


Kuvempu University

DEPT. OF JOURNALISM AND MASS COMMUNICATION

SYLLABUS FOR PHD ENTRANCE TEST - 2020

50% Questions will be from Research Methodology
50% Questions will be from Cognate Subjects

Communication Theories

UNIT I Introduction to Communication: functions; Types of communication: intrapersonal, interpersonal, group, mass communication. Verbal, non-verbal communication. Models of Communication: Aristotle, Shannon and Weaver, HUB model, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, Melvin DeFleur, George Gerbner, Theodore NewCombs.

UNIT II Introduction to Mass Communication Theory: Mass society theory, Hypodermic needle theory. Paradigm shift in communication theory. Normative Theories: four theories of the press: Authoritarian, libertarian, social responsibility and Soviet media theory. Developmental media theory and democratic participatory theory.

UNIT III Limited Effects Theories: two step flow; multi-step flow; attitude change theories; selective process; information flow theory; Functional analysis approach, Diffusion theory, Klapper's Phenomenistic theory.

UNIT IV Media and Audiences: Uses and gratifications, reception studies, framing analysis, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis, catharsis, social learning theory.

UNIT V Critical cultural studies: Marxist and Neo-Marxist approaches, Frankfurt School; Birmingham School, political economy theory; Harold Innis; bias of communication, Marshall McLuhan. Cultural industries.

Communication Research

UNIT I Research: Definition and purpose, elements of scientific research; Concepts, Constructs, Variables. Communication research- Basic and applied research.

UNIT II The Research Process and Approaches: Steps in research. Research Approaches: Qualitative; Focus group, case studies, field observation, semiotic analysis, rhetorical analysis Quantitative; Survey research, content analysis; Experimental research, longitudinal studies. Sampling techniques.

UNIT III Research Tools and Data Analysis: Research tools- questionnaires, interview schedules. Levels of measurement, measurement scales. Hypothesis. Descriptive statistics- measures of central tendency and variability; normal curve. Statistical procedures: Chi-square, t-test, correlation- regression- analysis of variance- ANOVA.

UNIT IV Media Research: Research in Print media- types- Readership research, Circulation research, typographic research, Readability research. Research in Electronic media- types- Ratings and non ratings research. Advertising research.

UNIT V Report Writing: Writing research proposals; Styles of presenting research findings-essential aspects of thesis/ dissertation, citation styles, ethics in research.

Reporting

UNIT I Reporting for media, Qualification and responsibilities of a reporter, Organisation of reporting section in a newspaper – Role of a Chief reporter.

UNIT II News- concept, definitions, news values, elements – News writing techniques – News lead -Types of leads, body.

UNIT III News gathering skills, News sources–cultivation and protection of sources- Off the record. Preparations for conducting interviews, Interviewing techniques, Types of interview - on the spot, planned and on phone.

UNIT IV Reporting Types – speech, politics, election, crime, court, accidents, education health, science and technology, agriculture, economics, development, art, culture, sports, religion, environment, gender related issues. Investigative reporting, Ethical aspects of reporting.

UNIT V Reporting, legislature proceedings– Privileges of legislatures. Analysis of news– Interpretation skills– Writing backgrounders, curtain raisers, reporting for news agencies, published and online sources. Reporting for news agencies.

Editing

UNIT I News Writing: Fundamentals of good writing. News writing- principles, Structure and methods of writing a news story. Headlines- functions, types, techniques of headline writing, headline writing for magazines, new trends.

UNIT II Editorial department structure: Structure of news paper organization. Structure and functions of editorial department. Qualifications and role of editor, news editor and sub-editor. Editing- definition, principles, ethical aspects, style sheet, typography.

UNIT III Newspaper design: Principles of page design- designing front and inside pages, types of page designing. Magazine page design, contemporary trends in newspaper design, Page making software.

UNIT IV Editorial page: Contents of editorial page- structure and purpose, Editorials- functions, types, Middles, Letters to the editor, Columns, Special articles, Light leader, Op-Ed, Translation-Importance, need, techniques. Supplements- Weekend pullouts, target audience supplements.

UNIT V Printing methods: Types of printing- letterpress, rotogravure, offset, screen, digital printing, Recent trends in printing. Use of computers and new media in newsrooms, Online newspapers- characteristics, types. Editing online publications.

Development of Media

UNIT I Invention of printing. Guttenberg’s contribution. Development of printing in India. Early efforts in publishing newspapers. James Augustus Hickey.

UNIT II Birth of the Indian Language press, contribution of Serampore missionaries. Raja Ram Mohan Roy. Birth of Indian newspapers and magazines in the 19th Century. First war of Indian independence and the press. Origin and growth of journalism in Kannada. Samyukta Karnataka. M. Venakatakrisnaiah, P R Ramaiah, D V Gundappa, T. T. Sharma, TSR. Role of Kannada journalism in the unification of Karnataka.

UNIT III The Indian press and the freedom movement, important personalities of Indian journalism: Bal Gangadhar Tilak, JS Buckingham, BG Horniman, Annie Besant, S Sadanand, Mahatma Gandhi, Jawaharlal Nehru. Historical development of important newspapers and magazines: The Hindu, Amrit Bazar Patrika, The Times of India, The Indian Express. Media during emergency.

UNIT IV Development of radio as a medium of mass communication. Public service and commercial broadcasting: All India Radio, Vividh Bharathi, FM – public and private, and community radio. Development of television as a medium of mass communication in India and Karnataka. Doordarshan, satellite and cable television.

UNIT V Early efforts in film making. Films as mass media. Historical development of films in India. Film festivals and awards. Dada Saheb Phalke award. Film Division.

Feature Writing

UNIT I Feature – Definition- Difference between feature and news story, feature and article, Techniques of writing feature stories: Gathering and organising information; Structure and style: Title, lead, body, conclusion; Types of feature leads.

UNIT II Types of features-news, background, experience, personality, scientific features, how-to do it features, travel, business, human interest, historical and photo features. Sources of features: primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources, Feature Syndicates.

UNIT III Writing articles, profiles, obituaries. Columns- types, columnists, cartoons, cartoonists, comic strips, freelance journalism, citizen journalism

UNIT IV Review-definition, Techniques of reviewing book, film, theatre, art, music, TV programmes. Difference between review and criticism.

UNIT V Magazine: Newspaper supplement and Magazines. Types of magazines: general interest magazines, news magazines, special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer magazines; and academic or scholarly magazines, literary magazines. Online and web magazines. An overview of magazine scene in India.

Science Communication

UNIT I Growth of science and technology from ancient times- Great scientists of ancient and modern India- Evolution of scientific methods- Different schools of thought about scientific methods.

UNIT II Science and rational thinking- Science and superstition-Goals and assumptions of science- Industrial revolution, Recent trends in science and technology; genetic engineering, biotechnology, nuclear technology, computerization- Information explosion- Space technology.

UNIT III Science and technology institutions in India; Central and state government institutions National laboratories and other scientific institutions, Science policy- R & D policy of the Government- Technology transfer- Status and trends of S & T institutions.

UNIT IV Reporting science and technology- Accuracy in S & T reporting- Source and techniques to gather S & T data- Coverage of S & T information in different media- Problems of technical terminologies - Application of low cost media to popularize science.

UNIT VS & T Publications in English and regional languages-A study of their content patterns. Science for social change- Efforts of government and voluntary agencies in popularizing science- Practical exercises in writing reports, scripting for radio and TV.

Radio Broadcasting

UNIT I Characteristics of radio and other media. Commercial and Public Service Broadcasting. Uses of radio waves. Technological innovations in radio broadcasting. AM, FM, DAB, HAM, Satellite, Web radio.

UNIT II Nature and qualities of sound, sound engineering. Mikes, recorders, editing, mixing, dubbing. Sound effects and library, analogue and digital recording and broadcasting, archives management. Studio and field recording. Broadcasting and narrowcasting.

UNIT III Reporting and writing for radio. Various radio programs: Bulletins, talks, interview, discussions, phone-in, serials and dramas, current affairs programs. Principles of translation.

UNIT IV Special audience programs: rural, youth, women and children. Special programs on health, science, education, development, and environment.

UNIT V Adlibbing and commentary, Radio jingles and ads, RJ-ing, Disk Jockeying. News reading styles. Radio policy, broadcasting code, AIR Code.

Media Management

UNIT I Management Concept, Principles of Management, Structure and Characteristics of Media organizations – newspapers, magazines, radio, television production houses. Media ownership- Government and Private.

UNIT II Factors influencing management decisions, types of media ownership-merits and de merits. Economics of newspaper: Marketing, advertising, circulation, distribution, newspaper agencies.

UNIT III Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution. FDI. Advertising, professionalism, trade unionism.

UNIT IV Administrative Concerns of Government owned electronic media-private channels- market driven media-social commitment vs profit making. FM Radio policy. Economics of film industry, production, marketing, distribution, exhibition, film piracy.

UNIT V Structure and functions of news agencies in India. Human Resource Management in media houses. Accreditation of journalists. Committees to study the problems of the various media in India- Chanda Committee, B.G.Vergheese Working Group, P.Ramaiah Committee, Ram Vilas Paswan Committee, Kuldip Nayyar Committee, Khosla Committee. Professional organizations- Indian Newspaper Society, Editors Guild of India, Indian Broadcasting Federation, News Broadcasters Association.

Advertising

UNIT I Fundamentals of advertising: Evolution of advertising. Evolution of advertising in India. Advertising- definition, purpose, Advertising and Marketing- marketing mix, advertising as a tool of marketing. Product- classification, market segmentation, Advertising and market economy.

UNIT I Advertising industry: Advertising industry in India. Structure and functions of advertising agencies. Leading Indian ad agencies, Legal and ethical aspects of advertising- ASCI, Economic and social effects of advertising, Professional organizations- AAAI.

UNIT III Campaign planning: Planning advertising campaigns- objectives, strategy, Brand- brand building, brand equity, Positioning- brand positioning, market positioning, Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans. Radio and television commercials.

UNIT IV Media selection: Media planning- process, media mix, Media scheduling, Print, broadcast, outdoor, transit, movie, digital media. Evaluation of advertising effectiveness- copy testing, consumer behavior, Market research.

UNIT V Types of ads: Industrial advertising, retail advertising, corporate advertising, public service advertising, political advertising, Social Marketing. Case studies of advertising campaigns.

Photo Journalism

UNIT I Photography: meaning, nature and scope. Evolution of photography. Basics of Camera- aperture, shutter speed, focal length, depth of field. Camera operations. Types of Camera- Box camera, SLR, TLR, Polaroid, Pinhole. Types of Lenses and their functions, use of filters.

UNIT II Digital photography: evolution of digital photography, advantages and disadvantages, differences between traditional and digital photography. Types of digital camera, Ethics in the era of digital photography.

UNIT III Understanding lighting-indoor and outdoor, exposing and focusing, Types of lighting-natural and artificial lights, controlling lights, exposure meters, flashes. Techniques of composing picture-technical and aesthetic aspects.

UNIT IV Branches of photography-nature, architecture, portraiture, landscape, wild life, sports, environment, aerial, travel, industry, fashion and glamour, advertising, press photography- origin and development of press photography.

UNIT V Concept of photojournalism, attributes of a good photograph (aesthetic and technical), Photo as a news: attributes of a news photo, use of photos in a newspaper; selection, deciding placement and size. Photo editing: cropping, digital photo editing-sofwares used for photo editing- Photoshop. Photo features, archive photos, photos from readers, writing photo captions.

Media and society

UNIT I Mass society, mass communication, characteristics of mass media. Newspapers, Radio, Television and Cinema as mass media. Responsibilities of media.

UNIT II Freedom of speech and expression- media and democracy- public sphere. right to information-right to privacy, mass media and social change.

UNIT III Media ownership and control- Pressures on media-, media regulation, censorship.

UNIT IV New communication technologies - the internet, global village, social media, digital divide.

UNIT V Social movements and the media. Coverage of issues related to religion, gender and children. Sensationalism, violence and obscenity in media.

Radio and Television

UNIT I Development of radio. Radio in India. Characteristics of radio broadcasting. print media Vs. radio medium FM radio- state and private initiatives; Community Radio. Types of radio programmes – home service, external service and commercial service.

UNIT II Principles of writing for radio– news writing techniques- broadcast journalist- structure and types of news and current affairs programmes – interview techniques and its types – principles of translation, reporting for radio.

UNIT III Formats of radio programmes – Talks, interviews, group discussions and dramas programmes for specialised audience – Labour, Children, Women, Youth, Health, Agriculture – Radio lessons – Radio serials- Phone in programmes.

UNIT IV Development of television as a mass medium. Characteristics of television. Evolution of Doordarshan. Prasara Bharathi, programme pattern in television channels. Satellite and cable television.

UNIT V Types of programmes, news, current affairs, educational and other programmes. Writing and presentation of television news. Ethical issues in television broadcasting. Commercialization of television. Audience research.

Media Law and Ethics

UNIT I Introduction to Indian Constitution-salient features, directive principles of state policy, fundamental rights and duties. Human rights- Universal declaration of human rights.

UNIT II Constitutional provisions for freedom of speech and expressions- Article 19(1) a. Reasonable restrictions- Article 19(2). Threats to freedom of the press in India. Right to Information Act, 2005.

UNIT III Law of Defamation, Seditious, Obscenity, Cinematograph Act 1952- Film Certification. Official Secrets Act 1923, Copyright, Video Piracy, Contempt of Court Act, Legislative Privileges and media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986, Press and Registration of Books Act.

UNIT IV Working Journalists Act 1955, Wage Boards for journalists, Prasar Bharati Act 1990, Cable Television Network (Regulation) Act 1995, Cyber laws- Information Technology Act. Major recommendations of press commissions, Press Council of India Act, a critical study of functions and performance of the Press Council of India, ASCI, BCCC.

UNIT V Ethics: Media's ethical problems- Sting operation, Right to privacy, right to reply, communal writing, sensational and yellow journalism, Paid news, Page-Three culture, plagiarism, revealing confidential sources, off-the-record, Ombudsman.

Television Journalism

UNIT I Characteristics of television: Television as a medium of communication; telecasting types, Production process- Pre production; research, script writing, budgeting, scheduling, program proposal. Production-Video camera- components, principles; basics of composition- types of shots; Lighting-technical and aesthetic aspects, types of lighting instruments, studio lighting techniques, field lighting.

UNIT II Post production: Sound- audio system for TV programs- types of microphones, aesthetics of sound; Voice over, dubbing, titling-subtitling, graphics and animation, Editing- linear and non-linear editing process, digital effects, transition devices.

UNIT III Television journalism: Writing for television- script writing techniques for television news, Rundown script; ENG- research, interview techniques, piece to the camera and voice over; Audio visuals, News packages, Special programs;

UNIT IV Program presentation: Anchoring- voice broadcast skills, screen presence, use of teleprompter; Live studio and field interviews; Moderating studio discussions, Anchoring chat shows. Conceptual and technological changes in television reporting and presentation, scroll, new media integration.

UNIT V Production management: Single and multi-camera productions, floor management, Role of production crew members, cues and commands; Program formats- Interview, discussion, phone-in programs, chat shows with audience participation, documentaries, and other emerging formats. Issues in TV Broadcasting- ethical challenges; Educational and Developmental broadcasting- problems and prospects.

Media and Environment

UNIT I Environmentalism. Growth of eco-consciousness. Biodiversity and its conservation. Endangered species. Renewable and non-renewable resources. Development vs. environment debate. Environmental movements in India and Karnataka.

UNIT II Impact of urbanization, life style changes, population on environment. Special Economic Zones. Major environmental issues: Climate change, global warming, acid rain, war, ozone depletion, big dams, radiation, land, air and water pollution. Impact of plastic chemicals.

UNIT III Strategies for environmental protection. National, international environmental agreements, declarations and protocols. Environmental policies, rules and regulations in India. UNEP, International environment groups and NGOs, MIB. The Environment (Protection) Act, Forest (Conservation) Act. Environmental policy. Rules regarding noise, air, plastic and hazardous chemicals. Role of Central and State Pollution Control Boards.

UNIT IV Reporting environment through print, electronic and new media. Major environmental publications. Environmental campaigns through social media. Environment content and television. Environmental news sources. Issues of advocacy and objectivity in environmental reporting.

UNIT V Environmental journalists organizations. Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI), code of ethics for environmental news coverage, case studies in environmental reporting.

SC 3.2: Film Studies

UNIT I Early cinema. Film as an art form, film and other arts, film and literature, the language of cinema Popular cinema

UNIT II Elements of film: camera, lighting, sound, colour, editing

UNIT III Film theories: Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Montage and Eisenstein, Christian Metz, Andre Bazin, Jean Mitry, Bela Balaz

UNIT IV Film movement: Expressionism, Neo realism, French new wave, Avant Garde, Film Noir, cinema verite. Film Genres-Documentary films. Film culture, Film criticism, film society movement.

UNIT V Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli.

Folk Media

UNIT I Origin and Meaning of the concept 'folk media', Characteristics of folk media, relevance of folk media in modern society, historical background of folk media study.

UNIT II Classification of folk media forms- folk theatre, folk songs, folk dance, folk games, folk tales, folk proverbs and idioms.

UNIT III Use of folk art forms for meaningful communication, Use of folk media in cinema, television, internet and advertising, impact of mass media on folk media, possibility of communicating development messages through folk theatre, folk songs and folk dances.

UNIT IV Popular folk arts in Karnataka and their use in development communication: Gee Gee, Yakshagana, Bayalata, Harikatha, Puppetry Chowdike, Dollu kunitha, Veeragase, Bhootharadane, Nagaradane, Somana kunitha, Kamsale, Pooja kunitha, Karaga. Popular folk arts of India- Burrakatha, Kathakali, Villupattu, Tamasha, Jatra, Bhangra.

UNIT V Integrated use of folk media and mass media, role of government agencies like DFP, Song and Drama Division, Department of Information and Public Relations in use of folk media, Karnataka Janapada Academy, Karnataka Yakshagana and Bayalata Academy, Some prominent folk artists-Habib Tanveer, Shivaram Karanth, Keremane Shambhu Hegade, Uppinakudru Kogga Kamath, H.L.Nagegowda, problems and prospect of folk artists.

Writing for Print Media

UNIT I Fundamentals of writing – Composition, process - Stages of writing – Outlining, creativity, effective sentences and paragraphs- Vocabulary building, resource materials of a writer

UNIT II Literary and journalistic writing. Elements of news. Structure of a news story. Attribution, identification and authority.

UNIT III Writing articles for newspapers – Writing columns- Different types of columns – Challenges in column writing – Syndicating.

UNIT IV Writing features - Types of features – Human interest, travel, historical personality, writing for target groups and special interest audience.

UNIT V Art appreciation and reviewing for media- arts, cinema, theatre, books, Freelancing – Avenues and challenges – Advantages and pitfalls of freelancing.

EL 3.2: Intercultural Communication

UNIT I Broad concepts of culture- culture as social institution - Value system-Growth of media and their impact on culture.

UNIT II Media as intercultural communication vehicles- Barriers to intercultural communication – Globalization effects on culture.

UNIT III Media as culture manufacturing industry – Media as cultural institutions – Mass culture topologies, Indian heritage – Cultural values.

UNIT IV Sources of Indian culture – Dance – Songs – Art forms – Influence of various foreign cultures on India.

UNIT IV Folk culture heritage of India – Folk songs, drama, theatre, riddles, stories, Indian cultural and literature heritage as sources of ideas for film/TV programmes.

Development Communication

UNIT I Development: Indicators of development, Theories and models of development- Dominant paradigm, modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Gandhi. Dependency theory, globalization. Concept of human development, Sustainable development.

UNIT II Development communication: Role of communication in development, Communication Planning, Development support communication. Factors affecting communication in India.

UNIT III The role of different media in development- Diffusion of innovation, Role of media in empowerment, Development journalism- development news coverage in print and electronic media.

UNIT IV Communication technologies and their role in development. Communication through Video, The role of ICT in development. E-governance.

UNIT V Traditional media in India and their relevance, Agricultural communication- Extension communication, Health communication, Case studies of experiments in development communication- SITE, Project Chhatera, Kheda communication project, Jhabua communication project, Udayavani experiment, Communication for rural development.

New Media Technology

UNIT I Emergence of new communication technologies (NCT). Digital Technology. Invention and spread of computer and Internet. Computer parts and memory systems. Data storage devices: CD, DVD, Blue Ray, Servers. Computer language and operating system.

UNIT II Internet content, Information superhighway, browsing, blogging and social networking. Impact of digital, network, satellite technologies on radio, television, advertising, telecommunication and cinema. DBS, ITV, IPTV, LCD/LED/ HDTV, ELD. Virtual reality.

UNIT III Convergence, interactivity. Theories of information society, knowledge society. Media symbiosis and fragmentation. E-governance, NCT and social development initiatives, leapfrogging. NCT in India. Case studies in NCT applications: Bhoomi, Sakala.

UNIT IV New media and globalization. NCT market trends, digital divide. NCT Impact on Media Practices: Reach, access and utilization. Reporting and editing for web journalism, DTP/EI publishing. New media and ethics. NCT impact on education, culture, society.

UNIT V Software Applications: Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, InDesign, HTML, MS Windows.

Corporate Communication

UNIT I Structure and characteristics of an organization; System theory approach to Public Relations – Closed systems' public relations, Open systems' public relations. Leadership, communication decision making, balance and authority and power. Communication functions, factors influencing communication, flow of communication in an organisation – Bottom-up, top down, vertical and horizontal barriers to communication.

UNIT II Definitions of PR, Differences between publicity, propaganda and PR, evolution of PR, evolution of PR in India. Types of PR, Organisation of a PR Department – PR as a management function-Qualifications and responsibilities of a PR person in the modern era. PR counseling. corporate image building, Corporate Social Responsibility (CSR).

UNIT III Process of PR – Fact finding, Planning and implementation, evaluation of PR plans-organisational communication patterns - Internal and external publics. Crisis management.

UNIT IV PR tools: Print media, Radio, TV, cinema, new media, exhibitions, events and other media for PR exercises. Media relations, press conference, press releases, corporate films, community relations.

UNIT V House Journals and their contents, handling pressure groups, PR for Government and for development support activities, Status of PR in India, Professional organizations; PRSI , PRCI and their activities, academic support – Problems and prospects of PR. Event management, ethics in PR, PR in the era of globalization.

SC 4.2: Political Communication

UNIT I Scope and importance of political communication. Theoretical approaches. Politics in the information age.

UNIT II Mass media as political actors. Media as a fourth estate, media and democracy, public sphere, mediatisation, political socialization, political participation, public interest. Media and political populism. Agenda setting.

UNIT III Media and political conflict. Television as a campaign tool. Propaganda. International political communication. Media and national identity. Nation as an imagined entity and print capitalism.

UNIT IV Using non-conventional media; micro-targeting. Blogs and social networking sites in shaping campaign strategy and news coverage. Online campaigns by major political parties.

UNIT V Political marketing and advertising: Positive and negative ads. Public relations as political communication. Opinion polls, election surveys, exit polls. Case studies of political campaigns.

Technical Writing

UNIT I Nature of technical writing: Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.

UNIT II End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals – technical, installation end –user. Creating a technical Document; professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.

UNIT III Roles and responsibilities of writers, editors/project managers. Document formats- hard and soft copy versions designs, Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.

UNIT IV The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date; planning the documents content and organization; writing the draft; draft revision; use of graphics/illustrations.

UNIT V The technical editing process – Review of the document, aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents. On-line editing process, outsourcing technical writing.