

**Subject – REPORTING-I**

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| 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<br>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.<br>Press conferences.<br>Press release.  |

**Subject – Editing**

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| 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.<br>Qualities of a good sub-editor. |
| Unit-V   | Editing of broadsheet, Tabloid, Magazine.   |

**Subject – WRITING FOR MASS MEDIA**

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|----------|---|
| UNIT-I   | Introduction to Writing<br>Historical background<br>Elements of language<br>Fundamentals of Writing   |
| UNIT-II  | Characteristics of good Writing<br>Lucidity & Directness<br>Credibility & Objectivity<br>Forms of Writing & Essay, Poetry, Feature, Articles, Novels. |
| UNIT-III | Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion<br>Writing Style<br>Translation          |



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| UNIT-IV | Art in Writing<br>Art Symbols<br>Situations<br>Aesthetics Sense   |
| UNIT-V  | Data use & handling<br>Preparing Glossary & Index<br>Bibliography |

## **SUBJECT: - Public Administration, Society and Media Paper I**

|          |  |
|----------|--|
| UNIT-I   | Concept of administration<br>Administration in historical perspective.           |
| UNIT-II  | Composition of administration<br>Public administration organizational principles |
| UNIT-III | Personnel administration<br>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.<br>Public administration and its character in India.<br>Public undertaking administration. |
| UNIT-II  | Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.          |
| UNIT-III | Administration and society<br>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   |



**(Paper I)**

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

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

|          |   |
|----------|---|
| UNIT-I   | Planning and Development<br>Origin and growth of economic planning in India                     |
| UNIT II  | Objects and achievements of planning in India<br>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   |