

B.A. in Journalism & Mass-Communication
Semester-III
Paper-VII Message & Mass-Media Audience

Unit-I

Message: Concept and genesis

Effective messages: Clarity, Coherence and consciousness, Credibility of the source, Persuasion, Rhetorics, Audience participation,

Enhancing impact of Messages: Pathetic Stories, Statistics in support of correctness, Emotional appeal, Perception filter.

Message and Media Relevance

Unit-II

Qualities of Messages

Psychological Principles of messages: Selective Exposure, Selective Perception, Selective retention, Cultural insulation

Elements of Messages

Hot and Cold messages

Difference between Media messages: Print, Electronic, Web and Film

Role of Creativity in message formation

Unit-III

Meaning of Mass, Group, Public, Crowd

Concept of Audience: Media reach, Media access, Media exposure, Media effects

Duality of audience, Rise of audience

Type of audiences: Elite audience, General audience, specialized audience,

Audience as a market

Unit-IV

Nature of audience experience: Media explosion, Audience feedback systems: Market based

feedback: Audience decision making, direct feedback, Media reviews, Research based Feedback

Audiences of Various Media: Multiple media usage, Newspaper and magazine readership, Radio listeners, Television viewers, Film audiences, Book readers, Web User

Suggested Readings:

1 .Brian Winston, Messages: Free Expression, Media and the West from Gutenberg to Google, Routledge, 2005.

2. Jack Lule, Understanding Media and Culture: An Introduction to Mass Communication.

3 .Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown-Media Literacy_ Keys to Interpreting Media Messages-Praeger (2014).

4. Marshall McLuhan, Quentin Fiore-The Medium is the Massage (2005).

5. Marshall McLuhan, W. Terrence Gordon-Understanding Media_ The Extensions of Man_ Critical Edition-Gingko Press (2003).

6. Professor Patrick Barwise, Professor Andrew Ehrenberg-Television and Its Audience (SAGE Communications in Society series)-Sage Publications Ltd (1988).

7 .Richard Butsch-The Citizen Audience_ Crowds, Publics, and Individuals (2007).

8. Professor Barrie Gunter-Media Research Methods_ Measuring Audiences, Reactions and Impact (1999).

9. Elizabeth M. Perse-Media Effects and Society (Lea's Communication Series) (2001).
10. Bhartiya Samaj: Sunil Goyal



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Paper-VIII Basics of Reporting & Editing

Unit-I

News: Definition & Type, Sources of news
Elements of news, Structure of News Story: Intro, Body (Inverted Pyramids) etc.,
Types of Intro or Lead
News Value judgement
Qualities & Responsibilities of Reporter

Unit-II

News Writing Process
Problems in News Writing
Headline: Meaning, Significance Writing and types
Interview: Methods, Importance and types
Book review, Film Review
Feature: Definitions, Importance and Types of Features

Unit-III

Editing: Meaning, Definition & Need
Newsman's language; sentences and their structure, Negative and double negative expression
Attributions and identification of sources
Role of sub editor, Qualities & Duties of Sub editor
Structure of editorial Department, Proof reading symbols

Unit-IV

Different types of Beat & Importance
Cultural reporting, Political Reporting
Data journalism, Intercultural journalism
Science & Technology reporting
Education Reporting, Environmental Reporting
Crime reporting

Suggested Readings:

1. News Writing:George.A.Hough:Boston Hough miffin company.
2. News culture:Allen Stuart:Buckingham open university press.
3. Modern Journalism and News writing:Savita Chadda
4. Basic Journalism:Rangaswami Parthasarathi,Macmilan India Ltd.
5. Editing deign and book production:Foster Charles,Journy London
6. News Editing Theory and practice: Sourin Banerji:K.P. Bagchi and company New Delhi.
7. Sanchar madhyam aur electronic media: Gyanendra Rawat, Sri Natraj Publications
8. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
9. Patrakarita ke vibhinna swaroop: Gyanendra Rawat, Sri Natraj Publications

Paper-IX Practical /Viva-voce

- (I) All the students have to make a file of news articles on Cultural, Political, Data and Intercultural Reporting.(5 articles on each topics)
- (II) All the students have to make a poster on a social issue and create a slogan for the same of A3 size. **All the students have to place their name and photograph on the poster on the right hand bottom side.**

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.

