



UNIVERSITY OF CALCUTTA

Notification No. CSR/07/2022

It is notified for information of all concerned that the Syndicate in its meeting held on 08.12.2021 (vide Item No.36), approved & confirmed the new revised syllabus of SEC-A (Skill Enhancement Courses, Group-A) taught at semester-3/5 of Journalism & Mass Communication (General) for UG Courses of Studies under semester wise CBCS, in this University, as laid down in the accompanying pamphlet.

The above shall take effect from the Odd Semester Examinations, 2022.

SENATE HOUSE

KOLKATA-700 073

The 22nd. February, 2022

Prof.(Dr.) Debasis Das

Registrar



SEC- Syllabus Expansion

Marks- 80 (2 Credits)

JORG-SEC-A-3/5-1

Journalistic Writing

News: Definition, Elements, Values, Objectivity; Hard News Vs. Soft News; Intro, Lead; Headlines: Types, Importance; Specialization In Journalism: Interpretative And Investigative Journalism Reporter; Chief Reporter; News Editor; Special Correspondent Feature: Definition, Types; Qualities Of A Feature Writer Editorial; Role of Editor. Writing Headlines from News Stories; Writing News Report From Given Points. Writing Feature Article on a Given Topic. Principles of Writing Editorials on Important Issues.

JORG-SEC-A-3/5-2

Newspaper Designing

Different types of page layout; Principles of Page Making; Principles of Front page and other pages layout design; Edmund Arnold's Diagram; Prepare a front-page layout of newspaper on the basis of few news headlines in script; Mast Head; Ear Panel; Dateline; Broadsheet Newspaper; Tabloid Newspaper; Different Software for newspaper designing;

JORG-SEC-A-3/5-3

Film Appreciation

Brief history of Indian Cinema; Stages of Film production; Satyajit Ray-Ritwik Ghatak-Mrinal Sen: Trio of Indian modern cinema.

Basic Ideas of: Feature Film; Documentary Film; Parallel Cinema; Commercial Cinema; Mumbai Film Industry; Bengali Film Industry; Film Society & Film Clubs.

NFDC; Films Division; CBFC; Film Review;

Analytical appreciation of 5 Feature Films:

Battleship Potemkin, Bicycle Thieves, Jaane Bhi Do Yaaro, Pather Panchali, Chitrangada, Ballad of a Soldier, Breathless, Khosla ka Ghosla, Meghe Dhaka Tara, Utsav.

JORG-SEC-A-3/5-4

Print Advertising

Advertising: Definition; Types of Advertising; Classification of Advertising; History of print advertising in India; Basic idea of modern print advertising.

Print Advertising: Types of Newspaper Advertisements, Display Board Advertising: Definition with examples, Leaflets, Pamphlets;

Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Ad-Layout: Thumbnail-Rough-Comprehensive Layouts;

Ad-Agencies: Definition; Functions; Ad-Manager; Advertising Department of a Newspaper.