

## EL 3302 ENGLISH FOR JOURNALISM

Semester : III

Credit: 1

Category: EG

Hours per week: 3

### I. Objectives:

- The course aims at developing the language skills of the learners, by introducing them to the world of print and broadcast media.
- Introduces students to various styles and forms of journalistic writing and provides a platform for improving their writing, reporting and editing skills.
- It prepares learners to face the job market by providing an integrated approach that blends both the theories and practical aspects of journalism.

### II. Contents:

#### Unit I Introduction to Journalism

- a. History of Journalism.
- b. Press in India and Freedom of the Press.
- c. Journalistic Ethics.
- d. Social Responsibility of Press
- e. Scope and careers in Journalism.
- f. A comparative study of Newspapers and Magazines.

#### Unit II Mass media and communication

- a. Radio, Television and Print media.
- b. Online /Internet journalism.
- c. Yellow Journalism.
- d. Tabloid
- e. Broadsheet

#### Unit III Hallmarks of journalistic writing

- a. Reporting and Writing Basic Stories- Beat, reporting, deadline writing and scoops.
- b. Rural reporting- Beat reporting in rural areas by making use of their field visits arranged by Department of Outreach.
- c. News Writing – Headlines, sources and quotes, lead and body. Writing techniques for news supplements (on society, fashion, education etc.)

#### Unit IV Language of Journalism

- a. Rhetoric of writing – accuracy, objectivity, conciseness, coherence, cohesion and the inverted pyramid style.
- b. Do's and don'ts –tips on use of language in journalistic writing.
- c. Journalistic style vs. literary style.

- d. Writing for magazines (periodicals, monthlies, weeklies and specialized magazines like sports, films, men women and children.)

#### **Unit 5 : Journalistic Forms**

- a. Interview
- b. Feature Writing
- c. Editorial
- d. Letters to the editor
- e. Reviews-books, films, music and T.V. programs
- f. Editorials
- g. Columns

#### **III. Teaching Methodology (Activities) :-**

To produce a class journal.

- To provide task based learning like enabling the learners to write letters to the editor, profile writing, slogans and captions etc.
- Conducting guest lectures.
- Organizing and involving students in 'Book Talk'.
- Field visits to a newspaper organization.
- Conducting workshops for improving interviewing techniques, reporting skills etc.

#### **IV. References:**

- Ahuja, B.N. Theory and Practice of Journalism: set to Indian context. New Delhi: Surjeet Publications, 1988. Print.
- Campbell, W. Joseph. Yellow Journalism: Puncturing the Myths, Defining the Legacies. Green Wood Publishing Group, 2003. Print.
- Carter, R. and W. Nash. Seeing Through Language: A Guide to Styles of English Writing. Oxford, UK: Blackwell, 1990. Print.
- Fredricson, Terry L. and Wedal Paul. Test your English with the Newspaper. Bangkok: Post Publishing Co., 2002. Print.
- Gibbs, Cheryl and Tom Warhover. Getting the Whole Story: Reporting and Writing the News. New York: Guilford Press, 2002. Print.
- Moen, R. Daryl. Newspaper Layout and Design: A Team Approach. Iowa State University Press, 2000. Print.
- Natarajan, J. History of Indian Journalism. 2000. Print.
- Parthasarathy, R. Basic Journalism. New Delhi: MacMillan India, 1984. Print.
- Parthasarathy, R. Modern Journalism in India. New Delhi: Sterling Publishers, 1991. Print.
- Reah, D. The Language of Newspapers. London: Routledge, 2002. Print
- Srivastava, K.M. News Reporting and Editing. 2009. Print.
- Srivastava, K.M. Broadcast Journalism in the 21<sup>st</sup> Century. New Dawn Press, 2004. Print.

#### **Online References:**

- <http://www.prosepoint.org/>
- <http://www.adobe.com/in/products/indesign.html>

## EL 4302 PUBLIC SPEAKING & GROUP DISCUSSION

Semester : IV

Credit: 1

Category: EG

Hours per week: 3

### OBJECTIVES:

- To encourage students to think clearly, critically and creatively to express themselves effectively through oral communication
- To enable students to know the salient features of speaking in public and discussing in groups
- To help students practise and achieve developed skills in speech and excel in group interaction
- To help students discover their latent leadership qualities and their social role of involvement

### COURSE CONTENT:

#### UNIT I : Public Speaking : Foregrounding

- a. Theory of Oral Communication
- b. Leadership Traits and Communication
- c. Discovery of Self Confidence and Motivation
- d. Voice Culture exercises
- e. Voice Formation / Modulation

#### UNIT II : Preparation

- a. Reading background information
- b. Writing a draft
- c. Keeping documentation
- d. Organising methods
- e. Rehearsing the speech ( eg. mirror exercises )

#### UNIT III : Practice of Different Kinds of Speeches

- a. Welcome Address
- b. Vote of Thanks
- c. Topical Address
- d. Extempore Speech
- e. Seminar Presentation

#### UNIT IV : Group Discussion : Group Criteria

- a. Group Cohesiveness
- b. Enthusiasm / Dynamism
- c. Disagreeing without being disagreeable
- d. Building up on each other's ideas
- e. Generation of new ideas

#### UNIT V : Group Discussion :Individual Criteria

- a. Participation and Content
- b. Questions providing stimuli for discussion
- c. Active Listening
- d. Taking the initiative
- e. Paraphrasing others' ideas

### INTERNAL ASSESSMENT :

- Public Speaking : 50 marks
- Group Discussion : 50 marks

### EXTERNAL EXAMINATION :

- Public Speaking : 50 marks
- Group Discussion : 50 marks  
with external examiner

### REFERENCES :

- Buzan, Tony. *The Power of Verbal Intelligence*. London, Thorsons, 2002.
- Carnegie, Dale. *Public Speaking*. New York, Pocket Books, 1993.
- „ „ . *The Leader In You*. New York, Pocket Books, 1993.
- Chandra, Joseph, Xavier Alphonse, Antony Jeyadoss and Mary Thomas. *Power Communication In English*. Chennai, Loyola Publication, 2003.
- Chaudhuri, Arindam. *Count Your Chickens Before They Hatch*. New Delhi, Vikas Pub. House Pvt. Ltd., 2001.
- Cole, Kris. *Crystal Clear Communication*. Chennai, East West Books Pvt. Ltd., 2001.
- D'Abreo, Desmond A. *Group Discussion and Team Building*. Mumbai, Better Yourself Books, 2010.
- Gulati, Sarvesh. *Corporate Soft Skills*. New Delhi, Rupa & Co, 2006.
- Harrison and Gilbert. *The Great Speeches of Barack Obama*. Mumbai, Jaico Pub. House, 2010.
- Heller Robert. *Communicate Clearly*. London, DK Books, 1998.
- Kaitholil, George. *You Can Be An Effective Speaker*. Mumbai, Better Yourself Books, 2005.
- Leanne, Shel. *Say It Like Obama*. New Delhi, Tata McGraw-Hill, 2009.
- Leeds, Dorothy. *Power Speak*. Chennai, East West Pvt. Ltd; 1988.
- McGrath E.H. *Basic Managerial Skills For All*. New Delhi, Prentice-Hall of India Pvt. Ltd; 2008.
- McKay, Mathew, Martha Davis and Patrick Fanning. *Communication Skills*. New Delhi, B. Jain Pub. (P) Ltd; 2003.
- Mosley, Charles. *The Art of Oratory*. New Delhi, Roli Books, 2007.
- Safire, William. *Lend Me Your Ears*. New Delhi, W.W. Norton & Company, 1997.

### ELECTRONIC RESOURCES :

- **Barack Obama's** Victory and Inaugural Speeches ( available on YOU TUBE )
- **Bill Clinton's** speeches on YOU TUBE
- **Dr. Abdul Kalam's** speech on 'PURA' delivered at **Loyola College** on **06-12-'12**
- **Hillary Clinton's** speech on **Indo-US relations** at **Anna Centenary Library** on **20-07-'11**
- **TED** ( Technology, Education, Design ) speeches (available on the net )
- **The World's Greatest Speeches** ( DVD available in USIS )

In most cases, the transcripts of the speeches are made available to the students.