating.

MC393 CO5: Review laws associated to Media

REFERENCES:

1. Ahuja, BN, Theory and Practice of Journalism, Surjeeth Publications, 2007
2. Walter S Campbell, "Professional Writing", The Macmillan Company, 1940
3. K.M.Srivasthava, "Reporting and Editing", Sterling Publishers, 1987
4. Williams, Paul N, Investigative Reporting and Editing, Prentice Hall, 1982.
5. TJS George, "Editing: A Handbook for Journalists", Indian Institute of Mass Communication, 1989.
6. Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting, Lang Publishing.
7. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
8. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
9. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
10. Raman, Usha (2009), Writing for the Media, OUP.


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Autonomous College - Affiliated to Osmania University

Department of Mass Communication

PROGRAM NAME: BA

COURSE NAME: RADIO BROADCASTING

PAPER CODE: SE393B
YEAR/SEMESTER: II/III

HPW: 2
NO. OF CREDITS: 2

COURSE OBJECTIVE: To make the student understand all the nuances of production in modern radio.

UNIT-WISE COURSE OBJECTIVES:

Cobl: To acquaint the students in understanding various kinds of effects of sound.

Cob2: To relate non-commercial radio production with commercial production.

UNIT - I

History of Radio -History of radio in World and India, Radio programme production process and techniques, thinking audio. Aspects of sound recording - types of microphones and their uses Writing for radio: Spoken language writing writing for programmes - writing for radio commercials - illustrating copy with sound effects; news writing - structuring radio- copy editing agency copy, reporter's copy - compiling radio news programmes; writing intro to bytes writing headlines, teasers and promos.

UNIT - II

Radio reporting: Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report news capsuling and radio commentary. News production News gathering News writing, News reading and reporting Production techniques for news and public affairs commentaries Special audience programs Dramas Sports Jingles Public service announcement (PSA) Commercial production:

UNIT-WISE COURSE OUTCOMES:

After completion of this Course, the student will be able to:

CO1: To gather, write, assemble and produce radio news, special events, PSA etc.

CO2: To organize commercial production, radio advertising and station promotion.

REFERENCES:

1. Carl Hausman, Frank Messere, Lewis O'Donnell, Philip Benoit, "Modern Radio Production: Production, Programming and Performance", Wadsworth publishing, 2007.
2. Ralph Milton, "Radio programming: A basic training manual", Geoffrey Bless, London, 1968

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PROGRAM NAME: Bachelor of Arts

COURSE NAME: Data Journalism

COURSE CODE: SE393A
YEAR/SEMESTER: II/III
COURSE TYPE: SEC

HPW: 2
NO. OF CREDITS: 2

UNIT-WISE COURSE OBJECTIVES:

COB1: To understand the fundamental concepts of data journalism

COB2: To develop proficiency in data scraping, cleaning, visualization

UNIT I: Definition and basics of Data Journalism. Types of Data and Key tools. Government as major source of data collection. Primary and secondary sources of data collection. Assembling and Re-assembling the data. Data gathering.

UNIT II:

Scraping and cleaning data. Data visualization. Story telling with data. Data-driven gold standards. Data mapping and charts. Data analysis and transformation. Data tabulation. Testing. Data processing. Data presentation. Computer Assisted Reporting. Ethical and Legal issues of data collection.

UNIT-WISE COURSE OUTCOMES:

The Students will be able

SE393A CO1: To identify and utilize primary and secondary sources of data for journalistic purposes.

SE393A CO2: To demonstrate the ability to gather, clean, analyze, and visualize data effectively.

REFERENCES:

1. Gray, Chambers, Bounegru, The Data Journalism Handbook, 2012
2. Bradshaw, Paul. Scraping for Journalists, 2013.


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Department of Mass Communication

PROGRAM NAME: Bachelor of Arts

COURSE NAME: Broadcast and New Media Journalism

COURSE CODE: MC493

YEAR/SEMESTER: II/IV

COURSE TYPE: DSC

HPW: 4

NO. OF CREDITS: 4

COURSE OBJECTIVE: To impart professional skills in radio and television journalism.

UNIT-WISE COURSE OBJECTIVES:

Cob1: To Understand the concept of broadcasting

Cob2: To impart the knowledge on radio program production.

Cob3: To Develop the skills in writing a news story

Cob4: To familiarize with the process of news production.

Cob5: To introduce to the latest trends in internet journalism.

Unit-I: Introduction to Broadcast Media: Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting.

Unit-II: Introduction to Radio and television Journalism: History of Radio, History of Television. Basic features of radio and television news, elements of a TV news bulletin. Sources of radio news, qualities and responsibilities of a Radio and television reporter, criteria for selection of radio and television news. Radio and television news bulletin structure. Newsroom set-up in a radio and television station. Different radio and TV program formats. New trends in television news reporting.

Unit-III: Broadcasting Techniques and Technologies: Basics of broadcasting equipment: Cameras, microphones, lighting. Principles of audio-visual storytelling. Studio production: Fundamentals of studio setup, lighting, and directing. Live broadcasting: Planning, execution, and troubleshooting for live broadcasts. Emerging technologies: Exploration of trends like virtual reality, augmented reality, and 360-degree video in broadcasting. Drone Videography.

Unit IV: Television news-based programmes, Television News Process from the event to the Screen. Hierarchy in television news channels. Ethical issues in television news. News Packaging. Role of an Anchor. Principles of an anchor. Live and Recorded Programs.

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Unit-V: New Media Journalism: Web-based newspapers, web-journalism. Unique features of Web Journalism, language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility.

COURSE OUTCOMES:

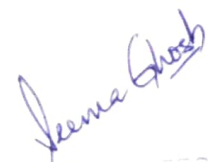
After the completion of the course, the student will be able to:

- MC493 CO1: Identify the importance of broadcasting
- MC493 CO2: Understand the process of radio and television production
- MC493 CO3: Develop the script for television news bulletin & interviews.
- MC493 CO4: Understand the news program production.
- MC493 CO5: Create the content for the blog with latest bookmarking techniques.

REFERENCES:

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010.
2. Petere Stewart, "Broadcast Journalism: Techniques of Radio and Television News", focal press, 2008.
3. Cindy Malone, Robert Thompson, "The Broadcast Journalism Handbook: A Television News Survival Guide", 2003.
4. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.
5. Martin, "New Media – A critical Introduction" Routledge, 2009.
6. Richard Craig, "Online Journalism: Reporting, Writing, and Editing for New Media 1st Edition", Wadsworth, 2005.


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Department of Mass Communication

PROGRAM NAME: BA

COURSE NAME: SOCIAL MEDIA MANAGEMENT

PAPER CODE: SE493A

YEAR/SEMESTER: II/IV

HPW: 2

NO. OF CREDITS: 2

COURSE OBJECTIVE: To acquaint the students gain command on Social Media Management.

UNIT-WISE COURSE OBJECTIVES:

COB1: To demonstrate the students understand social media management.

COB2: To develop skills in content creation, analytics, and audience engagement.

UNIT 1

Fundamentals of Social Media Management:

Introduction to Social Media Platforms, Understanding Audience Demographics, Content Creation Strategies, Posting Schedule and Frequency, Branding on Social Media, Influencer Marketing, User-generated Content (UGC), Hashtag Strategies, Cross-platform Integration.

UNIT 2

Advanced Social Media Management

Analytics and Measurement, Community Management, Advertising and Promotions, Crisis Management, A/B Testing, Social Listening, Employee Advocacy Programs, Legal and Ethical Considerations, Crisis Communication Planning, Emerging Trends in Social Media. Guidelines of Ministry of Information and Broadcasting. Ethical and Legal issues.

COURSE OUTCOMES:

At the end of the course students will be able to distinguish various social media spaces

SE493A CO1: The students will be proficient in crafting, managing, and optimizing social media strategies.

SE493A CO2: The students will be capable of driving engagement and growth through strategic social management.

READINGS:

1. Vaidhyathan, Siva. Anit-Social Media: How Facebook Disconnects Us and undermines Democracy

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