

ABILITY ENHANCEMENT COURSE (A)
Under UGCF – 2022 in the line of NEP – 2020

Semester: III/ IV
TELUGU
AEC (A)-II

Credit distribution, Eligibility and Pre-requisites of the Course

AEC (A)-II: Journalistic Writing in Telugu

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department Offering the Course
		Lecture	Tutorial	Practical/ Practice			
Journalistic Writing in Telugu	02	02	0	0	For students who have studied the language up to Class VIII & above	students who have already opted AEC (A)-I in Telugu in either Semester I or II (alternative semester)	MIL&LS

Learning Objectives: The course aims to teach and train students in journalistic writing in the language so that they are well-equipped in the news covering, reporting, writing and editing for the electronic and print media. It also aims at enhancing their competence for freelancing and in the choice of their areas such as sports, movies, entertainment, business, social, political, historical etc.

This paper consists of three units: A brief history of Journalism in Telugu, Journalistic writing and reporting and Journalistic writing Practical components. The first unit attempted to introduce the early Telugu journals, well-known Telugu editors and Print, Electronic and New Media and News, News collection and different writing methods. The second unit would give an idea of how to report from the field and conduct interviews and debates with people. The last unit focuses on Journalistic writing and practical components.

Course Learning Outcomes: After completing the course, the students are expected to start preparing news items, reporting, and taking interviews in Telugu for the media houses, both electronic and print. The study shall provide sufficient training in writing and reporting (oral),

conducting interviews and panel discussions for electronic media. The students will also be aware of the law and ethics involved in Journalism.

Allotted classes: 30 hours

Unit -I A brief history of Journalism in Telugu

- Beginnings of Communication Era, Early Telugu Journals and Editors
- Print, Electronic and New Media
- Editor and Editorial department, Journalist
- News, News collection and writing, Lead, Body, Column writing and Feature writing, Editor and Editorial, Interview and Reporting, investigation, news covering, editing and giving suitable titles
- Elements and stages of journalistic writing and art of news story writing

Unit -II Journalistic writing and reporting

- Journalistic writing and reporting from the field
- Conducting Interviews and debates with a demonstration
- Analysis of both evil and sound samples of writing for the media

Unit -III Journalistic writing and Practical components

- Freelancing: scope and worthwhileness of the topic
- Editing and Proof-reading
- Laws and ethics in Journalistic writings
- Writing and reporting: Practical components

Reading list:

Anand Bhaskar, *Rapolu. Journalism Charitra-vyavastha*. Hyderabad: Udyama Publications, 1988.

Krishna Rao, Bendaalam. *Vaarthalu Ela Raayaali?* Vijayawada: Rushi Prachu-ranal, 2006.

Mallesham, Chilla. *Tappulu- Tippalu*. Hyderabad: Telangana Rashtra Media Academy, 2018.

Mallesham, Chilla. *Vartha Kathanalu*. Hyderabad: Telangana Rashtra Media Academy, 2018.

Radha Krishna, Budaraju. *Journalism Avagaahana – Aacharana*. Madras: S.I.J.F., 1995.

Radha Krishna, Budaraju. *Manci Jarnalistu Kaavanlante*. Hyderabad: Media House Publications, 2000.

Ramamohana Rao, Nanduri. *Telugu Patrikala Bhasha Konni Soochanalu*. Hyderabad: Andhra Pradesh Press Academy, 2004.

Examination scheme and mode: Subject to directions from the Examination Branch/University of Delhi from time to time.