

5th SEMESTER
MASS COMMUNICATION AND MULTIMEDIA PRODUCTION
(COMMUNITY JOURNALISM)
SKILL ENHANCEMENT COURSE (SEC)

COJ520S COMMUNITY JOURNALISM-II

CREDITS: THEORY: 2, PRACTICAL: 2
MAX MARKS: THEORY: 30, PRACTICAL: 30
MIN MARKS: THEORY: 12, PRACTICAL: 12

THEORY (2 CREDITS)

UNIT 1: COPY AND ORGANISATION

The Copy News Publications: Organizational Structure; Sections
Essentials of a good copy
Liaison with the publication

UNIT 2: LAYOUT AND DESIGN

Planning for print: size, anatomy, grid, design
Format, typography, copy, pictures, advertisements
Plotting: Headlines, editing pictures, captions

PRACTICAL (2 CREDITS)

Page making techniques: layout, use of graphics and photographs Desk Top
Publishing: Quark Express, Coral Draw, Photoshop etc.

Production of an 8-page Community Newspaper

SUGGESTED READINGS

- Bleyer, W. G (1923). Newspaper writing and editing. Boston: Houghton Mifflin
- Modern News Editing by Mark D. Ludwig, Gene Gilmore; Publisher: Wiley, 2005
- Newspaper editing manual by Grant M Hyde; Publisher: Cornell Univ. Library
- News editing by Bruce H. Westley; Publisher: Boston, Houghton Mifflin
- Hodgson, F. W. News Subediting. London: Taylor & Francis.