**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-1**

**Question 3**

How do you design house journal

**Introduction**

There are many tools which are used in an effective internaland external communication in an organization. Face to face meeting, conferences, memos, circulars or notices, or publications like annual report, newsletter, house journal etc or communication through new media like sending e-mails, posting in face book pages – everything serve as an important means of communication.

Of these, ‘House journal’ is a very important means for maintaining communication with both internal and external publics. A house journal is a well recognized part of the management’s communication process. It is a necessity to weld the bonds between an organization and its publics. A house journal is a strong platform for a company to advocate its own point of views, goals and achievements. A house-journal is basically a periodic publication by an establishment for its employees, customers and other interested people.

**Types of house-journals**

Depending on the target audience it can be differentiated into three types:

1. In-house journal for employees
2. External house journal for other stakeholders
3. Mixed house journal which cater to both groups of readers

**Functions of house-journals**

**The** functions of house journals are multifaceted. Theses include:

1. Servre as a mouthpiece of organization
2. Act as a platform for sharing views
3. Disseminate News and opinion
4. Serve as a tool to disseminate detailed information
5. Provide motivational technique to employees
6. Serve as a facilitator of change when required to create common culture in organization

**Steps to follow in designing a House Journal**

A thorough planning makes the whole house journal production process easier, reduces the stress on everyone involved, and is a great time management strategy, which brings about better results. The major steps to be followed in desgning a house journal are:

1. Pre-defined the target audience of the journal and decide the criteria for quality content based on the target audience/customers/readers
2. Create a production schedule. This will help to manage the production in timely fashion, so you do not miss the agreed-upon deadline for sending the journal to the printers and your target distribution date.
3. Create table of contents and a content plan for all pages, including the front and back covers. This helps to plan the content of the journal issue and to monitor the production process. Build your content for at least one issue ahead of your schedule to make sure you are never left with an empty space if an article falls through. This also provides a safety net for articles that might need extra time to be written, photographed, illustrated or designed.
4. Create a detailed plan for each story . Once you’ve confirmed your overall [content plan](http://contentmarketinginstitute.com/2012/07/creating-a-content-marketing-channel-plan/), you’ll want to follow with a detailed plan for every story that will be publishing.
5. Proofread and edit stories. In many cases, an article will need to be returned to its author to make corrections and add information that you, as an editor, believe is missing.
6. Design: Submit all final materials to your graphic designer and [work together closely](http://www.contentmarketinginstitute.com/2011/07/graphic-designer-for-the-first-time/). Make sure the design of every spread is logical and works with the design of the magazine as a whole.
7. **Checking. Before sending a new issue of the journal to print, take one final detailed look at it** from cover to cover again to make sure there are no mistakes.

**Conclusion**

Every organization gives house journal a special preference as a communication tool. Nowadays, organizations are changing its policies for house journal, such as, they are publishing e-journal other than printed publication. But, the importance of House journal as a tool of corporate communication will be always as it is.

**References**

1. Aggarwal, V.B & Gupta, V.S (2001). *Handbook of Journalism and Mass Communication*

Davis, B.D., Krupels, R.H.,Mc.Carty, R. (2001).

1. *Multifaceted Communication Roles of `Employee Newsletters. Proceedings of the Academy of Organizational Culture, Communication and Conflict*.10(1) Memphis,2005
2. Gupta, Ruchika. *House Journal: An effective Mode of Employee Communication.* Retrieved from- Shodhganga.inflibnet.ac.in/handle/10603/42684