University Of Calcutta  
Syllabus for Three-Year B.A. (Honours) Courses in  
Journalism & Mass Communication  
(Lab Oriented Communication and Media Course)  
*Honours*

**Part-I**

<table>
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<tr>
<th>Paper-I</th>
<th>100 Marks</th>
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<tr>
<td><strong>First Half:</strong></td>
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<tr>
<td>Reporting and Editing Techniques</td>
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<tr>
<td>Module One: Principles of News Making</td>
<td>25 Marks</td>
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<tr>
<td>Module Two: Structure of Newspaper Organizations</td>
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<td><strong>Second Half:</strong></td>
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<tr>
<td>Journalistic Praxis &amp; Elementary Communication</td>
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<tr>
<td>Module three: Journalistic Fields and Praxis</td>
<td>25 Marks</td>
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<td>Module Four: Elementary Communication</td>
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<th>Paper-II</th>
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<td><strong>First Half:</strong></td>
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<tr>
<td>History of Indian Journalism and National Affairs</td>
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<tr>
<td>Module One: History of Indian Journalism</td>
<td>25 Marks</td>
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<tr>
<td>Module Two: Growth of Professional Journalism and National Affairs</td>
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<td><strong>Second Half:</strong></td>
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<td>Practical</td>
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### Part-II

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<tr>
<th>Paper-III</th>
<th>Communication and Media Studies</th>
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<tr>
<td>First Half:</td>
<td><strong>Principles of Communication</strong></td>
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<td></td>
<td>Module One: Communication Theories</td>
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<td>Module Two: Media, Society and Culture</td>
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<td>Second Half:</td>
<td><strong>Communication Schools and International Media Affairs</strong></td>
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<td>Module Three: Communication Schools and Media Studies</td>
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<td>Module Four: International Communication, Media Affairs and Comparative media studies</td>
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<td>Paper-IV</td>
<td><strong>Practical</strong></td>
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### Part-III

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<tr>
<th>Paper-V</th>
<th>Media Management, Press Laws and Film Studies</th>
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<tr>
<td>First Half:</td>
<td><strong>Media Management and Press Laws</strong></td>
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<td>Module One: Media Management</td>
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<td>Module Two: Press Laws and Human Rights</td>
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<td>Second Half:</td>
<td><strong>Film Studies</strong></td>
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<td>Module Three: Film Theories and Movements</td>
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<td>Module Four: Film Production Techniques</td>
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<th>Paper-VI</th>
<th>Radio and Television</th>
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<tr>
<td>First Half:</td>
<td><strong>Radio Journalism and Production</strong></td>
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<td></td>
<td>Module One: Journey of Radio in India</td>
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<td>Module Two: Radio Production</td>
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### Second Half: Television Journalism and Production (50 Marks)
- Module Three: Growth of Television in India (25 Marks)
- Module Four: Reality in Television Production (25 Marks)

### Paper-VII
#### Advertising and Public Relations (100 Marks)

#### First Half: Advertising (50 Marks)
- Module One: Introduction to Advertising (25 Marks)
- Module Two: Aspects of Advertisement production (25 Marks)

#### Second Half: Public Relations (50 Marks)
- Module Three: Introduction to Public Relations (25 Marks)
- Module Four: Public Relations Techniques (25 Marks)

### Paper-VIII
#### Practical (100 Marks)

- **Note:** Marks for Broad questions would be of 15 and for Short answer type questions would be of 5 (Except Practical) in each module of syllabus.
Syllabus in Detail

Part-I

Paper-I 100 Marks

First Half: Reporting and Editing Techniques 50 Marks

Module One: Principles of News Making 25 Marks

News: Elements, Values, Objectivity; Beat and Source: definitions, types; Principles of News (Report); Writing: Inverted Pyramid, Intro, Lead; Headline: types, importance, writing headline for newspaper; Principles of Sub-Editing; Principles of Agency News; Principle of Page Making; Principle of writing an Editorial; Post Editorial; Feature: Definition, types, writing a feature; Interviewing: Research, planning, framing questions, writing the piece; Advertorials; Covering Press Conference; Journalistic aberrations: Paid News, Yellow Journalism.

Module Two: Structure of Newspaper Organizations- Positions and Responsibilities 25 Marks

Positions, qualities, duties and responsibilities of: Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau, Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator.

Second Half: Journalistic Praxis & Elementary Communication 50 Marks

Module three: Journalistic Praxis 25 Marks


Books and References:

(1) John Hohenberg: Professional Journalists;
Module Four: Elementary Communication  

Communication: Popular Definitions and Functions; Means of Communication: Verbal and Non-Verbal; Linear Communication Frame: SMCR; Types of Communication: Intra/ Inter/ Group/ Mass Communication; Tools of Communication: Newspaper/Radio/ Television/ Cinema/ Web Media (email, website, web-portal); Mass Media in India; Growth of new media: Social Media (SMS, WhatsApp, Youtube, Blogging, Facebook, Twitter, Instagram).

Books and References:

(1) Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
(2) Keval J. Kumar: Mass Communication in India;
(3) Baidyanath Bhattacharya: Adhunik Ganamadhyam;

Paper-II  

First Half: History of Indian Journalism and National Affairs  

Module One: Early Phases of Indian Journalism  


Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash, Movement against Vernacular Press Act, Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of
Mahatma Gandhi in Indian Journalism; Contributions of Rabindranath Tagore and Nazrul Islam in Bengali literary journalism.

Books and References:

(1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
(2) Sushovan Sarkar: Bengal Renaissance and Other Essays;
(3) J. Natarajan: History of Indian Journalism; Publication Division.
(4) Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.

Module Two: Growth of Professional Journalism and National Affairs 25 Marks

Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Growth of National Media System: All India Radio and Doordarshan; E-Governance;


Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Supreme Court, High Court, Indian Parliament, Election Commission of India, History of Indian Planning Commission and Five Year Economic Plans.

Books and References:

(2) Recommendations of First Press Commission.
(3) D.C. Bhattacharya: Indian Politics and Government;
(4) D.C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha;

Second Half: Practical 50 Marks

First Part (Written) 25 Marks

Writing a Report in about 150 words from given points; Writing a News Feature; Writing Headlines from News Stories; Proof Reading of a dummy Sheet.

Second Part (Computer Practical) 20 Marks

Editing a given piece of News Report or Agency Copy using Word-Processing Software (including a suitable lead and headline); Drawing a Dummy Front Page of a Daily using a Page-making Software; Rewriting and Summarizing a given piece with headlines using word processing software.

*Installation of Bangla Software mandatory for both page make-up and editing.
Third Part (Viva Voce)  

Viva-Voce on media related General Knowledge and Current Affairs;

*Candidates failing to appear in any of the segment of Practical Examination shall be treated absent for the whole paper.

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**Part-II**

**Paper-III**  
**Communication and Media Studies**  
100 Marks

First Half:  
**Principles of Communication**  
50 Marks

**Module One:** Communication Theories and Models  
25 Marks

Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Normative theories of press; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory; Cultivation Theory; Semiotic communication studies: Sign, Code, Text, Signification; Saussure and Peirce models; Structuralism.

**Module Two:** Media, Society and Culture  
25 Marks

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Emergence of Critical theories; Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Globalization of media and Propaganda model; Definition of Culture: Elite culture, Popular culture, Commercial culture; Corporate (organizational) Communication models: Grapevine model.

Second Half:  
**Communication Schools and International Media Affairs**  
50 Marks

**Module Three:** Communication Schools and Media Studies  
25 Marks

Frankfurt Critical School; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes; British School: Centre for Contemporary Cultural Studies; Ev. Rogers' Development communication school:
Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.

Books and References:

(1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
(2) John Fiske: Introduction to Communication Studies; Routledge.
(3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
(4) Srinivas Melkote and Leslie Steves: Communication in the Third World; Sage.
(5) Arvind Singhal: Communication for Innovation; Sage.
(6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publisher.
(7) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
(8) Uma Narula: Development Communication;
(9) K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
(10) Dan Laughey: Key Themes in Media Theory; Rawat Publication.

Module Four: International Communication, Comparative Media Analysis 25 Marks

Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations; Gulf War and the rise of Global Media; Globalization of De-regulated Media: Media Conglomeration; Press System of Neighbouring countries of Indian subcontinent before and after Globalization.

Books and References:

(3) Maya Ranganathan and Usha M. Rodrigues: Indian Media in a Globalized World; Sage.
(4) Noam Chomsky: Media Control; Natraj Publication.
(5) Hugo De Burgh (Ed.): Making Journalist; Routledge.

Paper-IV  Practical  100 Marks

Written Segment  30 Marks

Book Review, Film Review, Review of Television Programmes, Writing an Editorial, Writing Anchor Story, Writing Interviewed Copy with headline, Lead or Intro Writing, Editing Agency Creed.

Project and Presentation  20+20=40

Dissertation Project on topics of social interest (within four thousand words) and Slide Presentation on the dissertation topic.

Computer  30 Marks
Advanced Page Designing of a broadsheet using Page making software and photo editing software; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurs, shoulder, reverse etc.

Designing Web Page of a Newspaper using Page Making Software.

*Installation of Bangla Software mandatory for page make-up.*

**Candidates failing to appear in any of the segment of Practical Examination shall be treated absent for the whole paper.**

***Candidates failing to appear any half of the practical paper or viva-voce or non-exhibition of dissertation project (dually signed by the college authority) on the day of examination will be treated absent for the whole paper

**Part-III**

Paper-V: **Media Management, Press Laws and Film Studies** 100 Marks

First Half: **Media Management and Press Laws** 50 Marks

**Module One**: Media Management 25 Marks

Media Ownership, types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and functions; Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

**Books and References:**

(1) Gulab Kothari: Newspaper Management in India.
(2) Herbert Lee Williams: Newspaper Organization and Management.
(3) Arvind Singhal: India’s Communication Revolution.
(4) Baidyanath Bhattacharya: Sambadpatro Parichalan Byabostha.
(6) Biplab Loho Chowdhury: Media Management; Unique Books International.
(7) K.P Yadav: Media Management.

**Module Two**: Press Laws and Human Rights 25 Marks

Books and References:

(1) Durgadas Basu: Press Laws in India
(2) Bansi Manna: Press Laws in India
(3) Bansi Manna: Bharater Press Aain; Academic Publisher.
(4) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise.

Second Half: Film Studies 50 Marks

Module Three: Film Theories and Movements 25 Marks

Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Classical Hollywood Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America; Indian New Wave Masters: Satyajit Ray, Ritick Ghatak, Mrina Sen; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.

Module Four: Film Production Techniques 25 Marks

Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene, Image.

Contributions of filmmakers: Akira Kurosawa, Orson Welles, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin, Shyam Benegal, Govind Nihalni, Goutam Ghosh, Rituparno Ghosh, Aparna Sen, Mira Nair, Maniratnam, Adoor Gopalkrishnan; Recent trends in cinema production in India; Digital cinema production.

Books and References:

(1) James Monaco: How to Read a Film;
(2) Angela Wadia: Television and Film Production; Kaniska Publisher.
(3) Jill Nelmes: An Introduction to Film Studies; Psychology Press.
(4) Satyajit Ray: Our Films Their Films;
Paper-VI

Radio and Television

100 Marks

First Half:

Radio Journalism and Production

50 Marks

Module One: Journey of Radio in India

25 Marks

History of AIR; Inception and Growth of Radio News in India; Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment; Autonomy of AIR and Doordarshan: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National programme in AIR; Radio Jockey: Role and Responsibilities; International radio stations: BBC, VOA.

Module Two: Radio Production Techniques

25 Marks

Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis; Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing, use of softwares; Ethical issues.

Books and References:

(1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
(2) K.M. Srivastava: Radio and Television;
(3) U.L. Barua: This is All India Radio;
(4) P.C. Chatterjee: Broadcasting in India; Sage.

Second Half:

Television Journalism and Production

50 Marks

Module Three: Growth of Television in India

25 Marks

Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda
Setting techniques used by TV channels; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Ethical issues and recent sting operations; Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; Anchoring: Body language, pitch, tone, fluency.

**Module Four: Reality in Television Production**

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; viewership rating: TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting; Editing: introduction to Video Editing, use of softwares.

**Books and References:**

(1) John Riber: Writing and Production for Television and Film;
(2) Ivor Yorke: Television Journalism;
(3) Carl Bode: The Age of Television;
(5) Andrew Boid: Broadcast Journalism; Oxford.

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**Paper-VII  Advertising and Public Relations**

First Half:  **Advertising**

**Module One:** Introduction to advertising

Advertisement as communication, historical overview, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow’s hierarchy model; advertising in mass media: media positioning, planning and scheduling; Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

**Module Two:** Aspects of advertisement production

Types of advertisement: Classified-display, Local-regional-national-international, consumer-corporate ad, industrial-trade-retail, government-private, outdoor, surrogate, radio-TV-internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out; Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

**Books and References:**

(1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
Second Half: Public Relations

Module Three: Introduction to Public Relations

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; PRO: Role, Qualities and Functions.

Module Four: Public Relations Techniques


Books and References:

(1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
(2) Samar Basu: Jana Sanjog; Paschibanga Rajyo Pustak Parshad.
(3) Sam Black: Practical Public Relations
(4) Philip Lesly: Handbook of Public Relations and Communications;
(5) Frank Jefkins: Public Relations in Your Business;
(6) Anne Gregory: Public Relations in Practice; IPR Publications.
(7) Subir Ghosh: Public Relations Today (In the Indian Context); Rupa & Co.

Paper-VIII Practical

First Half: Written Segment and Anchoring 50 Marks
Second Half: Video Documentary and Computer Applications 50 Marks

First Half:

Written Segment: Radio Presentation; Radio Talk, Radio News; Radio Script writing; News Script for Television; Script writing for other Television programmes like Talk Show, Panel Discussion; Press
Release, Slogan writing; Classified Advertisement; Writing for House Journal; Documentary Script writing; 40 Marks

**Anchoring:** Five Minutes 10 Marks

**Second Half:**

**Video Documentary** 35 Marks

(30 Marks for Documentary Film and 5 for Viva-Voce)

**Computer Applications:** 15 Marks

Preparing an Advertisement using necessary software.

*Installation of Bangla Software mandatory for making advertisement.*

- Two candidates will make a Team for each Documentary Production;
- Candidates failing to appear any half of the practical paper or viva-voce or non-exhibition of video documentary (duly signed by the college authority) on the day of examination will be treated absent for the whole paper.