

<b>Course Title: Practicum: Print Media (Lab)</b>		
<b>Course Code:</b> JMC 312	<b>Credit:</b> 3	<b>Total Marks:</b> 100
<p><b>Course Description</b>  The course is designed to help the students develop their practical skills for print Media. It will be fully lab based. This main focus of this course is to prepare the students practically for information gathering, news writing, editing and page makeup skills. The course will also focus on the scope, importance and techniques of writing and editing; news table, news room, sources of copies, preparation of schedule and treatment.</p>		
<p><b>Course Objectives:</b> Students will be able to publish a newspaper. They can get a complete idea about print media. They will be able to cope up with print media offices and their atmosphere, activities and responsibilities through lab work.</p>		
<b>Learning outcomes</b>		<b>Course Contents</b>
<ul style="list-style-type: none"> <li>• Students will be able to know the concepts and aspects of news writing, editing and page make-up.</li> <li>• They will be able to use the basic techniques of editing and writing.</li> <li>• They will get a complete production of a newspaper/magazine.</li> </ul>		<ul style="list-style-type: none"> <li>• Idea generation</li> <li>• Information gathering</li> <li>• Report writing: Structures and writing techniques</li> <li>• News/Copy Selection and Newspaper Schedule</li> <li>• Typography: Type, type face, font, font size etc</li> <li>• Preparing schedule for newspaper make-up</li> <li>• Copy editing and word economy</li> <li>• Headline Writing</li> <li>• Models of Lead Writing.</li> <li>• Rewriting news</li> <li>• Proof reading</li> <li>• Picture Editing: photo cropping and scaling</li> <li>• Techniques caption writing</li> <li>• Preparing dummy</li> <li>• Layout and design</li> <li>• Page Make-up</li> <li>• Printing Process and Publication</li> <li>• MS Word</li> <li>• Photoshop and Illustrator</li> <li>• Quark Xpress</li> <li>• Use of E-mail Internet</li> </ul>

**Recommended reading**

*Ryan, B & O'Donnell, M. (2001). The Editor's Toolbox: A Reference Guide for Beginners and Professionals.*

*Ludwig, M.D & Gilmore, G. & Root, R. (2005). Modern News Editing. Wiley-Blackwell.*

*Garst and Bernstein – Headlines and Deadlines*

*Bastian and Baskette-The Art of Editing*

*Gilmore and Root- Editing in Brief Graphics of Communication*

*Gilmore and Root-Modern Newspaper Editing*

*E.C. Arnold- Modern Newspaper Design.*

*Bastian, Case & Baskette- Editing the Day's News*

*Herald Gross- Editors on Editing.*

*Mahbubur Rahman – Microsoft Word 2000 (Bengali)*