

JMS 455 Magazine Journalism

Total = 40 hrs

Course objectives

1. Enlightening about difference between feature and news writing in print and online
2. Nourishing the skill of Interviewing techniques
3. Exposure to the cross-platform media and multimedia
4. Facilitating hands on experience in various designing software
5. Facilitating the hands on experience pertaining to design & layout
6. Facilitating the hands on experience in subediting and production process
7. Enlightening the pupils about magazine brand development

Course outcomes

1. Critical ability analyse the magazine journalism and different kinds of magazines
2. An in-depth understanding of the history and evolution of magazine journalism
3. Empowered to operate the different design tools
4. Ability to write, edit, design and production cycle of a magazine
5. Ability to set the standard to using the text, images and design to reflect industry standards
6. Ability to execute the production and printing mechanisms

Unit – I

Nature and scope of magazine journalism, types of periodicals - technical journals, specialized magazine for youth, men, women and children, agriculture, tourism, science and technology magazines, film magazines. **10 hrs**

Unit – II

Content for magazines – articles, features columns, profiles, interviews, reviews, photographs, magazine advertising. **08 hrs**

Unit – III

Editing for magazines, headline writing, polishing of headlines, copywriting, illustration and visualization, style sheets, creative writing. **08 hrs**

Unit – IV

Magazine design and layout - cover page, dummies, pagination software -Adobe Photoshop, Adobe InDesign. **08 hrs**

Unit – V

Freelancing, ezines, readership studies, comparative study of different magazines, trends in magazine journalism. **06 hrs**

References:

1. Simeon Lindstrom (2015).Creative writing –From Think to Ink, CreateSpace Independent Publishing Platform, Canada.
2. Jeremy Leslie (2013). The modern magazine: Visual Journalism in the Digital Era, Laurence King Publishing, United Kingdom.
3. Ruari McLean (1969). Magazine design, Oxford University Press, London
4. Menon S (2010).Freelance Writing, Unicorn Books Pvt Ltd, New Delhi
5. K.C.Sharma (2007).Journalism in India: History, growth and Development, Regal Publication, New Delhi.
6. Tom Wolfe (1973).The New Journalism, Harper and Row, New York.
7. Tim Holmes (2008). Mapping the magazine, Routledge, Houghton.
8. Victor S. Navasky&EvanCornog (2012). The Art of Making Magazines: On Being an Editor and Other Views from the Industry, Columbia University Press, New York.
9. Tim Holmes & Liz Nice (2012).Magazine Journalism (Journalism Studies: Key Texts), Sage Publications Ltd, London.
10. Christopher D. Benson&Charles F. Whitaker (2014). Feature Writing, Routledge, New York.
11. Raymond Dorn (1986). How to design and improve magazine layouts, Wadsworth Publishing, United States.
12. David Abrahamsan, Marcia R Prior Miller (2015). Hand book of Magazine research, Routledge, London.

