UNIT - I (History of Journalism)


UNIT - II (News)


UNIT - III (News Reporting)

UNIT - IV (News Writing and Editing)

News Writing and Editing Skills - Types of News Writing Compositions - Inverted Pyramid Style - Types of Leads - Proof Reading - Rewriting Skills - News Selection Processes - Theory of Gate keeping - Ethical Conflicts in News Selection - Ownership Bias vs Audience Bias – Types of Headlines – Style Sheet – Key Tasks of News Editor – Key Tasks and Sub-Editors.

UNIT - V (Media and Society)


UNIT - VI (Press Laws and Ethics)


UNIT - VII (Radio Journalism)

UNIT - VIII (Television Journalism)


UNIT - XI (Public Relations)


UNIT - X (Advertising)