



ST. XAVIER'S COLLEGE, SIMDEGA

(Affiliated to Ranchi University, Ranchi)

P.O. GOTRA, DT. SIMDEGA, JHARKHAND, INDIA PIN-835235, www.sxesimdega.edu.in, Email. sxesimdega2016@gmail.com, Mob. 9931699162

MEDIA COURSE

Session: 2022-23

Vision of the Course:

- To empower students with the skills to craft impactful editorials, enabling them to effectively communicate ideas, influence public opinion, and contribute to the development of informed societies through newspapers and magazines.

Mission of the Course:

- To provide students with a solid foundation in editorial writing, focusing on journalistic integrity, clarity, and persuasive communication.
- To research, analyze, and express their opinions on current issues, while adhering to ethical writing standards.
- To foster critical thinking, creativity, and effective communication, preparing students for careers in the media industry and strengthening their ability to engage with diverse audiences.

Instructor: Dr. Jayant Kr. Kashyap

Duration: 90 Days

Syllabus for Media Course (Print Media in Hindi)

Day 1-15: Introduction to Print Media & Editorial Writing

- Understanding Print Media
 - History and evolution of print media in India
 - Role of newspapers and magazines in society
 - Importance of Hindi journalism in India
 - Basics of Editorial Writing
 - What is an editorial?
 - Types of editorials: Interpretative, Critical, Persuasive, Appreciative
 - Difference between news articles, opinion pieces, and editorials
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Day 16-25: Language & Writing Style in Hindi Journalism

- Essentials of Simple and Effective Writing
 - Importance of clear and concise language
 - Use of simple Hindi vs. Sanskritized Hindi in media writing
 - Common mistakes and how to avoid them
 - Tone and Structure of Editorials
 - Crafting compelling headlines
 - Introduction, argument development, and conclusion
 - Importance of neutrality and balanced perspective
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Day 26-35: Research & Fact-Checking

- Gathering Information for Editorials
 - Reliable sources of information (government reports, academic papers, news agencies)
 - How to identify fake news and misinformation
 - Fact-Checking and Ethics in Journalism
 - Verification techniques
 - Ethical responsibilities of an editorial writer
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Day 36-45: Editorial Writing Techniques & Analysis

- Step-by-Step Editorial Writing
 - Selecting a topic
 - Structuring arguments logically
 - Using data, quotes, and references effectively
 - Case Study & Analysis of Notable Hindi Editorials
 - Reading and analyzing famous editorial pieces from leading Hindi newspapers (Dainik Bhaskar, Amar Ujala, Hindustan)
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Day 46-55: Writing Editorials on Key Issues

- Current Affairs & Editorials
 - Writing on political, economic, and social issues
 - Editorial writing on rural and grassroots issues
 - Practical Writing Exercise
 - Students draft and present their own editorial pieces
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Day 56-65: Opinion Pieces & Feature Writing

- Difference Between Editorials and Opinion Pieces
 - When to express strong opinions vs. when to remain neutral
 - Feature Writing in Magazines
 - Writing engaging and informative magazine editorials
 - Incorporating storytelling in journalistic writing
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Day 66-85: Editing, Proofreading & Publishing

- Editing and Improving Editorials
 - Self-editing techniques
 - Common grammatical and structural errors in Hindi writing
 - Process of Publishing in Newspapers & Magazines
 - How to submit editorials to newspapers and magazines
 - Understanding editorial policies of major Hindi publications
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Day 86-90: Final Assessment & Certification

- Presentation of Editorial Pieces
 - Students present their best editorial articles
- Evaluation & Feedback
 - Constructive feedback from instructors and peers
- Career Guidance in Print Media
 - Job opportunities in Hindi journalism
 - Freelancing as an editorial writer
- Certificate Distribution