

	<b>Government College of Education Rajamahendravaram</b>	<b>Program &amp; Semester</b>			
<b>Course Code</b>  SPL ENG 520306	<b>TITLE OF THE COURSE</b> <b>ENGLISH FOR JOURNALISM AND ADVERTISING (PRINT MEDIA)</b>  (Mandatory – Set B – 15 B)	<b>Semester –V</b>  B.A. SPL ENG HONS			
<b>Teaching</b>	<b>Hours Allocated: 60</b> <b>(Theory)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Pre-requisites:</b>		4	1	-	4

**Course Objectives:**

1. Understand the Principles of Journalism
2. Acquire Language Skills for effective communication
3. Identify online resources for personal improvement
4. Demonstrate Speaking Skills for the media
5. Analyze events for authentic reporting

**Course Outcomes:**

<b>On Completion of the course, the students will</b>	
<b>CO1</b>	1. Understand the Principles of Journalism
<b>CO2</b>	2. Acquire Language Skills for effective communication
<b>CO3</b>	3. Identify online resources for personal improvement
<b>CO4</b>	4. Demonstrate Speaking Skills for the media
<b>CO5</b>	5. Analyze events for authentic reporting

Paper Code: 520306  
GOVERNMENT COLLEGE (A) RAJAHMUNDRY  
DEPARTMENT OF ENGLISH  
III B.A – SPECIAL ENGLISH HONOURS - Mandatory – Set B – 15 B  
SEMESTER: V (w e f 2023-24)  
ENGLISH FOR JOURNALISM AND ADVERTISING (PRINT MEDIA)  
SYLLABUS

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**Objectives & Outcomes:**

At the end of the course the student will be able to:

1. Understand the Principles of Journalism
2. Acquire Language Skills for effective communication
3. Identify online resources for personal improvement
4. Demonstrate Speaking Skills for the media
5. Analyse events for authentic reporting

**Unit-I**

1. Principles of Journalism:  
(Gathering Information, Verifying Facts, Reporting the Events, Impacting People)
2. Use of English in News Papers (Simple, Formal, Concise and Impersonal)

**Unit-II**

1. Print Media : (Different Types of News Papers, Magazines and Periodicals)
2. English Language for Journalism: (Specific Use of Tenses, Vocabulary, Agreeing and Disagreeing, Reported Speech)

**Unit-III**

1. Journalism as a Social Memoir
2. Style Guide and Proofreading

**Unit-IV**

1. Writing for the Media
2. Advertising and Its Lexical Features

**Unit-V**

1. Speaking Skills for the Media
2. Journalism in the Digital Age

**Resources for Further Reading:**

1. Sylee Gore. *English for Marketing & Advertising*. Oxford University Press, USA, 2008
2. Angela Goddard. *The Language of Advertising: Written Texts*. Routledge, 1998
3. Bill Kovach and Tom Rosenstiel. *The Elements of Journalism*. Crown Publishers, New York, 2001

4. The Guardian-News Writing:  
<https://www.theguardian.com/books/2008/sep/23/writing-journalism-news>
5. Indian Institute of Mass Communication  
[http://iimc.nic.in/content/44\\_1\\_JournalismEnglish.aspx](http://iimc.nic.in/content/44_1_JournalismEnglish.aspx)
6. American Press Association  
<https://americanpressassociation.com/principles-of-journalism/>
7. Thought Co. Advertising Vocabulary for English Learners:  
<https://www.thoughtco.com/advertising-vocabulary-1210143>

**Activities:**

1. **For Teachers:** The teacher shall train students in practical skills in media and advertising for not less than 10 hours and assign activities to students. The groups will identify different journalistic environments (News Paper Offices, Public Libraries, Journalist Offices and Advertising agencies) to demonstrate their knowledge.
2. **For Students:** Each Learner will conduct practicum in journalistic and advertising environment (News Paper Offices, Public Libraries, Journalist Offices and Advertising agencies) for not less than 10 hours. The students will discuss the findings among themselves and each student will prepare a hand-written Fieldwork/Project work Report of the activity in 10 pages as guided by the teacher.

**Web Links:**

1. <https://www.coursera.org/learn/journalism>
- 2.

**CO-PO Mapping:**

(1:Slight[Low]    2:Moderate[Medium];    3:Substantial[High],    '-':No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 2	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 3	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 4	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 5	3	3	2	2	2	3	3	3	3	2	3	3	3

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**SEMESTER: V (w e f 2023-24)**  
**ENGLISH FOR JOURNALISM AND ADVERTISING (PRINT MEDIA)**

**Pattern of Question paper**

Unit	Topic	Hrs. Allotted	No. of Qs to be given	No. of Qs. To be answered	Marks
I	UNIT : I 1. Principles of Journalism 2. Use of English in News Papers	12 Hrs	Part A 10	5 in 50 words each	5X1=5
II	UNIT : II 1. Print Media 2. English Language for Journalism	12 Hrs	Part B 10	5 in 75 words each	5X3=15
III	UNIT : III 1. Journalism as a Social Memoir 2. Style Guide and Proofreading	12 Hrs	Part C 10	5 in 150 words each	5X5=25
IV	UNIT : IV 1. Writing for the Media 2. Advertising and Its Lexical Feature	12 Hrs	Part D 5 MCQs	5 MCQs	5X2½=2½
V	UNIT : V 1. Speaking Skills for the Media 2. Journalism in the Digital Age	12 Hrs	Part E 5 Matching	5 Matching	5X½=2½
	<b>TOTAL</b>	<b>60 Hrs</b>	<b>40</b>	<b>25</b>	<b>50M</b>

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MODEL PAPER

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- I. Answer any 5 of the following questions in 50 words each. 5X1=5M**  
(2 questions to be given from each unit based on the Knowledge and Understanding levels)
- 1.a. List any four basic principles of journalism  
Or  
b. Cite any two features of English seen in newspapers
- 2.a. Describe the different types of print media.  
Or  
b. Identify what tenses are preferred in headline and the first line.
- 3.a. Define a social memoir.  
Or  
b. What is style in journalism?
- 4.a. Name the various genres of the media.  
Or  
b. Discuss lexical features in writing.
- 5.a. Explain the role of speaking skills in media.  
Or  
b. Show the contribution of IT in journalism.
- II. Answer any 5 of the following questions in 75 words each. 5X3=15**  
(10 questions @ 2per unit to be given based on the Application and Analysis levels)
- 6.a. Analyze the challenges involved in gathering the information and verifying facts.  
Or  
b. Comment on the formal style and precision in the language of journalism.
- 7.a. Elaborate the types of Magazines and their purpose and readership.  
Or  
b. Survey the aspects of grammar that come handy in journalism.
- 8.a. Examine how journalism deserves to be a social memoir.  
Or  
b. Demonstrate the basic principles of proofreading in journalism?

9. a. Distinguish 'writing for the media' from 'writing in general'.  
Or

b. Outline the lexical features of an advertisement.

10. a. Construct a short essay on various uses of speaking skills in the media.  
Or

b. Survey how journalism transformed in the digital age.

III. Answer any 5 of the following questions in 150 words each.

5X5=25

(10 questions @ 200 marks to be given based on the Evaluation @ Creativity levels)

11. a. Elaborate the four basic principles of journalism.  
Or

b. Construct a report on the PM's visit to Lucknow in concise, formal and impersonal style.

12. a. Justify the significance of English language in the Print media.  
Or

b. Use appropriate tense and vocabulary to report the arrest of a terrorist in the town.

13. a. Validate how journalism serves as a social memoir.  
Or

b. Revise the style and proofread the following passage.

*Billing Prime Minister Narendra Modi state visit to United States as the "most productive" ever. External Affairs Minister S. Jaishankar said the U.S. India relationships was doing exceptionally well". Taking questions at a town hall event in New Delhi on Wednesday his first public remarks after he returned from his visit to the U.S. and Egypt, where he went as part of Mr. Modi's team, Mr. Jaishankar said the Prime Minister was seen internationally as a "more authentic Indian". However, he declined to comment on the controversy over comments by former U.S. President Barack Obama that were critical of Mr. Modi and minority rights in the country.*

14. a. Write an article for the media on the introduction of 4 years Honours Degree with a single major at the Degree level in AP.  
Or

b. Compose a short but effective advertisement to celebrate Ganesh Chaturdhi in an Eco-friendly manner.

15. a. Create a live narration of the flag hoisting ceremony held on your campus on 15<sup>th</sup> August.  
Or

b. Discuss the future of journalism in the Digital age.

#### IV. Objective Type Questions

16. Answer all the questions.

5X ½ = 2 ½

i. A journalist should not mix news and .....

a. Views

b. Opinions

c. Facts

d. Figures

( )

- ii. .... is the format in which e-paper is stored and transmitted? ( )  
 a. Word c. PDF  
 b. Image d. Pixel
- iii. .... is required to check grammatical, syntax and spelling errors ( )  
 a. Paraphrasing c. Proof Reading  
 b. Editing d. Fast checking
- iv. This is not a principle of Journalism in the following ( )  
 a. Truth c. Accountability  
 b. Fairness d. Dependence
- v. .... is the proof-reading symbol for substituting a word ( )  
 a. - c. =  
 b. < d. >

**V. Match the following**

**5X ½ = 2 ½ M**

**17. Fill in the brackets with correct option**

- |                               |     |                      |
|-------------------------------|-----|----------------------|
| i. Libel                      | ( ) | A. Flag              |
| ii. #                         | ( ) | B. Folio             |
| iii. Chronicle                | ( ) | C. Record of events  |
| iv. The no. of the page       | ( ) | E. Space             |
| v. Newspaper's name on page 1 | ( ) | F. A false statement |