

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: VI

**JOURNALISM - PAPER VIII - A
WRITING AND DESIGN FOR MAGAZINES**

Course Code: 18VIJE8A

Number of hours: 45

COURSE OBJECTIVES:

- To provide opportunity to students to understand the world of print media in general and magazines in specifics
- To critically analyze the major trends in twenty-first-century magazine publishing
- To develop in students the technical and creative skills of designing a magazine
- To apply these skills in the creation of a magazine portfolio.

LEARNING OUTCOMES:

- Students gain an understanding into the art of writing and designing in magazines while working on improving their skill sets in these two broad areas
- Students develop professional visual sensitivity and competency in graphic communication through discipline of the magazine design process.
- Students learn to report, structure and write longer features in a magazine style as well as short features and get used to contemporary forms of writing style like new journalism
- Students receive the technical know-how of using pagemaking software
- Students will be able to define, evaluate and create the identity and layout of a periodical publication.
- Students can distinguish, assess and evaluate the characteristics of a periodical publication; function, format, target audience and identity

UNIT 1: INTRODUCTION TO MAGAZINES

05 HRS

History of magazines: Evolution, growth, importance and characteristics of magazine and other periodical publications; Difference between magazines and other print media platforms

UNIT 2: READING POPULAR MAGAZINES

07 HRS

Understanding magazines: Structure and format; Circulation and commercialization; Case studies of popular magazines

UNIT 3: WRITING AND EDITING

11 HRS

- Formats for writing in magazine: Features, articles, interviews, columns, new journalism
- Writing and editing skills in magazines
- Reporting techniques; identifying visual elements to accompany stories; improving stories through rewriting, clarity and organisation

UNIT 4: DESIGN AND PAGEMAKING SOFTWARE**11 HRS**

- Design elements and principles
- Working with pagemaking software
- Work process; tools and techniques in pagemaking software

UNIT 5: CREATING A MAGAZINE PORTFOLIO**11 HRS**

Write, edit and design for a magazine

VI SEMESTER JOURNALISM: PRACTICAL – VIII - A**DURATION : 3 HRS / WEEK****NO. OF UNITS:15**

MAGAZINE PRODUCTION: Students will work in groups and report, write, edit and design magazines consisting of news stories, features and soft stories. This helps fine-tune students reporting skills, refines their writing styles for magazines and helps students understand the nuances and the aesthetics of magazine design.

REFERENCES:

1. The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide by William E. Blundell, Penguin USA 1988
2. The Elements of Style by William Strunk Jr and E. B. White, Pearson 4th edition 1999
3. Writing Tools: 55 Essential Strategies for Every Writer by Roy Peter Clark, Little, Brown Spark, Reprint edition 2008
4. Dreyer's English: An Utterly Correct Guide to Clarity and Style by Benjamin Dreyer, Century 2019
5. Writer's Digest: Handbook of Magazine Article Writing ed. by Michelle Ruberg, Writer's Digest Books, 2nd Revised edition edition 2005
6. Granta 147 (Granta: The Magazine of New Writing) by Sigrid Rausing, Granta; Special
7. edition 2019
8. The Modern Magazine: Visual Journalism in the Digital Era by Jeremy Leslie, Laurence King Publishing 2013
9. Editorial Design by Cath Caldwell, Adams Media, 2 edition 2014
10. Mag-art: Innovation in Magazine Design and Packaging by Charlotte Rivers, Rotovision 2006
11. Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design
12. Principles by Amy Graver and Ben Jura, Rockport Publishers 2012
13. Design is Storytelling by Ellen Lupton, Thames and Hudson Ltd 2017

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**JOURNALISM - PAPER VIII - B
ADVANCED BROADCAST JOURNALISM**

Course Code: 18VIJE8B

Number of hours: 45

COURSE OBJECTIVES:

- To provide students with an understanding of the dynamic changes in the broadcast industry
- To guide students through the process of news production in broadcast media
- To provide students with opportunities to apply the concepts involved in broadcast news production into creating their own news content
- To introduce new technologies in news production like mobile journalism to students
- To make the students industry-ready so that they can explore opportunities in broadcast and new media

LEARNING OUTCOMES:

- Students understand the various aspects pertaining to broadcast media
- Students apply the concepts involved in broadcast news production into scripting, shooting and editing and creating their own news content.
- Students learn about the role of new media technologies in news production and practically create content using the same
- Students gain the necessary skill-sets to make a foray into the broadcast industry or online news media

UNIT 1: INTRODUCTION

06 HRS

Shifting patterns in Broadcast Journalism: Technological advancements, News formats, Changing role of media professionals, Television rating scales, OTT platforms.

UNIT 2: RESEARCHING & SCRIPTING

10 HRS

- Locating new stories: Sources & Ideation
- Researching stories: Searching, Analysing, Simplifying and Organizing information
- Scripting bytes, OB, breaking news, live coverage, anchor leads, VO, PTC, Walkthrough, Chit Chat
- Writing scrawls, slugs, promo lines, sub-titles, flash news, pop-ups
- Infographics and data-driven statistics

UNIT 3: INTERVIEWS, TALK SHOWS AND PANEL DISCUSSIONS

10 HRS

Researching, briefing, conducting interviews: One-on-one interview, Soundbite, recorded interview, Live link interview, News conferences; Talk show and Panel discussions – Production Process.

UNIT 4: SHOOTING, RECORDING AND POST-PRODUCTION**11 HRS**

- The equipment: Multi-camera set-up, lighting, microphones, PCR, MCR, teleprompter, sound, background set-up.
- In-studio and outdoor shooting and recording process.
- Editing Process. Video editing. Voice-Over and Sound Effects. Graphics and Promos. Audio/Video Editing Software.

UNIT 5: MOBILE JOURNALISM**8 HRS**

Convergence Media; Smartphone as a Journalistic tool – Nature, Scope, Characteristics; Using mobile camera for news coverage, Editing on the mobile; Publishing news podcasts, Going live on social media; Immersive technologies for Journalism; How to be a Netizen Journalist

VI SEMESTER JOURNALISM: PRACTICAL – VIII - B**DURATION : 3 HRS / WEEK****NO. OF UNITS:15**

TELEVISION PRODUCTION:Students work in groups to create a talk show/Interview/Panel Discussion of their choice under the guidance of a facilitator.This helps students gain an insight into the nuances of producing, shooting and editing for the broadcast media.

MOBILE PRODUCTION:Students work in groups to create a five-minute news story of their choice under the guidance of a facilitator using their mobile phones.This helps students gain an insight into the nuances of scripting, shooting and editing using the mobile phone.

REFERENCES:

1. Broadcast Journalism: Techniques of Radio and Television News - Andrew Boyd, Second edition,Focal Press,2001
2. MOJO: the Mobile Journalism Handbook- Ivo Burum, Stephen Quinn, Second edition, Focal Press,2015
3. Journalism in the Age of Virtual Reality How Experiential Media Are Transforming News -John V. Pavlik, First edition,Columbia University Press, 2019
4. Democratizing Journalism Through Mobile Media:The Mojo Revolution - Ivo Burum, Second edition,Routledge, 2018
5. The Broadcast Journalism Handbook:A Television News Survival Guide - Robert Thompson, Cindy Malone, Second edition, Rowman & Littlefield,2004
