# Skill Based Elective II (Semester V) Reporting and Editing

**Unit I**

Reporting: Principles of reporting, functions and responsibilities, writing news- lead-types of leads; body- Techniques of re-writing-techniques of re-writing news agency copy.

# Unit II

Reporting: Reporting techniques-qualities of reporter-news-elements, source- types –pitfalls and problems in reporting –attribution-off-the –record-embargo- pool reporting; follow up –advocacy, interpretation, investigation.

# Unit III

Reporting –Crime, courts, society, culture, polities, commerce and business, education reporting; practical.

# Unit IV

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk-copy editing, preparation of copy for press-Style sheet-editing symbols, proof reading symbols and their significance.

# Unit V

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy tasting, basic principle of translation.

# References

Parhhar, Weekly newsSkill Based Electives Management, 2002 Industrial editing, Smith, 2000

# Skill Based Elective III (Semester V)

# Public Relations

**Unit I**

Nature and scope of public relations and its definitions - History and development of Public Relations - P.R. in management theory and practices.

# Unit II

P.R. policy - objectives and making of a P.R. man - Communication in industry and business -9 Organisation of P.R. Department.

# Unit III

P.R.as staff function and P.R. counseling - P.R. and the publics - Employees relations dealer customer relations -Government relations-community relations.

# Unit IV

P.R. and the media - Spoken word, printed word animation - P.R. process-fact- printing and feed back.

# Unit V

P.R. Process-planning - P.R. Process communicating, -evaluating results - P.R. towards a profession - House Journals.

# References

Hand Book of public relations, Stephenson, 1999 Practical public relations, Harlow and Black, 2001 Effective public relations, Cullip and Center , 2003