

JOURNALISM

No.	Unit	Focus Area
1	Writing for Magazines	Difference between newspaper and magazine General interest magazines & Special interest magazines , Cover Story Structure of a feature Types of features
2	Magazine Editing and Production	Principles of magazine Editing Principles of magazine design, Elements of magazine design Functions of layout
3	Writing and Production for Radio	Broadcast technologies Types of radio broadcasting News Bulletin Types of Radio Programmes, Digital recording Qualities of a good radio presenter Radio news reader Radio Jockey
4	Television news And video Production	1.Television in India 2.Making of a television or video programme (Stages of Production) 3.Writing for television news cast.
5	Film Appreciation	Famous personalities behind the film such as Eadward Muybridge, Lumiere Brothers, David W.Griffith ,Charlie Chaplin The grammar of Cinema.
6	New Media Concepts And Applications	Characteristics of Online journalism User generated content
7	Basics of Technical Writing	Definition of Technical Writing Structure of a user manual
8	Advertising	Functions of advertising Dysfunctions of advertising Types of advertisements Components of a display advertisement
9	Public Relations and Corporate Communication	The role of public relations officer Tools for communication Corporate Communication Definitions of corporate communication Functions of corporate communication New media tools

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