

# UNIVERSITY OF CALCUTTA

## SYLLABI

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THREE-YEAR HONOURS AND GENERAL  
DEGREE COURSES OF STUDIES



**Journalism & Mass Communication**

**2010**

**Syllabi for Three-Year B.A. (Honours & General) Courses  
in  
Journalism & Mass Communication**

(Professional Lab Oriented Communication and Media Course)

**Honours**

***Part-I***

<b>Paper-I</b>		<b>100 Marks</b>
First Half:	<b>Reporting</b>	<b>50 Marks</b>
	Module One	25 Marks
	Module Two	25 Marks
Second Half:	<b>Editing</b>	<b>50 Marks</b>
	Module Three	25 Marks
	Module Four	25 Marks
<b>Paper-II</b>		<b>100 Marks</b>
First Half:	<b>History of Indian Journalism</b>	<b>50 Marks</b>
	Module One	25 Marks
	Module Two	25 Marks
Second Half:	<b>Practical</b>	<b>50 Marks</b>

***Part-II***

<b>Paper-III</b>		<b>100 Marks</b>
First Half:	<b>Mass Communication</b>	<b>50 Marks</b>
	Module One	25 Marks
	Module Two	25 Marks
Second Half:	<b>Media Management and Laws</b>	<b>50 Marks</b>
	Module Three	25 Marks
	Module Four	25 Marks
<b>Paper-IV</b>		<b>100 Marks</b>
	Practical	

### ***Part-III***

**Paper-V** **100 Marks**

First Half: **National and International Affairs** **50 Marks**  
Module One 25 Marks  
Module Two 25 Marks

Second Half: **Visual Media** **50 Marks**  
Module Three 25 Marks  
Module Four 25 Marks

**Paper-VI** **100 Marks**

First Half: **Radio Journalism** **50 Marks**  
Module One 25 Marks  
Module Two 25 Marks

Second Half: **Television Journalism** **50 Marks**  
Module Three 25 Marks  
Module Four 25 Marks

**Paper-VII** **100 Marks**

First Half: **Advertising** **50 Marks**  
Module One 25 Marks  
Module Two 25 Marks

Second Half: **Public Relations** **50 Marks**  
Module Three 25 Marks  
Module Four 25 Marks

**Paper-VIII** **100 Marks**

Practical

**Question Patterns and Break-up of Marks for each module will be in the following order:**

- (a) Two Broad Questions consisting 10 Marks each;**
- (b) One Short Answer-type Question consisting 5 Marks;**

**This Order will be applicable for every module of all papers.**

## **Part I**

### **Paper I**

**100 Marks**

### **First Half: Reporting**

**50 Marks**

#### **Module: One**

News: Definition; Elements of News; News Values; Objectivity of News; Reporters/Correspondents; Chief Reporter; News Beat; News Sources; Special Correspondent; Parliamentary Correspondent; Foreign Correspondent; District Correspondent; Feature; Photo Journalism.

#### **Module: Two**

Specialization in Reporting: Political Reporting; Crime and Legal affairs Reporting; Public affairs Reporting; Human Interest Stories; Business Reporting; Science Reporting; Sports Reporting; Film Reporting; Environment and Human Rights; Page-3 Reporting; Interpretative and Investigative Reporting; Online Reporting; Interviewing; Column writing; Writing a report on any given topic.

#### **References:**

- (1) Professional Journalists: John Hohenberg
- (2) Into The Newsroom: Leonard Ray
- (3) Professional Journalism: M.V. Kamath
- (4) Reporting Manual: Sourin Banerjee
- (5) Reporting: M.V. Charnley
- (6) Guide Line for News Reporters: Sol Robinson
- (7) Reporting Methods: S. Kundra
- (8) Outline of Reporting: M.K. Joseph
- (9) Handbook of Reporting and Editing: R.K. Ravindran.

### **Second Half: Editing**

**50 Marks**

#### **Module: Three**

Principles of Editing; Editor; News Editor; News Coordinator; Sub-Editors; Chief Sub-Editor; Headline: different Types; Techniques of Writing Headlines; Lead; Intro; News Compilation; Re-writing.

#### **Module: Four**

Editing Agency Copies; Copy Testing; Page Planning; Picture Editing; Proof Reading; Page Make-up; Cartoons; Page Lay-out; Principles of Page lay-out; Graphics and Illustrations; Typography; Magazine Editing; Use of Computer and Softwares in Editing; Writing Editorial; Editing a News Story with Headline.

#### **References:**

- (1) Basic Journalism: Rangaswamy Parthasarathi

- (2) News Reporting and Editing: K.M. Srivastava
- (3) News Editing: Bruce Westley
- (4) Editing and Design: Harold Evans
- (5) Editing in the Electronic Era: M.L. Gibson
- (6) Editing Manual: Sourin Banerjee
- (7) Journalism Update: Sourin Banerjee
- (8) Professional Journalist: John Hohenberg

## **Paper II**

**100 Marks**

### **First Half: History of Indian Journalism**

**50 Marks**

#### **Module: One**

The Origin of Print Media in India; James Augustus Hickey; James Silk Buckingham; Serampore Baptist Missionaries; Raja Rammohan Roy; young Bengal Movement, Adam's Press Gagging Act; Derozio and Derozians; Charles Metcalfe; Sambad Prabhakar and Iswar Chandra Gupta; Tatwobodhini Patrika; Hindu Patriot and Harish Chandra Mukherjee; Somprakash.

#### **Module: Two**

Vernacular Press Act; Amrita Bazar Patrika; Surendranath Banerjee; Sandhya, Jugantar; The Statesman; The Times of India; Journalistic contribution of Mahatma Gandhi, Jawaharlal Nehru, Subhas Ch. Bose, Rabindranath Tagore; Ananda Bazar Patrika; Swadhinata; Development of News Agencies; History of Radio and Television in India.

#### **References:**

- (1) History of Indian Journalism: J. Natarajan
- (2) History of Indian Press: S. Natarajan
- (3) Romance of Indian Journalism: J.N. Basu
- (4) Journalism in India: Rangaswamy Parthasarathi
- (5) Bengal Renaissance and Other Essays: Susobhan Sarkar
- (6) Critique of Colonial India: Sumit Sarkar
- (7) The Press: Chalapati Rao
- (8) Report of the First Press Commission

### **Second Half: Practical**

**50 Marks**

#### **First Part (written):**

**25 Marks**

- (1) Writing a Report in about 150 words from given points.
- (2) Writing a News Feature
- (3) Prioritizing the importance of News from a given set of Headlines, asserting reasons.
- (4) Writing Headlines from a news story.
- (5) Writing caption of a news picture.

#### **Second Part (Computer practical):**

**20 Marks**

- (1) Editing a given piece of News Report or Agency Copy using word-processing software (including suitable lead and headline).
- (2) Drawing a Dummy for a front page of a daily using a page-making software.
- (3) Rewriting and Summarizing a given piece with headlines using word processing software.

**Third Part (viva voce):**

**5 Marks**

Viva-Voce on Media related General Knowledge and Current Affairs.

**\*\* [Compulsory Practical Examination (written examination) to be held at the Examination Centre.  
Compulsory Viva-Voce to be conducted at the Examination Centre].**

## **Part II**

**Paper III**

**100 Marks**

**First Half: Mass Communication**

**50 Marks**

**Module: One**

Communication: Definition and functions; Types of Communication: Intra-Inter-Group-Mass Communication; Means of Communication: Press, Radio, Television, Film, Internet, Cable Network; Media-Society Theories: Mass Society, Mass Culture and Mass Audience; Normative theories, Functionalism, Critical Political Economy, Marxism, Information Society; Frankfurt School of Communication; Mass Media in India.

**Module: Two**

Communication models: Aristotle's classical model; Laswell's model; Shannon-Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Chomsky-Herman's Propaganda model; Development Communication and Diffusion of Innovation; Dominant Paradigm; Uses & Gratification; Globalization and Mass Media.

**References:**

- (1) McQuail's Mass Communication Theory (4<sup>th</sup> and 5<sup>th</sup> Edition): Denis McQuail
- (2) Communication for Development in the Third World: Srinivas Melkote and H. Leslie Steeves
- (3) India's Communication Revolution: Arvind Singhal and Everett Rogers
- (4) Mass Communication Effects: Joseph Klapper
- (5) Many Voices One World: Report of the McBride Commission
- (6) Mass Communication: Rowland Lorimer

- (7) Understanding Mass Communication: Melvin DeFleur
- (8) Development Communication: Uma Narula
- (9) Electronic Media and Communication Research Methods: G.K. Parthasarathi

## **Second Half: Media Management, Laws and Ethics**

**50 Marks**

### **Module: Three**

**25 Marks**

Definition and different types of Media Management; Ownership patterns of Newspapers in India; Corporatization and Monopolization: Changing nature of Newspaper Management; Cross Media Ownership; FDI in Media; Various Departments of Newspaper; Dual Economy of a Newspaper: Circulation and Advertisement Management of electronic Media; Public Control, Private Control; Autonomous model; Prasar Bharati; Cable TV Regulation Act; Organizational Structure of Doordarshan and All India Radio; Convergence of Media; DTH, TRP, ABC, NRS; Satellite Channels.

### **Module: Four**

**25 Marks**

Freedom of Information; Right to Information; Freedom of the Press with special reference to India; Press Commissions; Press Council; Press Laws: Defamation, Contempt of Court; Sedition, Official Secrets Act, Copyright Act, Press and Registrations of Books Act, Obscenity Act, Working Journalist Act, Parliamentary Proceedings Act; Codes of Ethics; Yellow Journalism.

### **References:**

- (1) Newspaper Management in India: Gulab Kothari
- (2) Newspaper Organization and Management: Herbert Lee Williams
- (3) India's Communication Revolution: Arvind Singhal and Everett Rogers
- (4) Media Ownership: Gillian Doyle
- (5) Sambadpatra Sangathan O Parichalana: Pabitra Mukherjee
- (6) The Indian Media Business: Vanita Kohli
- (7) Media Ethics: K.M. Srivastava
- (8) Media Monoliths: Mark Tungat
- (9) Laws of Press in India: Justice Durgadas Basu
- (10) Report of the Second Press Commission in India
- (11) Press and Press Laws in India: H.P. Ghosh

## **Paper IV**

**100 Marks**

### **Practical**

#### **Written Segment:**

**40 Marks**

Book Review; Film Review; Music Review; Review of Television Programmes; Writing an Editorial; Writing a Post-Editorial; Writing an Anchor Story; Writing Interview with Headline; Lead or Intro writing; Editing agency creed; Proof Reading.

#### **Project:**

**15+5 Marks**

Dissertation Project on Media Related Topics and Viva-Voce (Within four thousand words)

**Computer:**

**30 Marks**

(1) Advanced Page-designing of a broadsheet using Page Make-up Software and Picture Editing Software; Photo Editing; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurbs, shoulder, reverse etc.

(2) Designing a Web Page of a Newspaper using Page Make-up Software.

**Short answer type Questions on Current Issues**

**10 Marks**

**Part III**

**Paper V**

**100 Marks**

**First Half: National and International Affairs**

**50 Marks**

**Module: One**

Indian Constitution: Preamble, Fundamental Rights and Duties; Power and Position of President, Prime Minister; Supreme Court; Parliament; Chief Minister; Governor; Election Commission; Objectives of India's Five Year Plans; Current Economic Policy; Speaker; Contemporary National Events and Issues.

**Module: Two**

Role of United Nations, UNESCO, Imbalances in Information Flow; McBride Commission; NWICO, NANAP; Regional Groupings; ASEAN, SAARC, European Union; International News Agencies; Foreign Policies of India and USA; Unipolar World; Sino-Indian Relations, Indo-Pak Relations; Indo-Sri Lanka Relations; Indo-Bangladesh Relations; Contemporary International Issues.

**References:**

- (1) The Making of India's Foreign Policy: J. Bandyopadhyay
- (2) International Relations: Joseph Frankell
- (3) International Relations in the Twentieth Century: D.C. Bhattacharya
- (4) Communication for Development in the Third World: Srinivas Melkote and H. Leslie Steeves
- (5) Many Voices One World: Report of the McBride Commission
- (6) Introduction to the Constitution of India: Justice Durgadas Basu
- (7) Indian Administration: S. Maheswari
- (8) Indian Economics: K. Sundaram

**Second Half: Visual Media**

**50 Marks**



**Module: Three**

Film as a Medium of Mass Communication; History of Indian Motion Pictures; Visual Literacy; Language of Film; Feature Film; Documentary Film; Script; Basic Visual Media Production; Location; Camera Work; Basic Shots and Terminology; Direction; Editing; Dubbing; Digital Film Making; Sound Effects and Music; Film Censorship.

**Module: Four**

Cross Cultural Cinema; Film and literature; Film and culture; New Wave Cinema; Major Film Makers: D. W. Griffith, Robert Flaherty, John Ford, Orson Welles, Sergei Eisenstein, Pudovkin, Vittorio De Sica, Federico Fellini, Charles Chaplin, Jean Luc Goddard, Franscois Truffaut, Akira Kurosawa, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Tapan Sinha, Shyam Benegal, Aparna Sen, Mira Nair; Recent Trends in Indian Cinema.

**References:**

- (1) Our Films Their Films: Satyajit Ray
- (2) How to Read a Film: James Monaco
- (3) The Inner Eye: Satyajit Ray
- (4) Bengali Cinema: Kiranmoy Raha
- (5) Film Cultures: Janet Harbord
- (6) A Short History of Movies: Gerald Mast
- (7) A History of Film: Virginia Wright Wexman
- (8) A Short History of Film: Wheeler Winston Dixon and Gwendolyn Audrey Foster

**Paper VI****100 Marks****First Half: Radio Journalism****50 Marks****Module: One**

History of Radio in India; Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature; Applications of Audio Equipments and Software; Radio Talk; Audience Research.

**Module: Two**

SFX; Community Radio; Educational Radio; Radio Jockey; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations; Radio and Newspaper: A Comparative study.

**References:**

- (1) Broadcast Journalism: An Introduction to News Writing: Mark W. Hall
- (2) Handbook of Broadcasting: Abbot and Rider
- (3) Newswriting for Broadcast: Ed Bliss
- (4) Broadcast News Producing: Brad Schultz
- (5) Radio and Television: K.M. Srivastava
- (6) This is All India Radio: U.L. Barua

## **Second Half: Television Journalism**

**50 Marks**

### **Module: Three**

History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

### **Module: Four**

Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing; Pre-Production- Need of Balanced Presentation and Selection of Topics; Cable TV; Satellite Channels and its effects on Society; Television and Video Editing; Use of software; Soap Operas; Other Entertainment Programmes.

### **References:**

- (1) Writing and Producing for Television and Film: John Riber
- (2) Television Journalism: Ivor Yorke
- (3) Television: A Critical Review: Horace Newcomb
- (4) The Age of Television: Carl Bode

## **Paper VII**

**100 Marks**

### **First Half: Advertising**

**50 Marks**

#### **Module: One**

Advertising: Definition, Historical Development; Social and Economic Benefits of Advertising; Types of Advertising: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising; Target Audience; Brand Positioning; USP; Advertising strategies, appeals, market and its segmentation; Sales Promotion, Creative Strategy; Purchase proposition; Creative Execution; Ad-Copy Writing; Slogan; Headline; Ad Lay-out; Use of Software in Print Advertisement; Television Advertisement; Storyboard; Radio Advertisement.

#### **Module: Two**

Outdoor Advertising; Advertising Research; Advertising Agencies; Media Strategy; Planning of Ad-budget for Newspapers, Magazines, Radio, Television; Ad contents; Surrogate Advertisements; Advertising on Internet; Advertising and Ethics; Advertising and Law.

### **References:**

- (1) Advertising: Frank Jefkins
- (2) Advertising: James S. Norris
- (3) Brand Positioning: Subrato Sengupta
- (4) Effective Advertising: Marieke De Mooji
- (5) Creative Advertising: Theory and Practice: Gillian Dyor

- (6) Principles of Advertising: Monle Lee and Carla Johnson
- (7) Advertising Management: Alok Bajpaye
- (8) Advertising Today: The Indian Context: Dr. Sarojit Dutta

## **Second Half: Public Relations**

**50 Marks**

### **Module: Three**

Public Relations: Definition and History; Internal and External Publics; PR Publicity, Propaganda and Opinion; PR as a Management Function; PR and Marketing; Image Management; PR Principles: Planning, Implementation, Research and Evaluation; PRO: Qualifications and Functions.

### **Module: Four**

Tools of Public Relations; Media Relations; Press Release; Press Conference; House Journal; Corporate Film; Crisis Management; Community Relations; Corporate Public Relations; Employee Relations; PR in Public Sector; Financial PR; Shareholder Relations; DAVP, PR by Government Departments; PR Counseling; PR Agencies; Marketing Communications; PR for Hospitals, Charitable Institutions, NGOs; Use of Internet as a major PR Tool; PR Research; PR Ethics; Emerging Trends in PR.

### **References:**

- (1) Handbook of Public Relations and Communications: Phillip Lesly
- (2) Media Relations: Jane Johnston
- (3) Practical Public Relations: Sam Black
- (4) Public Relations in Practice: Anne Gregory (IPR publication)
- (5) Public Relations in your Business: Frank Jefkins
- (6) Public Relations in India: J.M. Kaul
- (7) Corporate Public Relations: K.R. Balan
- (8) Jana Sanjog: Samar Basu

## **Paper VIII**

**100 Marks**

Practical as per Latest CSR, CU.

### **1<sup>st</sup> Half (Written Segment and Anchoring)**

**50 Marks**

### **2<sup>nd</sup> Half (Video Documentary and Computer)**

**50 Marks**

### **First Half:**

#### **First Part**

**40 Marks**

- (a) Radio Presentation
- (b) Preparation of Radio News, Talks, and Different Programme
- (c) Techniques of Radio Script writing.
- (d) News Script Writing for Television

- (e) Script writing for different Television Programmes (TV Talk Show/ Panel Discussion)
- (f) Press Release
- (g) Press Rejoinder
- (h) Slogan writing
- (i) Making different Illustrations
- (j) Classified Advertisement
- (k) Display Advertisements
- (l) Writing for a House Journal
- (m) Cinema Script Writing (Documentary)

**Second Part**

**10 Marks**

Anchoring (5 Minutes)

**Second Half: (Video Documentary and Computer)**

**50 Marks**

(a) **Video Documentary**

**25 Marks**

(20 Marks for Documentary and 5 for Viva Voce)

(b) **Computers**

**25 Marks**

(i) Preparing a Print Advertisement using necessary software.

**15 Marks**

(ii) Preparing a Slide Presentation about Media Related events using presentation software.

**10 Marks**

- **Examination in 1<sup>st</sup> half and 2<sup>nd</sup> half of Paper VIII will be conducted separately on separate dates.**
- **Any candidate failing to appear any half of the Practical Paper or Viva Voce or non-exhibition of video documentary on the day of examination will be treated as absent for the whole paper.**

**General Course  
Journalism & Mass Communication (JORG)**

**Part-I**

**Paper-I** **100 Marks**

**Print Journalism**

Module: One	25 Marks
Module: Two	25 Marks
Module: Three	25 Marks
Module: Four	25 Marks

**Part-II**

**Paper-II:** **100 Marks**  
**Media Management, Advertising and Public Relations**

Module: One	25 Marks
Module: Two	25 Marks
Module: Three	25 Marks
Module: Four	25 Marks

**Paper-III:** **100 Marks**

**First Half: Indian Constitution, Economy and Press laws** **50 Marks**  
Module: One 25 Marks  
Module: Two 25 Marks

**Second Half: Practical** **50 Marks**

**Part-III: Paper IV** **100 Marks**

**First Half: Advanced Media Studies** **75 Marks**  
Module: One 25 Marks  
Module: Two 25 Marks  
Module: Three 25 Marks

<b>Second Half: Practical</b>	<b>25 marks</b>
External assessment:	20 Marks
Viva-Voce	5 Marks

**Question Pattern and break-up of Marks will be in the following order:**

- (a) One Broad question comprising 15 Marks;**
- (b) Two short answer-type question comprising 5 Marks each**

**This order will be followed in each module of every paper.**

## *Part-I*

**Paper-I** **100 Marks**

### **Print Journalism**

**Module: One** **25 Marks**

- (1) Newspaper as recorder of news and events; Newspaper as an organ of public opinion; Newspaper as an instrument of social service and as a promoter of democracy; Impact of newspaper on society; Newspaper and socio-economic and cultural development.
- (2) News: Definition; Elements of news; News Sources; Different types of news.
- (3) The Editor: functions and responsibilities; Editorial freedom; The role of the editor in recent perspective.
- (4) The News Editor: Functions; duties and qualities.
- (5) Chief Sub-Editor; Sub-Editors; Their duties and qualities.

**Module: Two** **25 Marks**

- (1) The Reporter; Duties and Responsibilities of a reporter; Duties responsibilities & qualities of a chief reporter; Foreign correspondent; Special correspondent; Bureau Chief; Duties and responsibilities of a district correspondent; Crime and legal reporting; Science and financial reporting.
- (2) News writing; Different structures of news writing (inverted pyramid structure); Intro; Lead; Language of news writing; Objectivity; Writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment etc.; financial reporting.
- (3) Feature: Definition, special kind of reporting, Different types, important branch of modern Journalism.
- (4) Editorial: Importance, Choice of subjects, Arrangement, Style of presentation.

**Module: Three****25 Marks**

- (1) Editing; Principles of Editing; Copy Testing; Processing Copies; Computer Editing;
- (2) Making headlines of news stories; Importance; Rules to be followed; Different types of headlines; Computer applications;
- (3) Page Make-up; Front page and other pages; Principles to be followed; Typography; Main type groups; Recent changes and development;
- (4) Photo journalism; Definition; Importance; Duties, responsibilities and qualities of a news photographer; How to edit news photos; Caption writing; Photo printing process; Dark room processing;

**Module: Four****25 Marks**

- (1) Column and columnist; Importance of column; Different types; Qualities of a good columnist;
- (2) Letters to the Editor; Importance; How to edit;
- (3) Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers;
- (4) The News Agencies; Their services; functions; Importance in today's journalism; Styles of Agency reporting; How does it differ from reporting in other media; Different international News Agencies.

**References:**

- (1) Reporting: M.V. Charnley
- (2) Reporting Manual: Sourin Banerjee
- (3) Editing Manual: Sourin Banerjee
- (4) Professional Journalism: M.V. Kamath
- (5) News Reporting and Editing: K.M. Srivastava

## *Part-II*

**Paper-II:****100 Marks****Media Management, Advertising & Public Relations****Module: One****25 Marks**

- (1) Newspaper as a business enterprise and its public service role; Indian experience;
- (2) Ownership of Newspapers; Different types in India; Main features;
- (3) Sources of revenue of newspapers; Scope in India;

**Module: Two****25 Marks**

- (1) Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy;
- (2) Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; Audit Bureau of Circulation (ABC);
- (3) Advertisement department of a Newspaper; Administration of Ad-department; Advertisement Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;

**Module: Three****25 Marks**

- (1) Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion;
- (2) Advertising agency: structure, functions, important functionaries; Client; Agency relationship;
- (3) Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities; Copy for electronic media and print media; Ad-administration and Video production;

**Module: Four****25 Marks**

- (1) Public Relations: Definition; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector; PR tools; Press Release; Press Conference; Press Rejoinder; Corporate PR;
- (2) House Journal: Planning; Data collection; Editing principles; Production and distribution; PR as a management function; PR institutions; PR and new technology

**References:**

- (1) Newspaper Organization and Management: H.L. Williams
- (2) Sanagbadpatra Sangathan O Parichalana: P.K. Mukherjee
- (3) Advertising Made Simple: Frank Jefkins
- (4) Public Relations in India: J.M. Kaul
- (5) Jana Sanjog: Samar Basu
- (6) Practical Public Relations: Sam Black

**Paper-III****100 Marks****Indian Constitution, Economy and Press Laws****50 Marks****Module: One****25 Marks**

- (1) Indian Constitution; Main features; Fundamental Rights; President of India: Power and position; Prime Minister: power and position; Chief Minister: Power



- and position; Governor: Power and position; Parliament; Supreme Court; and High Court; Local governments; Indian Foreign Policy;
- (2) National Economic policy; New trends; Industrial policy; New trends; Finance Commission and its functions; Five Year Plans: Objectives; Economic policy and its impact on society;

**Module: Two**

**25 Marks**

- (1) Press Laws: Defamation, Contempt of Court; Parliamentary Privileges; Article 19(1)A and freedom of press; Copyright Act; Official Secrets Act; Working Journalists' Act;
- (2) Ethics of Journalism; Freedom and responsibility of the press; Press Council of India: Constitution, objectives and guidelines; Media Council of India.

**Practical:**

**50 Marks**

- (1) Writing News Reports; Headlines; Intro
- (2) Page Make-up and Design; Editing news copy (Computer part): 10 Marks
- (3) Writing Short Feature
- (4) Editorial Writing
- (5) Film and Book Review
- (6) Compulsory Viva-Voce (10 Marks) to be conducted at the examination centre on the day of examination.

**References:**

- (1) Introduction to the Constitution of India: D.D. Basu
- (2) Bharatiya Sangbidhan Parichay: D.D. Basu
- (3) Bharater Press Ain: Banshi Manna
- (4) Indian Economics: K. Sundaram
- (5) Press Laws: N.K. Bhattacharya

***Part-III***

**Paper- IV**

**100 Marks**

**Advanced Media Studies**

**75 Marks**

**Module: One**

**25 Marks**

- (1) Communication: Definition, Scope and Functions
- (2) Mass Communication; Definition, Scope and Functions; Theories and models;
- (3) Mass Media: Definition; Different types; Functions; Recent trends; Impact of New Technologies; Film and Video;
- (4) Specialization in Reporting; Science, Political, Administration, Crime, Fashion, Financial and Agriculture journalism; Sports journalism; Coverage of environment; Human Interest;
- (5) Interpretative and Investigative reporting; Importance and Scope; Basic qualities; planning and style;

**Module: Two****25 Marks**

- (1) Press conference and interview; How to handle an important source of news; Need for preparation; How to conduct; Different types of interview;
- (2) Women and mass media; Women's page; Women's magazine; Scope in India;
- (3) Radio: Development of Radio broadcasting in India; Recent trends in Radio journalism; Radio and society; Elements of radio news; Differences in reporting and presentation between Radio and Television;

**Module: Three****25 Marks**

- (1) Television as a mass medium; Development of TV in India; Recent trends; Cable TV and Satellite channels; TV as news medium and entertainment medium; Autonomy of Indian broadcasting; Impact of TV on Print media; Differences in news reporting and presentation between Radio & TV;
- (2) Making of front page of a daily newspaper;
- (3) Review; Style and presentation; techniques; Film review; Book review; Music review; Radio and Television review

**References:**

- (1) Reports of the first and second Press Commission
- (2) Radio and Television: K.M. Srivastava
- (3) Television Sambadikata: Sisir Bhattacharya
- (4) Professional Journalism: M.V. Kamath

**Second Half: Practical****25 Marks****External assessment****20 Marks****Viva-Voce****5 Marks****External assessment:**

Writing AD copy by computer application; Display and classified; Front page layout in computer; Heading and intro writing; Preparation of audio visual copy;

**Viva Voce:**

Compulsory Viva-Voce to be conducted at the examination centre on the day of practical examination