**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 |