

Sacred Heart College (Autonomous)

Department of Communication

Master of Communication and Journalism

Course plan

Academic Year: 2015 - 16

Semester II

COURSE I: 15P2MCJT05: MEDIA MANAGEMENT AND PRODUCTION

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT05: MEDIA MANAGEMENT AND PRODUCTION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ATHIRA BALAN		

COURSE OBJECTIVES
To illustrate the specificities of management & media management
To apply the theoretical foundations in solving issues related to media economics, finance, and business strategy
To apply the appropriate management skills and analytical perspective to evaluate the media industries
To discuss and critique the economics of media industry
To evaluate the opportunities and challenges in media industry

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introductory Session	PPT	Video	
2	Concept of Management	PPT/Lecture		
3	Henry Fayol's 14 Principles of Management	PPT/Lecture	e-resource	
4	Principles & Concept of Newspaper Management	PPT/Lecture		
5	Factors of Effective Management	Lecture		
6	Trends in modern management	Lecture		
7	Total Quality Management	Lecture		
8	Strategic Management	PPT/Lecture		
9	Procurement Management	PPT/Lecture		
10	Production Management	PPT/Lecture		
11	Organizational Management	PPT/Lecture		
12	Marketing & Media Enterprises	PPT/Lecture		
13	Revision	PPT		
MODULE II				
14	Types of Media Ownership	PPT/Lecture		

15	Sole Proprietorship, Partnership	Lecture		
16	Private, Public Limited	Lecture		
17	Types of Media Ownership	Lecture		
18	Advantages & Disadvantages of each ownership	PPT/Lecture		
19	Trust, Co-operatives, Religious Institutions, Franchises, Corporations	PPT/Lecture		
20	Four functions of Management - Plan, Organize, Staffing	PPT/Lecture		
21	Four functions of Management - Direct, Control	PPT/Lecture		
22	SWOT Analysis	Lecture		
23	Levels of Management	Lecture		
24	Media Planning, Media Strategy	Lecture		
25	Students Seminar	PPT		
26	Revision	PPT		
CIA-1				
MODULE III				
27	Economics of Media	PPT/Lecture		
28	Budgeting & Finance	PPT/Lecture		
29	Capital Cost & Investment	PPT/Lecture		
30	Source of revenue	Lecture		
31	Human Resource	Lecture		
32	Expenditure	PPT/Lecture		
33	Advertising – Marketing	PPT/Lecture		
34	Circulation – Readership	PPT/Lecture		
35	Space Selling	PPT/Lecture		
36	Time Selling	Lecture		
37	Brand Promotion	PPT/Lecture		
38	Product Promotion	PPT/Lecture		
39	ABC, NRS, DAVP, INS	PPT/Lecture		
40	RNI, RIND, ILNA, Editors Guild	PPT/Lecture		
41	Management problems of small, medium, and large newspaper	PPT/Lecture		
42	Price War	PPT/Lecture		
43	Trade unionism	PPT/Lecture		
44	Com. Petition	PPT/Lecture	Video	
45	Sales Promotional methods campaigns	PPT/Lecture		
46	Strategies	PPT/Lecture		
47	Production problems	PPT/Lecture		
48	Revision	PPT		
MODULE – IV				

49	Economic & Administrative concerns of government to electronic media	Lecture	Demo video	
50	All India Radio	Lecture		
51	Doordarshan	Lecture	Group discussion	
52	Competition of private satellite TV channels	Lecture		
53	Public service broadcasting	PPT/Lecture		
54	Commercial broadcasting	PPT/Lecture		
55	Revision	PPT		
CIA – II				
MODULE – V				
56	Brief History of Printing – India, Kerala	Lecture		
57	Student Seminar	PPT		
58	Student Seminar	PPT		
59	Typography	Lecture		
60	Type setting methods	Lecture		
61	Desktop Publishing	Lecture		
62	Printing Process- Letter press	Lecture		
63	Offset, Gravure, Silkscreen	Lecture		
64	Line blocks, Halftones, Multicolor Process	Lecture		
65	Student Seminar	PPT		
66	Student Seminar	PPT		
67	Types of paper stocks	Lecture		
68	Size of publication	Lecture		
69	Positive – Negative Color Separation	Lecture		
70	Digital Printing	Lecture		
71	Flexography	Lecture		
72	Revision	PPT		

References

- Newspaper Management in India – Gulab Kothari
- Media Management in the Age of Giants: Business Dynamics of Journalism - Dennis F Herrick
- History of Printing and Publishing in India – B S Kesavan
- Handbook of Media Management and Economics – Alan B Albarran
- Media Economics: Theory and Practice – Alison Alexander
- Handbook of Print Media: Technologies and Production Methods – Helmut Kipphan

COURSE II: 15P2MCJT06: BUSINESS JOURNALISM

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT06 - BUSINESS JOURNALISM	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SIJO JOSEPH		

COURSE OBJECTIVES
To outline the basic areas in business journalism and how to write about them with Intelligence and understanding.
To compose a range of business stories, including company news, market reports and economic indicators.
To discuss key financial terms that can be used for reporting and writing business stories
To analyze the functioning of stock markets and evaluate the various financial institutions nationally and internationally
To analyse the Kerala, Indian and world economic scenarios

Session	Topic	Method of Teaching	Value Additions	Remarks
1	Fundamentals of business journalism	PPT Presentation		
2	Fundamentals of business journalism	PPT Presentation		
3	Fundamentals of business journalism	PPT Presentation		
4	Fundamentals of business journalism	PPT Presentation		
5	Fundamentals of business journalism	PPT Presentation		
6	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		

7	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		
8	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		
9	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		
10	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		
11	business journalism growth role, styles, trends, prospects & drawbacks.	PPT Presentation		
12	Business prospects & drawbacks	PPT Presentation		
13	Business prospects & drawbacks	PPT Presentation		
14	Business prospects & drawbacks	PPT Presentation		
15	National and International Business journals	video presentation	video presentation	
16	National and International Business journals	video presentation	video presentation	
17	National and International Business journals	PPT Presentation	video presentation	
18	National and International Business journals	PPT Presentation		
MODULE II				
19	History of Indian Business Journalism	video presentation	video presentation	
20	History of Indian Business Journalism	video presentation	video presentation	
21	History of Indian Business Journalism	video presentation	video presentation	
22	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		
23	trends-Factors contributed for the growth of Indian Business Journalism.	PPT Presentation		
24	Green Revolution, white revolution	PPT Presentation		
25	blue revolution, Population Policy	PPT Presentation		
26	FDI in India	PPT Presentation		
27	Commercial Banks & Non-Banking Financial Institutions	PPT Presentation		

28	Bank nationalization	video presentation		
29	information Technology, Bio-Technology and Tele communication policies-	video presentation		
30	Economic Policy(NCP)-LPG-Liberalization, Privatization, Globalization	PPT Presentation		
MODULE III				
31	Money & Markets	PPT Presentation		
32	Equity, Stock, Share	PPT Presentation		
33	Equity, Stock, Share	video presentation	video presentation	
34	Bond, Debenture, Loans, Subsidies	video presentation	video presentation	
35	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Video/image Presentation		
36	The History of English Daily Newspapers	Video/image Presentation		
37	Stock Exchanges-Wall Street, Bullion Market, Dalal Street,	Students Presentation		
38	NASDAQ, NSE, BSE,	Students Presentation		
39	Online Trading-Bear, Bull	Students Presentation		
40	Brokers & sub brokers-SEBI	video presentation		
41	Reserve Bank of India	video presentation		
42	NABARD, IDBI,	video presentation		
43	International Financial Institutions	PPT Presentation		
44	International Financial Institutions	PPT Presentation		
45	European Union	PPT Presentation		
46	G6 and G11.	PPT Presentation		
MODULE IV				

47	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	
48	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	
49	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	
50	Indian Economy-salient features	Video/image Presentation	Video/image Presentation	
51	Five Year Plans	Video/image Presentation	Video/image Presentation	
52	Five Year Plans	Video/image Presentation	Video/image Presentation	
53	Five Year Plans	Video/image Presentation	Video/image Presentation	
54	Concept of Planning	Video/image Presentation	Video/image Presentation	
55	Role of public & Private Sectors	PPT Presentation		
56	Role of public & Private Sectors	PPT Presentation		
57	Review of Indian Economic policies	PPT Presentation		
58	Review of Indian Economic policies	Students Presentation		
59	Review of Indian Economic policies	Students Presentation		
60	India's position in the World Economy & Market.	PPT Presentation		
61	India's position in the World Economy & Market.	PPT Presentation		
62	India's position in the World Economy & Market.	video presentation	video presentation	
63	India's position in the World Economy & Market.	video presentation	video presentation	
MODULE V				
64	Kerala Scenario-Business Journalism	PPT Presentation		
65	Kerala Scenario-Business Journalism	PPT Presentation		
66	Financial Reporting in Kerala	Students Presentation		
67	Business Publications in Kerala	students Presentation		

68	Budget-Budget Reporting	PPT Presentation		
69	Budget-Budget Reporting	PPT Presentation		
70	major financial newspapers in English and Malayalam in India	PPT Presentation	video presentation	
71	major financial newspapers in English and Malayalam in India	video presentation	video presentation	
72	major financial newspapers in English and Malayalam in India	PPT Presentation	video presentation	

References

- Kjaer (2007), *Mediating Business: The Expansion of Business Journalism*, Denmark, Copenhagen Business School Press
- Terry Thompson (2001). *Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*, Columbia University Press
- Mary Ellen Guffey, Dana Loewy (2014), *Essentials of Business Communication*, Cengage, New York.
- Keith Hayes (2013), *Business Journalism: How to Report on Business and Economics 1st ed. Edition* Apress.

COURSE III: 15P2MCJT07: ADVERTISING PRACTICE

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALSIM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT07: ADVERTISING PRACTICE	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ASHA ACHY JOSEPH		

COURSE OBJECTIVES
To analyse the role and importance of advertising.
To identify and differentiate the various tools of advertising.
To evaluate previous and current advertising environment and the changing trends.
To distinguish the process of media selection, media planning, and media buying.
To analyse the significance of Integrated Marketing Communication.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introductory Session	PPT	video	
2	Evolution of Advertising in U.S.A	PPT/Lecture		
3	Evolution of Advertising in India	PPT/Lecture	e-resource	
4	Definitions of Advertising	Lecture		
5	Functions & Relevance of Advertising	Lecture		
6	Classification of Advertising	PPT/Lecture		
7	Role of Advertising in Marketing	PPT/Lecture		
8	Marketing Mix	PPT/Lecture		
9	Student Seminar	PPT		
10	Student Seminar	PPT		
11	Student Seminar	PPT		
12	Revision	PPT		
MODULE II				
13	Structure of an Advertising/ T.V Commercial	PPT/Lecture		
14	Fundamentals of Layout	Lecture		
15	Design	Lecture		
16	Production Process in Different Media	Lecture		
17	Spots & Jingles	PPT/Lecture		

18	Copy Writing Techniques	PPT/Lecture		
19	Exercise in Copy Writing	PPT/Lecture		
20	Scripting & Story Board Preparation for commercial	PPT/Lecture		
21	Advertising Campaign	Lecture		
22	Landmark Campaign	Lecture		
23	Corporate film making	Lecture		
24	Student Seminar	PPT		
25	Student Seminar	PPT		
26	Student Seminar	PPT		
27	Revision	PPT		
CIA-1				
MODULE III				
28	Advertising Agency system	PPT/Lecture		
29	Structure & Functions of an Ad Agency	PPT/Lecture		
30	Prominent Ad Agencies	PPT/Lecture		
31	Prominent Advertising Personalities	Lecture		
32	Accreditation System	Lecture		
33	Major Publications	PPT/Lecture		
34	Media Planning	PPT/Lecture		
35	Analyze an Ad Agency	PPT/Lecture		
36	Analyze an Advertisement	PPT/Lecture		
37	Student Seminar	PPT		
38	Student Seminar	PPT		
39	Student Seminar	PPT		
40	Revision	PPT		
MODULE – IV				
41	Advertising Media Selection	Lecture		
42	Scheduling & Media mix	Lecture		
43	Print	Lecture		
44	Radio	Lecture		
45	Television	PPT/Lecture		
46	Film & Internet	PPT/Lecture		
47	Outdoor	PPT/Lecture		
48	Direct mail	PPT/Lecture		
49	Web Advertising	PPT/Lecture		
50	Mobile Phones	PPT/Lecture		
51	Infomercials	PPT/Lecture		
52	Develop an Advertisement Plan	PPT/Lecture		
53	Webmail	PPT/Lecture		

54	Advertorials	PPT/Lecture		
55	Workshop	PPT/Lecture		, ,
56	Workshop	PPT/Lecture		, ,
57	Workshop	PPT/Lecture		, ,
58	Revision	PPT/Lecture		, ,
CIA – II				
MODULE – V				
59	Advertising Research Scope	PPT/Lecture		, ,
60	Objective & Methods	PPT/Lecture		, ,
61	Professional Organizations	PPT/Lecture		, ,
62	ASCI	PPT/Lecture		, ,
63	AIDA	PPT/Lecture		, ,
64	DAGMAR	PPT/Lecture		, ,
65	Advertising: Its Code of Conduct	PPT/Lecture		, ,
66	Advertising as Communication	PPT/Lecture		, ,
67	Principles	PPT/Lecture		, ,
68	Publicity	PPT/Lecture		, ,
69	Advertising & Public Relations	PPT/Lecture		, ,
70	Economic & Social aspect of Advertising	PPT/Lecture		, ,
71	Trends in contemporary Advertising	PPT/Lecture		, ,
72	Revision	PPT/Lecture		, ,

References

- Ogilvy on advertising- David Ogilvy
- The Advertising Handbook – Brierly
- Advertising Management – Virender S
- Advertising Research – Joel J Davis
- Advertising theory – Esther Thorson
- Advertising Management- Rajeev Batra
- Kiss & Sell: Writing for advertising- Robert Sawyer

COURSE IV: 15P2MCJT08: EDITING TECHNIQUES AND TRANSLATION

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM (MCJ)	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJT08 EDITING TECHNIQUES AND TRANSLATION	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ROHIT SIVAN		

COURSE OBJECTIVES

To edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste

To identify the basic ethical issues confronting editors and can practice fair play

To formulate skills for news selection, processing, prioritizing and finally, designing the end product and write clear and accurate headlines, leads and captions

To layout and design different pages of print newspaper.

To understand the concept of News Desk and demonstrate the various editorial roles

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Editing-Introduction	Lecture		
2	Principles, need, functions of Editing	Lecture	Practice Exercise	
3	Symbols, tools, terminology	PPT/Lecture	Media House visit	
4	Line editing, creative editing and design editing. Style sheet.	PPT/Lecture	Media House visit	
5	Editing Process-Selecting,	Collaborative learning	Practice Exercise	
6	Examining, Checking,	PPT/Lecture	Practice Exercise	
7	Correcting, condensing, slanting stories,	Lecture	Practice Exercise	
8	Integrating copy from different sources.	Lecture/ PPT	Practice Exercise	
9	Rewriting leads and stories	Lecture/PPT	Practice Exercise	
10	Editing and translating news copy	Lecture	Practice Exercise	
11	The mode of transmitting news stories to the editorial desk	Lecture	Practice Exercise	
12	Managing developing stories	Lecture	Practice Exercise	
13	Managing developing stories	Lecture		

14	Revision Unit 1			
MODULE II				
15	Rewriting headings	Video presentation		
16	Headlines: types	Lecture		
17	Headlines - functions	Lecture / PPT	Workshop	
18	Headline- trends	Lecture / Case Study		
19	Analysis of different types of headlines	Lecture / PPT		
20	Analysis of different types of headlines	PPT/Lecture		
21	Writing heads and sub heads	PPT/Lecture	Exercise	
22	Unit counts	PPT/Lecture		
23	-Writing editorials and middle pieces	PPT/Lecture		
24	Writing editorials and middle pieces	Lecture/ PPT		
25	Editorial Writing Introduction			
26	CIA-1			
27	Types of editorials	Lecture/PPT		
28	Types of editorials	Lecture/PPT		
29	Steps for writing editorials	PPT/Lecture	Class exercises	
30	Middle pieces	PPT/Lecture		
31	Overall look of editorial page	PPT/Lecture		

32	Revision Unit 2			
MODULE III				
33	Fundamentals of Print Media Design	Lecture		
34	Principles of Page Makeup & Design	Lecture		
35	Principles of Page Makeup & Design	Lecture		
36	Traditional, Contemporary Design	Discussion	Workshop	
37	Computer Aided Design (CAD)	Presentation	Practicing InDesign software	
38	Dummy preparation, pagination.	Collaborative learning		
39	Use of White Space	Correction & Discussion		
40	Copy Fitting, Teasers	Correction & Discussion		
41	Colour schemes	Correction & Discussion		
42	New trends in pagination.	Correction & Discussion		
43	Layout & Design of local pages, Editorial Page, pullouts, special pages, supplements & Weekend magazines.	Correction & Discussion		
44	Photo Editing-Photo selection, cutting, cropping, trimming, slashing, cutline	Correction & Discussion		
45	caption writing-Photo layout principles & types.	Correction & Discussion		
MODULE IV				

46	News Processing-	Lecture		
47	News processing – steps	PPT/ Lecture	Analysis	
48	News processing – steps	Interactive Lecture		
49	Organizational hierarchy-News Room setup.	PPT / Lecture		
50	Structure of newsroom	PPT / Lecture		
51	Different personnel in newsroom	Interactive Lecture		
52	Duties and responsibilities of newsroom	Interactive Lecture		
53	News Desk-Editorial duties and functions	Interactive Lecture		
54	News Desk – Various Desks	Interactive Lecture		
55	Functions in News Desk	Interactive Lecture		
56	Editorial roles	Interactive Lecture		
57	Editorial Functions	Interactive Lecture		
58	Revision	Interactive Lecture		
MODULE V				
59	New trends in editing-	Interactive Lecture		

60	New trends in editing	Interactive Lecture	Videos	
61	New trends in editing	Interactive Lecture	Analysis of newspapers	
62	Emergence of Special Editors	Interactive Lecture	Analysis of newspapers	
CIA – II				
63	Page Editors	Lecture/ Discussion		
64	News Editors	Lecture/ Discussion		
65	Editor in Chief	Lecture/ Discussion		
66	Spot Editors	Lecture/ PPT		
67	Spot Editor	Lecture/ PPT		
68	Readers Editors,	Lecture/Discussion		
69	News Ombudsman	Lecture/ PPT		
70	News councils	Lecture/ PPT		
71	Revision	Discussion		
72	Revision	Discussion		

References

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), *The Art of Editing*, Macmillan Publishers.
- M.K. Joseph (1997), *Outline of Editing*, Anmol Publications Pvt. Ltd.
- Bruce H. Westley (1980), *News Editing*, Oxford & IBH Publishing Co.
- Judith Butcher (1992), *Copy Editing*, Cambridge University Press.
- Harold Evans (1973), *Editing and Design*, HEINEMANN.
- Robert C. McGiffert (1972), *The Art of Editing*, Chilton Book Company.
- Martin L. Gibsons (1979), *Editing in The Electronic Era*, The IOWA State University Press.
- *The New York Public Library Writer's Guide to Style and Usage* (1994), Macmillan.
- Herschell Gordon Lewis (2000), *On the Art of Writing Copy*, AMACOM-American Management
- Arthur Wimer and Dale Brix (1978), *WorkBook for Head-writing And News Editing*, WCB-W
- M.C. Brown Co.,
- Jonathan Green (2000), *Newspeak: A Dictionary of Jargon*, Routledge & Kegan Paul.
- *The Chicago Manual of Style* (2003), The University of Chicago Press.
- Richard Keeble (1994), *The Newspaper's Handbook*, Routledge.
- Elizabeth Wissner, Gross (2015), *Unbiased Editing in a Diverse Society*, Surjeet Publications.
- N.K. Singh (2012), *Print Media Reporting and Editing*, Arise Publishers & Distributors.
- Ron F. Smith, Loraine M. O'Connell (2004), *Editing Today*, Surjeet Publications.

COURSE V: 15P2MCJP02: EDITING AND TRANSLATION (PRACTICAL)

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	2
COURSE CODE AND TITLE	15P2MCJP02: EDITING AND TRANSLATION (Practical)	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

COURSE OBJECTIVES
To understand the basic elements of news editing
To understand the ethical foundations of the journalist profession and its values
To handle news selection, processing, prioritizing and finally, designing the end product
To develop coordinating skills and the ability to work to deadlines
To evaluate the importance of letters to the editor, proof reading, symbols of proof

TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I			
Editing: introduction, principles, need, functions	Lecture		
Editing: introduction, principles, need, functions	Lecture	Practice Exercise	
News room setup: news desk - Editorial duties and functions	PPT/Lecture	Media House visit	
News room setup: news desk - Editorial duties and functions	PPT/Lecture	Media House visit	
Symbols and tools – Terminologies - Line editing	Collaborative learning	Practice Exercise	
Creative editing and design editing	PPT/Lecture	Practice Exercise	
Editing process: selecting, examining, checking, correcting	Lecture	Practice Exercise	
Editing process - condensing, slanting stories, integrating copy from different sources	Lecture/ PPT	Practice Exercise	

News language: sentences and their structure, tense in news writing	Lecture/PPT	Practice Exercise	
Negative and double negative expressions	Lecture	Practice Exercise	
Adjectives, modifiers, split infinitives	Lecture	Practice Exercise	
Subject and verb agreement, punctuations	Lecture	Practice Exercise	
Attributions and identification of sources, identifying and filtering fake news, paraphrasing.	Lecture		
Revision Unit 1			

MODULE II

News processing: mode of transmitting news stories to the editorial desk	Video presentation	Lab journal Production	
Copy flow, copy desk personnel	Lecture		
News editing process: analyzing the elements of a news story	Lecture / PPT	Workshop	
Checking facts and figures, correcting language and grammar	Lecture / Case Study		
Rewriting leads and stories, condensing stories, slanting of news, localizing news	Lecture / PPT		
Handling wire – Proof reading and Stylebook	PPT/Lecture		
Rewriting headings: headlines: types, functions and trends, writing heads and sub heads	PPT/Lecture	Exercise	
Rewriting headings: headlines: types, functions and trends, writing heads and sub heads	PPT/Lecture		
Unit counts –Writing editorials and middle pieces	PPT/Lecture		
Correspondent's copy	Lecture/ PPT		
Revising hand-outs:			
CIA-1			
Spot objectivity Vs advocacy in new stories	Lecture/PPT		
Fundamentals of Electronic editing,	Lecture/PPT		
Glossary of editing	PPT/Lecture		
Glossary of editing	PPT/Lecture		
Running stories.	PPT/Lecture		

Revision Unit 2			
MODULE III			
Translation: meaning, need	Lecture		
Translation: meaning, need	Lecture		
Basic principles of translation	Lecture		
Theories of translation	Discussion	Workshop	
News translation	Presentation		
Editing and translating a news copy	Collaborative learning		
Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion	Workshop – Translation	
Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		
Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		
Translation of news stories from Malayalam to English (Minimum 3 stories – 300 words)	Correction & Discussion		
Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		
Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		
Translation of news stories from English to Malayalam (Minimum 3 stories – 300 words)	Correction & Discussion		
News photographs	Lecture		
Basic elements of a news photograph,	PPT/ Lecture	Analysis	
Selection and editing of pictures, writing captions and cut lines for photographs	Lecture		
Photo selection and photo editing	PPT / Lecture	Practice and Exercise	
Photo editing software	PPT / Lecture		
Cutline & caption writing	PPT / Lecture	Practice and Exercise	

Photo layout principles	PPT / Lecture	Practice and Exercise	
Types illustrations	PPT / Lecture		
Fundamentals of typography	PPT / Lecture		
Types and type setting process,	PPT / Lecture		
Space saving techniques	Lecture	Practice and Exercise	
Analysis of newspaper design and layout	PPT/Lecture		
Analysis of newspaper design and layout	PPT/Lecture		
Fundamentals of print media design-	Lecture/ Discussion		
Principles of page makeup and design	Lecture/ Discussion		
Traditional and contemporary design	Lecture/ Discussion		
Computer aided design (CAD)	Lecture		
Dummy preparation	Lecture/ Discussion	Practice	
Pagination, use of white space, copy fitting, teasers	Lecture/ Discussion	Labjournal production	
Colour schemes -	Lecture/ Discussion	Analysis	
Layout and design of pages	Lecture/ PPT		
Local pages, editorial page	Lecture/ PPT		
Pull-outs, special pages	Lecture/ PPT		
Supplements and weekend magazines	Lecture/ PPT		
Graphics: Page-making software	Lecture/ PPT		
Revision			
Revision			

References

- Floyd K. Baskette, Jack Z. Scissors, Brian S. Brooks (1971), *The Art of Editing*, Macmillan Publishers.
- M.K. Joseph (1997), *Outline of Editing*, Anmol Publications Pvt. Ltd.
- Bruce H. Westley (1980), *News Editing*, Oxford & IBH Publishing Co.
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- Harold Evans (1973), *Editing and Design*, HEINEMANN.
- Robert C. McGiffert (1972), *The Art of Editing*, Chilton Book Company.
- Martin L. Gibsons (1979), *Editing in The Electronic Era*, The IOWA State University Press.
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