

**Course Objectives**

1. Enabling the student to understand the concept news – news elements
2. Creating awareness about the organization as an organ of public opinion, instrument of social service, and promoter of democracy.
3. Empowering the students to assess the impact of newspaper on society, socioeconomic and cultural development.
4. Describing the role of the editorial - functions and responsibilities and also editorial freedom and the role of the editor in recent perspective
5. Facilitating to understand the importance of editorial and its choice of subjects, arrangement and style of presentation.
6. Understanding the role of the news editor and its functions, duties and responsibilities.
7. Describing the principles of editing, copy testing, processing copies and computer editing and pagination
8. Analyzing headlines of news stories and the different types of headlines. The role of computer application.
9. Describing page make-up, typography, main type groups with recent changes and development.
10. Defining Columns & features, its importance and different types, essential qualities of columnists and feature writers

**Course Outcomes**

1. Demonstrate basic knowledge of the history of publishing, including print, digital, and other media.
2. Assess the quality and fit of submissions in a range of genres for publication in a variety of media.
3. Employ editing skills—developmental, line, and copy—to improve submissions at the levels of both form and content.
4. Collaborate with teams of editors and designers to create a quality publication that aligns with a discrete aesthetic mission.
5. Write, edit, and design print and online media for a range of entities in the arts industry.

**Unit – I**

Organizational structure and functions of an Editorial Department – Role of editor, sub editor, news editor, principles of editing, re-writing, style sheet.

12 hrs

**Unit – II**

News editing, characteristics of good headlines, techniques of headline writing, types of headlines, magazine headlines, new trends in headlining, typography.

12 hrs

**Unit – III**

Principles of page make –up and designing, mechanics of dummies, making front and inside pages, magazine page design, copy-fitting, types of make-up and design, news papers special supplements, contemporary newspaper design.

12 hrs

## Unit – IV

Writing editorials, types of editorials, editorial page contents- op-ed, middle, letters to the editor. Translation techniques.

12 hrs

## Unit – V

Recent trends in printing. Editing online newspapers, photo editing and caption writing. Page designing softwares: PageMaker, QuarkXPress, Indesign.

12 hrs

### Books recommended

1. Harold Evans (2000). Newsman's English, Pimlico, USA
2. Harold Evans (1973). Editing and Design - Newspaper Design, Holt, Rinehart & Winston, USA.
3. Harold Evans (1974). Editing and Design - Handling Newspaper Text, William Heinemann Ltd, USA
4. Harold Evans (1974). News Headlines, Holt, Rinehart and Winston, USA
5. Bruce Westley (1972). News Editing, Houghton Mifflin, United States.
6. F.K. Baskette and J.Z. Sissors (1992). The Art of Editing, Macmillan, New York
7. John Hohenberg (1983). Professional Journalist, Thomson Learning, United States.
8. Leslie Sellers (1968). Doing It In Style, Elsevier, Amsterdam, Netherlands
9. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
10. K.M. Srivastava (2003). News Reporting and Editing, Sterling Publishers, India
11. Susan Bell (2008). The Artful Edit: On the Practice of Editing Yourself, W. W. Norton & Company, United States.
12. Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.

