

ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

CBCS / Semester System

(From 2015-16 Admitted Batch)

B.A. Journalism and Mass Communication

III Semester Syllabus

Paper Title	Paper – 201 - Journalism Writing Skills			
Objective	The paper aims to introduce the field of journalism, basic structure and elements in a news story. It introduces the various methods of writing the news stories, features in the Print Media. It also introduces the writing fundamentals necessary for Radio and Television Medium.			
Credits	Theory	Practical		Total
	3	1		4
Teaching Hours	Lecture	Practical	Class Room Exercises / Seminars / Field Visits	Total
	40	10	10	60
Marks	Internal	Semester End Examination		Total
	25	75		100

Syllabus

Unit	Topic	Teaching Hours	
		Theory	Practical
1	Journalism: Definition - Evolution – Concept. Components of News story- Headline, Subheading, Dateline, Lead, Body ; Structure of News Story - Inverted Pyramid Style of writing; 5 Ws, H.	08	02
2	Head Line: Importance and functions of headlines - Rules for writing headlines; Headlines patterns: Deck - Strap line - Reverse kicker - Flush left, Flush right, Banner.	08	02
3	Lead: Importance and Functions of Leads; Types of Leads: Summarizing lead - Informal lead - Quotation leads Question lead.	08	02

4	Body of the story: Basic rules to be followed - Choosing the Right Words - Sentence and Paragraph Structure; Grammar, Spelling and Punctuation; Elements of Good Writing: Accuracy - brevity - clarity, simple sentences, transition, numbers.	08	02
5	Writing Special features – Photo features - Scientific features - Human interest features – Profiles - Column writing; Writing for Radio: Writing for Ear - Conversational Style. Writing for T.V: Writing for Hearing and Seeing.	08	02
	Total Lectures / Practical Classes	40	10
	Class Room Exercises, Assignments, Seminars	10	
	Total Teaching Hours	60	

Reference Books

1. M. Lyle Spencer (1917). News writing: The gathering, handling and writing of news stories, Boston, New York, Chicago:
2. Vir Bala Aggarwal (2006). Essentials of practical journalism, New Delhi: Concept Publishing Company.
3. Anna Mc Kane (2006). News Writing, New Delhi: Sage Publications.
4. Rich (2010). Writing and reporting news: A coaching method (6th edn). Boston: Wadsworth, Cengage Learning.
5. Richard Keeble (2006). The Newspapers Handbook (4th edn), London and New York: Routledge.
6. Susan Pape and Sue Featherstone (2005). Newspaper journalism: A practical introduction, London Thousand Oaks New Delhi: Sage Publications.