

**Subject – REPORTING-I**

Unit-I	Journalism: Concept, Types-Citizen Journalism, Embedded journalism, sting journalism.
Unit-II	Concept of news, values, sources of news, news-gathering, structure of a news report. 5W & 1H Lead: meaning, types question lead, suspended interest, quotation, non-traditional structure of a news report.
Unit-III	Concept and kinds of beat. Categories reporters-City, special correspondent, foreign correspondent, Stringer, Columnist, Functions & Responsibilities, follow-up story.
Unit-IV	Headlines: Meaning, Types, Importance of Headlines.
Unit-V	What is an interview, types of interview, interviewer & its qualities. Press conferences. Press release.

Subject – Editing

Unit-I	Concept & definition of Editing, importance of Editing.
Unit-II	Editing principles of editing elements of editing, precautionary measures and golden rules.
Unit-III	Structure of an editorial department.
Unit-IV	Role of news editor, deputy news editor, chief sub-editor. Qualities of a good sub-editor.
Unit-V	Editing of broadsheet, Tabloid, Magazine.

Subject – Writing For Mass Media- I

UNIT-I	Introduction to Writing Historical background
UNIT-II	Elements of language Fundamentals of Writing
UNIT-III	Characteristics of good Writing Credibility & Objectivity
UNIT-IV	Forms of Writing & Essay, Poetry, Feature, Articles, Novels.
UNIT-V	Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion



Subject – Writing For Mass Media- II

UNIT-I	Writing Style
UNIT-II	Translation
UNIT-III	Art in Writing Art Symbols
UNIT-IV	Aesthetics Sense in writing
UNIT-V	Data use & handling Preparing Glossary & Index Bibliography

SUBJECT: - Public Administration, Society and Media Paper I

UNIT-I	Concept of administration Administration in historical perspective.
UNIT-II	Composition of administration Public administration organizational principles
UNIT-III	Personnel administration Recruitment, Promotion, Training.
UNIT-IV	Executive legislative and judicial control over administration.
UNIT-V	Administration reforming and their impacts.

SUBJECT: - Public Administration, Society and Media Paper II

UNIT-I	Forms and areas of administration. Public administration and its character in India. Public undertaking administration.
UNIT-II	Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.
UNIT-III	Administration and society Administration and backward society.
UNIT-IV	Administration of various levels central, state, district, panchayat raj and gram sarkarLokpal and lok ayukta
UNIT-V	Press, society and administration



**Subject – ECONOMIC DEVELOPMENT & PLANNING IN INDIA
(Paper I)**

UNIT-I	Economic growth: Meaning & Concept
UNIT-II	Economic backwardness: concept and Measurements
UNIT-III	Developing nations- their common characteristics General requirements for economic development
UNIT-IV	Various theories of growth and development
UNIT-V	Problems of economic development Population Growth and economic development Unemployment, Poverty and economic development

Subject – ECONOMIC DEVELOPMENT & PLANNING IN INDIA(Paper II)

UNIT-I	Planning and Development Origin and growth of economic planning in India
UNIT II	Objects and achievements of planning in India Pre requisites for effective planning in India
UNIT III	Planning and economic development in India- Strategies and policies
UNIT-IV	Globalisation and economic developments
UNIT-V	Problems of rural economic of India