EL 3302 ENGLISH FOR JOURNALISM

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.

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.
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:


Online References:

- http://www.prosepoint.org/
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 (e.g. 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:

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.