

SRI VENKATESWARA UNIVERSITY
SKILL DEVELOPMENT COURSE
ARTS STREAM
FIRST YEAR - SECOND SEMESTER
(UNDER CBCS W.E.F. 2020-21)

JOURNALISTIC REPORTING
Total 30hrs (02 h/wk, 02 Cr & Max 50 Marks)

Syllabus:

Unit-I: 06 Hrs

Introduction to Journalism-Nature, Growth and Development in post independence era -Print Media, Mass Media and Electronic Media, Press as a Fourth Estate-Role of Press in Democracy.

Unit-II: 10 Hrs

Concept of News-News Values-Sources of News - News gathering ways: Press Conferences, Press Releases, Events, Meets, Interviewing-Types of Interviews and Interviewing Techniques- Methods of News Writing: Leads, News Stories and Body Development.

Unit- III 10 Hrs

Reporting-Kinds of Reporting-Objectives, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting-Writing Special features: Photo features, Human interest features, Profiles, Column Writing, Writing for Radio and Television-Values and Ethics of Journalism.

Co-curricular Activities Suggested: (04 Hrs)

1. Collection and study of various English and Telugu Newspapers
2. Invited lecture/basic training by local experts
3. Visit to local Press office
4. Informally attending Press Conferences and Meets and taking notes
5. Assignments, Group discussion, Quiz etc.

Reference Books:

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.
4. Kamath M.V, Professional Journalism, 1983, Vikas Publishers, New Delhi.
5. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006, SAGE Publications India Pvt.Ltd, New Delhi
6. Websites on Journalistic Reporting.

Syllabus Approved by the BOS (PASS)
w.e.f. 2020-2021

M. Srinivasulu
Chairperson
BOS (PASS) E

Three Year BA/B.Sc. /B.Com Degree Examination
Model Question Paper
Revised CBCS w.e.f 2020-21 Arts Stream
JOURNALISTIC REPORTING
Skill Development Courses-Journalistic Reporting
Model Question paper

Time: 2 hrs

Max. Marks: 50

Section A

Answer any **Four** Questions. Each Question carries 5 marks

4 X5=20

1. Mass Media
2. News Source
3. Human interest features
4. Nature of Journalism
5. Press conference
6. What is the difference between News and News stories
7. Writing for Radio
8. News values

Section B

Answer any **Three** Questions. Each Question carries 10 marks

3 X10=30

1. What is investigative Journalism? Discuss with examples.
2. Explain different types of leads with suitable examples.
3. Write an essay on the growth and development of journalism in Post-Independence era
4. Define Journalism? Explain code of ethics in India.
5. What are the different types of Reporting? Explain with examples.
6. What is the role of press in Democracy? Explain in detail.

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M. S. Malhotra
Chairperson

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