

1. Editing:

- a. Principles of editing;
- b. Copy Testing;
- c. Processing Copies

2. Headlines:

- a. Making Headlines of news stories;
- b. Importance;
- c. Rules to be followed;
- d. Different types - *Division of headlines into three categories – i) according to the number of lines; ii) according to the arrangement of words, iii) according to the content*

3. Proof Reading:

a. Symbols of Proof reading - *i) delet, ii) close up, iii) delet and close up, iv) insert, v) space, vi) lower case, vii) capitalize, viii) new paragraph, ix) remove paragraph break, x) move to a new position, xi) super script, xii) sub script, xiii) period, xiv) apostrophe & single quote, xv) semi colon, colon, coma, xvi) hyphen, xvii) run in the previous line, xviii) transpose, xix) wrong font. xx) set in italic & set in bold*

b. Duties & responsibilities of proof readers

4. Copy writing:

- a. Types of Copy - *i) ad copy, ii) marketing copy, iii) PR copy, iv) technical materials, v) online copies, vi) ghost copies, vii) audio-visual copies, viii) broadcast*
- b. How to prepare;
- c. Principles of writing,
- d. Main features

5. Copy Writer:

Qualities, duties & responsibilities

6. Communication:

- a. Definition,
- b. Scope & Functions
- c. Types – *i) verbal and non-verbal; ii) intrapersonal, interpersonal, group, mass*

7. Mass Communication:

- a. Definition,
- b. Scope & Functions;
- c. Theories – i) *hypodermic or bullet theory*, ii) *individual*, iii) *democratic-participant*, iv) *developmental*
- d. Models – i) *linear & non-linear models*, ii) *Lasswell*, iii) *Shannon & Weaver*, iv) *Wilbur Schramm*, v) *Westley & MacLean*, vi) *DeFleur*

8. Mass Media:

- a. Definition,
- b. Different types –
 - i. *print media – newspaper, magazine, journals, advertisements, bill boards or hoarding, tablos.*
 - ii. *electronic media – radio, television, film, web, cell phones (usage like citizen journalism)*
 - iii. *others – social networking, blogging, micro blogging, street corners, street theaters, jatra, etc.*
- c. Functions,
- d. Print Media and Electronic Media (*including new media and multi-portal*)

9. Specialization in Reporting: Science, Political, Administration, Crime, Fashion, Financial & Agriculture journalism; Sports journalism

10. Interpretative & Investigative reporting:

- a. Importance & Scope;
- b. Basic qualities; planning & style
Few major cases of investigative journalism – Watergate, Tihar, 2G, any one more
Few interpretative reports comparing them with features and investigative reports stating the difference