**Course Planner**

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| **Unit** | **Lectures** | **Activity** |
| **UNIT I: Understanding News**   * Meaning and definition of Journalism * Ingredients of news * News: meaning, definition, nature * The news process: from the event to the reader (how news is carried from event to reader) * Hard news vs. Soft news * Basic components of a news story * Attribution, on-record, off-the record, embargo, * Verification, balance, fairness, brevity, dateline, credit line and byline. * Criteria for news worthiness, principles of news selection | **20** | Discussion on News Process |
| **UNIT II: Historical Perspective and News Writing Skills**   * Yellow journalism * Penny press, tabloid press * Language of news- Robert Gunning: Principles of clear writing * Rudolf Flesch formula- skills to write news * Organizing a news story, 5W’s and 1H, Inverted pyramid * Use of archives, sources of news, use of internet | 14 | Presentation on the History of News organization |
| **Unit III: Different mediums-a comparison**   * Language and principles of writing on different media platforms * Basic differences between print, electronic and online journalism, Citizen Journalism | 16 | Project on News Media |