

SYLLABUS

Name of Course : **REPORTING AND WRITING FOR MEDIA (115)**
Type : **GE / Thy**
NSQF Level : **6 B**

Prerequisite of the Course : This Course is required to teach to inculcate the Reporting and Writing skills for insightful Journalism.

Objectives of the Course :

On completion of the course students should be able to:

1. Equip themselves with the nuances of writing.
2. Develop both linguistics and communication abilities.
3. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
4. Differentiate between Writing for Print Media and Writing for the Ear.
5. List salient features of Writing for Print Media and Electronic Media and Ad Copies with emphasis on their styles.

Syllabus of the Course :

Unit -I **News Writing** **L- 15**

1. Inverted Pyramid style of news writing-Why & How
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. The WHAT formula for news writing
5. 5Ws and 1H of news writing
6. Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosity), Ugly of news writing.

Unit – II **News Reporting** **L- 15**

1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
3. Reporting for Newspapers, News Agencies and Magazines.
4. Pitfalls and problems in reporting-attribution, off-the-record, embargo
5. Reporters: Qualities and Responsibilities
6. Set up and functions of a city reporting room in a daily and bureau
7. Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer. Newspaper organization.
8. Reporting for different beats.

Unit - III Writing Formats L-15

1. Writing Formats :
 - A. Writing for Newspapers
 - B. Writing for TV Journalism
 - C. Writing for Radio
 - D. Writing for Web Media
 - E. Writing for Journals
 - F. Glossary of Administration, Politics, Legal, Economics and International related terminology.

Unit-IV Translated Writings in Journalism L-15

1. Concept & Definition of Translation.
2. Nature & Norms of Translation.
3. Types of Translation
 - i. Word to Word Translation
 - ii. Literal Translation
 - iii. Summarized Translation
 - iv. Free Translation
 - v. Translation based on appropriate reference
 - vi. Translation according to pronunciation (Translation of words & sentences from the source language as it is)
 - vii. Paraphrased Translation (Using Synonyms)
4. The need and importance of Translation in Journalism.
5. Guidelines for Translation:

Points to be kept in mind while doing Translation

 - i. Don't Opinionate
 - ii. KISS rule
 - iii. Maintaining Originality
 - iv. Summarise with Clarity
 - v. Adhere to Norms of Translation.
6. Practice of Translation from Hindi to English & Vice – Versa.

Suggested Readings :

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|---|---------------------------------|--|
| 1 | A.S.Hornby | Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press. |
| 2 | Prof. V.S.Sreedharan | How to write correct English, Goodwill Publications, New Delhi. |
| 3 | Pal Rajenda and J.S Koriahalli. | Essentials of English and Business Communication, S. Chand. |
| 4 | Robey, L Cora | New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando. |
| 5 | Taylor, Shirley | Communication for Business, Pearson |

		Education Ltd., Edinburgh Gate, Hareon, Essex, England.
6	R. Michelson	Sentences, IIVY Publishing House, New Delhi-95.
7	Neira Anjana Dev, Anuradha Marwah and Swati Pal	Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
8	Wren & Martin	High School English Grammar & Composition, S.Chand
9	Thomas S. Kane	Oxford Essentials Guide To Writing Collins Collins Grammar Punctuation
10	George.A.Hough	News Writing , Kanishka
11	Robert Mc. Lesh	Radio Production , Focal Press
12	Joseph Sugarman	The Ad Week Copy Writing Hand Book, Wiley
13	Dr. K.K. Rattu	Translation through media in New Millennium, Surubhi Publication, Jaipur
14	Jitendra Gupt and Priyadarshan	Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
15	Dr. Laxmikant Pandey	Translation, Objects and Methods Chicago Manual of Style University of Chicago Press
16	डॉ हरदेव बाहरी	हिन्दी-भाषा विज्ञान एवं शब्द मानकीकरण
17	डॉ हरिवंश तरुण	मानक हिन्दी व्याकरण और रचना
18	डॉ पाण्डेय	मानक हिन्दी व्याकरण
19	डॉ हरिवंश तरुण	मानक हिन्दी मुहावरा लोकोक्ति कोश

Learning Outcomes :

- After the completion of the course, students will be able to;
- LO1: Learn the skill of write to inform and persuade.
- LO2: Effectively communicate through appropriate Media writings.
- LO3: Know about appropriate and insightful Reporting skills.
- LO4: Write for various Media forums.
- LO5: Inculcate self-learning through translation.

Scheme of Examination :

Theory	Internal Assessment	Practical	Total
80	20	-	100