

# The University of Burdwan

## Syllabus for B. A. Honours

( 1+1+1 Pattern )

in

### Mass Communication and Journalism with effect from 2012-2013 onwards

Part	Paper	Group	Subjects	Marks	Paper Marks	Full Marks
Part 1	Paper 1	A	Mass Communication	50	100	200
		B	Introduction to Media	50		
	Paper 2	A	History of Media	50	100	
		B	Indian Constitution, Media Laws & Ethics	50		
Part 2	Paper 3	A	Reporting	50	100	200
		B	Editing	50		
	Paper 4	A	Journalistic Writing	50	100	
		B	Media Management	50		
Part 3	Paper 5	A	Public Relations	50	100	400
		B	Advertising	50		
	Paper 6	A	Radio	50	100	
		B	Television	50		
	Paper 7	A	Film	50	100	
		B	Computer Application	50		
	Paper 8	A	Project Work (Print/ Audio Visual)	50	100	
		B	Practical	50		

# **Part -I**

## **Paper – I**

### **Group – A**

**Mass Communication** (50 marks, 1 mark=1 lecture)

<b>Sl.No</b>	<b>Topics</b>	<b>Subtopics</b>	<b>Lectures Allotted</b>
1	Introduction to Communication	I. Definition of Communication II. Types of Communication -Interpersonal, Group, Mass Communication III. Means of Communication IV. Processes of Communication V. Functions of Communication VI. Elements and Components of Communication VII. Scope of Communication VIII. Seven C's of Communication	12
2.	Mass Communication	I. Definition of Mass Communication II. Mass Communication Types: Print, Electronic and Digital. III. Role of Mass Communication in Society.	08
3.	Theories of Communication	I. Authoritarian Theory. II. Social Responsibility Theory. III. Democratic Media Theory. IV. Development Theory.	08
4.	Models of Mass Communication	I. Aristotle's model. II. Berlo's model. III. Laswell's model. IV. Schramm's model. V. Osgood's model. VI. Shannon and Weaver's model. VII. Gerbner's model.	12
5.	Development Communication	I. Concepts of Development Communication II. Approaches to Development Communication III. Development Indicators	05
6	New World Information and Communication Order	I. North and South Information Divide. II. Imbalances in International Communication	05

### ***Reading List***

1 *Communication Theories and Models – A. Andal*

2 *Introduction to Journalism and Mass Communication – Uma Narula*

3 *Mass Communication in India – Keval J Kumar*

4 *Gyaphan ebong Ganamadham – Baidhanath Bhattacharyya*

5 *Gyaphan Tattya O Sanskriti – Abir Chottopadhyay*

6 *Handbook of Journalism and Mass Communication- V.B. Agarwala*

7 *Introductions to Mass Communication-John Bittner*

8 *Theories of Communication-ML De Fleur and S Ball Rokeach*

9. *Communication in the Third World for Development: H.Leslie Steves & Melkote*

***Paper – I***  
**Group – B**

**Introduction to Media (50 marks, 1 mark=1 lecture)**

Sl.	Topics	Sub-topics	Lectures allotted
1	Introduction to Media	I. Definition and concept of media. II. Function of media III. Characteristics of media IV. Nature and scope of Media.	10
2	Types of media: Print	I. Early efforts in printing-newspapers II. Types of newspapers III. Magazines IV. Books as a medium of communication V. Newspaper as recorder of news and events. VI. Newspaper as an organ of public Opinion. VII. Newspaper as an instrument of social service and as a promoter of democracy	09
3	Types of media: Radio	I. Radio as a medium of mass communication II. Characteristics of radio III. Audience IV. Commercial radio V. Educational radio VI. AM VII. FM VIII. Community radio.	05
4	Types of media: TV & Film	I. Television: television as a medium of mass communication II. Characteristics of Television III. Satellite television channels, IV. Cable television, V. Educational television, VI. Commercial television, VII. Films-nature and Characteristics VIII. Film as a medium of mass communication	08

5	Folk and Traditional media	I. Meaning. of Folk and Traditional media II. Nature and Scope of Folk and Traditional media III. Role in rural communication. IV. Problem faced by Folk and Traditional media .	06
6	Mass media and society	I. Role of mass media in society. II. Role in socio-economic development.	06
7	Globalization and media	I. Globalization and impact on Indian media. II. Social-cultural perspective of Globalization.	06

**Reading list :**

1. *Mass Communication– N. Andal*
2. *Mass Communication Theory-Denis McQuail.*
3. *Mass Communication in India-Keval J. Kumar.*
4. *Mass Communication & Journalism in India-D.S. Mehta*
5. *Adhunik Ganamadhya - Baidhanath Bhattacharyya*
6. *Gyaphan Vidya – Uday Bandyopadhyay*
7. *Manohar, Uttara. "Different Types of Mass Media".*
8. *Lorimer, Rowland & Scannell, Patty. Mass communications: a comparative introduction.*

**Paper – II**  
**Group – A**

**History of Media (50 marks, 1 mark=1 Lecture)**

Sl.No	Topics	Subtopics	Lectures Allotted
1	Growth and Development of the Press	I. Early days of the Press. II. Growth and Development of the Press in India and Abroad.	05
2	Contributions of the early thinkers in colonial India	I. James Augustus Hickey. II. James Silk Buckingham, III. Rammohan Roy, IV. The Derozians, V. Iswar Chandra Gupta, VI. Harish Chandra Mukherjee VII. Sisir Ghosh, VIII. Keshab Sen, IX. Brahmabandhab Upadhyay X. Mahatma Gandhi	14

3.	Some Major Journals and Newspapers of Pre-Independence days.	I. Bengal Gazette II. Samachar Darpan III. Calcutta Journal IV. Sambad Kaumudi V. Samachar Chandrika VI. Bengal Spectator VII. Parthenon VIII. Gyananweshan IX. Sambad Pravakar X. Hindoo Patriot XI. Amritabazar Patrika XII. Yugantar XIII. Young India XIV. Harijan	10
4.	Important Press Laws in Colonial India.	I. Adams Gag (1823) II. Vernacular Press Act (1878)	04
5.	Press in the Post - colonial India.	I. Adoption of New Editorial Policy II. Corporatization of Newspaper Houses. III. Social, Political and Economic Issues and the Role of the Indian Press	09
6.	Advent of Radio and Television in India	I. Emergence of Radio in Pre-independence period II. All India Radio III. Doordarshan IV. Cable TV and Satellite Television	08

### Reading list :

1. *History of Indian Journalism: J. Natarajan.*
2. *Journalism In India: Ranswami Parthasarathi.*
3. *Banglar Renaissance : Susobhan Sarkar.*
4. *Sambad Patraer Etibritttya – Nandalal Bhattacharyya .*
5. *History of Journalism- Mohit Mitra.*
6. *The Press- Chalapati Rao.*
7. *History of Indian Press: S.Natarajan.*
8. *Romance of Indian Journalism: J.N.Basu.*
9. *Critique of Colonial India: Sumit Sarkar.*
10. *The Indian Press- Barns, Maegarita.*
11. *History of the English Press in Bengal-Chanda, Mrinal K.*
12. *Codell, Julie F. "The Nineteenth-Century News from India." Victorian Periodicals Review 37 (2004); Harvie, C. "'The Sons of Martha': Technology, Transport, and Rudyard Kipling." Victorian Studies 20 (1977):*
13. *Hirschmann, Edwin. Robert Knight: Reforming Editor in Victorian India. Oxford University Press, 2008.*
14. *Kaul, Chandrika. Reporting the Raj: The British Press and India, c. 1880-1920. Manchester University Press, 2003.*
15. *Moran, Neil K. Kipling and Afghanistan: A Study of the Young Author as Journalist Writing on the Afghan Border Crisis of 1884-1885. McFarland and Company, 2004.*

**Paper – II**  
**Group – B**  
**Indian Constitution, Media Laws & Ethics (50 marks, 1 mark=1 Lecture)**

Sl No	Topics	Subtopics	Lectures Allotted
1.	Indian Constitution	<ul style="list-style-type: none"> <li>I. Characteristics</li> <li>II. Preamble</li> <li>III. Fundamental Rights</li> <li>IV. President of India</li> <li>V. Prime Minister of India</li> <li>VI. Parliament</li> <li>VII. Election Commission</li> <li>VIII. Self Government</li> </ul>	10
2.	Freedom of the Press	<ul style="list-style-type: none"> <li>I. Freedom of the Press and Indian Constitution.</li> <li>II. Freedom of Speech and Expression.</li> <li>III. Reasonable Restrictions.</li> </ul>	05
3.	Media Laws	<ul style="list-style-type: none"> <li>A. Defamation <ul style="list-style-type: none"> <li>I. Nature of Libel &amp; Slander</li> <li>II. Defamation in Press- Exceptions</li> </ul> </li> <li>B. Contempt of Court, 1971 <ul style="list-style-type: none"> <li>I. Contempt of Courts Act 1971- Definition</li> <li>II. Exceptions</li> </ul> </li> <li>C. Copyright Act, 1957 <ul style="list-style-type: none"> <li>I. Provision of Copyright Act</li> <li>II. Powers and Procedure of Copyright Board</li> <li>III. First owner of copyright</li> </ul> </li> <li>D. Working Journalists Act, 1958 <ul style="list-style-type: none"> <li>Definition of Working Journalist Act, 1958</li> </ul> </li> </ul>	15
4.	First Press Commission 1952& Second Press Commission 1980	<ul style="list-style-type: none"> <li>I. Background of Two Press Commissions</li> <li>II. Collective Aims and Objectives</li> <li>III. Major Recommendation of Two Press Commission</li> </ul>	04

5.	First Press Council, 1966 & Second Press Council, 1978	I. First & Second Press Council Act II. Composition, Function and the Role of the Press Council	04
6.	Prasar Bharati Act, 1990	I. Prasar Bharati Act & Prasar Bharati Corporation II. The Power and Functions of the Board III. Autonomy and PRB	05
7.	Right to Information Act, 2005	I. Movement of Right to Information and MKSS II. RTI and citizen rights	03
8.	Cable TV Regulation Act	Important Provisions of Cable TV Act	02
9.	Press Ethics	I. Definition II. Code of Ethics prescribed by Press Council of India.	02

### Reading list:

1. *Press Laws in India-D.D. Basu.*
2. *Press and Press Laws in India-H.P. Ghose.*
3. *Bharater Press Ain-Banshi Manna.*
4. *Press Aiyon – Kamal Bhattacharyya*
5. *Report of the Second Press Commission of India*
6. *The Press-Chalapati Rao*
7. *Tathye'r Adhikar- edited by Bhabesh Das*
8. *Press Ain- Kamal Bhattacharya*
9. *Right to Information and Law, Justice-P.S Narayan and Dr. G.B.Reddy*
10. *Right to Information, Concept, Law and Practice- N.K.Jain*
11. *Laws of Electronic Media- Dr.Umar Sama*

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## **Part – II**

**Paper – III**

**Group – A**

**Reporting (50 marks, 1 mark = 1 lecture)**

<b>Sl.No</b>	<b>Topics</b>	<b>Sub-topics</b>	<b>Lectures Allotted</b>
1.	News Report	I. Concept of Hard News & Soft News II. News Source & its Cultivation III. Investigative & Interpretative Reporting IV. Development Reporting V. Page 3 Reporting VI. Citizen Journalism	10
2.	Reporter	I. Staff Reporter II. Correspondent : Special Correspondent & Foreign Correspondent III. Chief Reporter IV. Bureau Chief	08
3.	Specialization of Reporting	I. Agriculture II. Sports III. Business IV. Science V. Crime VI. Evolution of Communication Technology and Sophisticated Gadget of Communication	08
4.	Techniques of Writing News Report	I. Lead II. Attribution III. Arranging News Points IV. Slug, Headline V. Inverted Pyramid	08
5.	Writing News Report	I. Testing the skills of news report writing by giving some news points on a given topic	08
6.	News Agency	I. News Agency Reporting – Characteristics and Style II. National and International agencies III. Collecting Online Information through Search Engine	08

### ***Reading List***

- 1. Reporting Manual – Sourin Banerjee***
- 2. Sambadpatrey Sampadana – Anjan Basu***
- 3. News Writing and Reporting – Neal and Brown, Iowa State University***
- 4. Professional Journalist – John Hohenberg, Rinehart and Winston***
- 5. Making News : Edited by Uday Sahay (OUP)  
(Handbook of the Media in Contemporary India)***
- 6. The Style Guide – The Economist (viva Books)***
- 7. News Reporting & Writing – Alfred Lawrence & John Viva***
- 8. News Writing – Cocorpe A. Honyn (3<sup>rd</sup> Edition)***



**Paper – III**  
**Group – B**  
**Editing** (50 marks, 1 mark = 1 lecture)

Sl.No	Topics	Sub-topics	Lectures Allotted
1	Introduction to Editing	I. Meaning of Editing, Objectives, Principles II. Editing in newspaper production	07
2	Principles of Editing	I. Meaning and Definition of News II. News value judgment: Criteria of Selecting News	08
3	Editing Department	I. Departmental structure of newspaper organization II. Role and functions of news-desk: News-flow, Copy management III. Role and functions: Editor & News-Editor IV. Copy editor – Comprehensive Function of Sub Editing, Proof Reading, Layout and Design	10
4	Restructuring Reporter's Copy	I. Structure of News: Inverted pyramid II. Intro writing III. Headline writing: techniques, styles and types IV. News rewriting V. Paragraphing	10
5	Design Particulars	I. Copy editing symbols II. Computer 'Spell- check' III. Typography IV. Color	05
6	Newspaper layout and design	I. Headline layout: different styles II. Column division III. Dummy page-make up, Different Types IV. Photo editing	10

**Reading List**

1. *Pawan Kumar Saxena –Art of News Editing*
2. *Gilmore& Root – Modern Newspaper Editing*
3. *Westley H. Bryce – News Editing*
4. *Sujit Roy – Sambad, Sambadik o Sambadikata*
5. *Sourin Banerjee – News Editing: Theory and Practice*
6. *J Hohenberg – Professional Journalism*
7. *M.L. Gibson – Editing in Electronic Era*
8. *Santanu Banerjee – The Fourth Estate: A Handbook of Journalism*
9. *The Newspaper Design's Handbook : Tun Harrower*
10. *Newspaper Layout & Design – Darye R.Moen (2004)Indian Edition, Iowa State University*

11. *Harold Evans - Editing and Design : A Five Volume Manuel of English, Typography and layout (1972)*
12. *Harold Evans – Newspaper Design (1973)*
13. *Harold Evans - Editing and Design (1974)*

**Paper – IV**  
**Group – A**  
**Journalistic Writing (50 marks, 1 mark = 1 lecture)**

Sl.No	Topics	Sub-topics	Lectures Allotted
1.	Journalistic Writing	I. Importance, Characteristics II. Aims III. Objectives IV. Journalistic Writing vs. Literary Writing	08
2	Feature	I. Importance II. Characteristics III. Photo Feature IV. Types: Sports Feature, Entertainment Feature, Environment Feature, Travel Feature	10
3.	Column	I. Column – Characteristics II. Columnist – Qualities III. Types: Syndicated Column, Gossip Column, Humour Column, Political Column, Business Column	08
4.	Editorial	I. Importance II. Types	08
5.	Review	I. Book Review II. Theatre Review III. Film Review	08
6.	Interview	I. Importance II. Types: News Interview, Group Interview, Personality Interview III. Preparations for conducting Interview	08

**Reading List**

1. *Journalistic Writing: Building the Skills, Honing the Craft – Robert. M. Knight*
2. *Feature and Magazine Writing: Action, Angle and Anecdotes*
3. *News Writing – Melvin Mencher*
4. *Feature Writing: the pursuit of excellence – Lee and Friedlander*
5. *Writing for the Media – Usha Raman*
6. *Adhunik Bharater Sambadikata – Dr. Ronald. E. Wolseley (Bengali Translation – Bangla Academy Dhaka)*
7. *Mass Communication in India –D.S. Mehta*
8. *The New Oxford guide to Writing – Thomas S. Kane (OUP)*
9. *Writing Solutions : Beginning, Middles & Endings Thomas Fenseh*
10. *Economist style Guide (Indian Edition)*

**Paper – IV**  
**Group – B**  
**Media Management** (50 marks, 1 mark = 1 lecture)

Sl.No	Topics	Sub-topics	Lectures Allotted
1.	Principles of media management and their significance	I. Management-definition II. Development of organization III. Newspaper organization and management IV. Principles of newspaper business, divisions, operations V. Management Perception- media as an industry and business VI. Paid News	12
2.	Ownership patterns of mass-media in India	I. Ownership of Newspapers – Indian Experience II. Corporatization and Monopolization in India III. Cross Media Ownership; Vertical Ownership	08
3.	Functions and organizational structure of different departments	I. Finance, circulation II. Circulation Manager- Functions & Responsibilities III. Advertising department – Advertising Manager; Functions & Responsibilities IV. Advertising Revenue Sharing – Surviving Competition among Print Electronic & Online V. Relations between Advertisement & Circulation departments VI. Department of Circulation- Circulation and Promotion VII. Editor & Editorial Department VIII. Editor as a Manager of Newspaper Industry IX. Apex bodies: DAVP, INS and ABC	14
4.	Principles of Television and Radio Management in India.	I. Recent Trends in Broadcasting II. Management of electronic Media; Public Control, Private Control III. Autonomous model - Prasar Bharati IV. Cable TV Regulation Act V. Organizational Structure of Doordarshan and All India Radio VI. Convergence of Media- DTH, TRP, NRS VII. TRAI	08

5.	Problems and Prospects of Newspaper Industry in India	I. Small newspaper and their problems II. Global competition and Indian Media	04
6	Globalization and Effects in Media	I. Collective impacts of Globalization in media sphere II. FDI in Indian Media III. Convergence , Commercialization IV. Status of Editor in Post Globalization Period	06

***Reading List***

1. ***Mehra -- Newspaper Management***
2. ***Herbert Lee Williams --Newspaper Organization And Management***
3. ***Ra Yudu C S Media and Communication Management.***
4. ***Bhatt Acharjea – A Indian Press- Profession To Industry***
5. ***India's Communication Revolution: Arvind Singhal and Everett Rogers***
6. ***The Indian Media Business: Vanita Kohli (3<sup>rd</sup> Edition)***
7. ***Report of the Second Press Commission in India***
8. ***Media Management in India –Dibakar Panigrahy***
9. ***Broadcasting Reform in India Edited by Monroe Price steffan G. Verhulst (oup)***
10. ***Making News (Handbook of the Media in Contemporary India) Edited by Uday Sarkar (OUP)***

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**PART - III**  
**PAPER - V**  
**GROUP - A**  
**PUBLIC RELATIONS**  
**TOTAL MARKS - 50**

<b>Sl.No</b>	<b>Topics</b>	<b>Subtopics</b>	<b>Lectures Allotted</b>
1	Public Relations	I. Concept and definition II. Functions of public relations III. PR and allied disciplines - marketing, advertising & publicity	4
2	Evolution of public relations	I. Origin and growth of PR in the world and India	2
3	Nature and process of PR	I. Reputation, perception and relationship Management II. Persuasion and motivation	4
4	PR in Business Organisation	I. PR in industry -public sector, private sector and multinational II. Internal Communication- House Journal, Employee relations III. PR in crisis management IV. Interface of PR with human resource management	10
5	Media Relations	I. Organizing press conferences II. Phases of press conference III. Facility visits IV. Press briefs V. Proactive and reactive media relations VI. Ethical aspects in media relations VII. Role of new media	8
6	Corporate communication	I. Concept and scope II. Corporate identity for image building III. PR and corporate advertising IV. Corporate Social responsibilities – Indian experiences V. Corporate Branding - Logo	10

7	Special Applications of PR	I. International public relations – Role of IPRA, PRSI II. Event management III. Sponsorship	4
8	Writing for PR	I. Internal publics -house journals, bulletin boards, video magazines etc. II. For media - press release/backgrounder, press brief, rejoinders, etc	8

### ***Reading List***

1. Kaul, J. M.—*Public Relation in India*
2. Balan, K. R.—*Coiporate Public Relations*
3. Jethwaney, I. N. & Others—*Public Relations : concept, strategies, tools*
4. Black, Sam—*Practical Public Relations*
5. Moore & Kalupa: *Public Relations: Principles, Cases & Problems*
6. Scott M. Cutlip – *The Unseen Power: Public Relations, a History*
7. Carl H. Botan, Vincent Hazleton Jr -. *Public Relations Theory*

### **Paper - V Group - B Advertising 50 Marks**

Sl	Topics	Sub-Topics	No. of Lecture
1	Introduction to Advertising	i. Definition ii. Meaning and Concept iii. Role and function iv. Objectives v. Relationship with marketing	6
2	History of Advertising	i. Historical perspective of advertising ii. Emergence of modern advertising iii. Advertising in India	4
3	Types of Advertising	i. Commercial and non-commercial advertising ii. Classified, display and Display Classified iii. National, Local advertising and Retail advertising	6
4	Socio-economic perspective	i. Economic effect of advertising ii. Social effect of advertising iii. Ethical issues of advertising iv. Code of ethics	5

5	Advertising objectives and budgeting	i. General objectives of advertising ii. Setting advertising goal iii. Short run and long run objectives iv. Budget making process v. Methods of preparing advertising budget	3
6	Advertising strategies	i. AIDA ii. Selling points iii. USP iv. Branding and market positioning	5
7	Copy writing for print media	i. Elements of a copy ii. Copy appeal iii. Types of Headline iv. Headline writing v. Body copy vi. Illustration and lay-out	8
8	Story Board	i. Basic principles of preparing TV commercial ii. Producing Radio advertisement	5
9	Media Planning	i. Advertising media selection ii. Advertising scheduling	4
10	Advertising agency	i. Role and function ii. Departmental structure iii. Accounts executive iv. Agency compensation	4
Total			50

**Reading List:**

1. Aaker, Batra, Myers. Advertising Management. Dorlin Kindersley (India). 2006.
2. David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
3. Philip Kotler . Marketing management. Prentice Hall of India, 2000
4. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
5. Sarojit Datta. Advertising Today In the Indian. Profile Publishers. 1994
6. Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.
7. M.N. Mishra. Sales Promotion and Advertising Management. Himalaya. Bombay. 1994
8. Kazmi and Batra. Advertising and Sales Promotion. Excel Books. New Delhi. 2004

**PAPER-VI**  
**GROUP – A**  
**RADIO**  
**TOTAL MARKS – 50**

Sl No	Topics	Sub-Topics	Lectures Allotted
1	Development of Radio	I. Radio as a medium of communication II. Emergence and development of Radio broadcasting III. AIR and its role a medium of mass communication	6
2	Radio news	I. Types of radio news bulletins and their structures II. Style and presentation of Radio news III. News reader- qualities and duties IV. Radio newsroom- structure and function V. News Service Division	10
3	Radio Programme	I. Radio interview, Radio talk, Radio feature II. Art of scripting III. Uses of Sound effects	6
4	FM broadcasting	I. Emergences of Public & Private FM in India II. Format of FM programme III. Popularity and acceptance of FM among audience IV. Market potentiality of FM programme	10
5	Radio Production	I. Acoustic treatment of audio studio II. Digital editing- sound card etc III. Digital Editing consoles, audio mixing techniques IV. Digital editing through Sound Wrap-up, cross fade V. Editor & Editing- dos and don'ts	12
6	Radio in rural India	VI. Community radio- scope and applications VII. Community radio in Bangladesh VIII. Content and coverage of rural based programme in Radio	6

**Reading List:**

1. Chatterjee, P.C., Broadcasting in India
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India



3. Bhatt, S.C., Broadcast Journalism: Basic Principles
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
8. Radio & TV Journalism: Srivastava, K.M.
9. Handbook of Radio, TV and Broadcast Journalism: Ravindran. R.K.

**Paper – VI**  
**Group - B**  
**Television**  
**Total Marks - 50**

SL NO	TOPIC	SUB TOPIC	ALLOT ED CLASS
1	History of Television	Invention to Telecast. Inception in different countries Television in India.	8
2	Doordarshan	Nationwide Network Formation Programmes Types. National Transmission Prasar Bharati Formation.	5
3	Satellite Television	Advent in India. Different Types of channels International/National/Regional Specialty channels. Entertainment/Sports/News DD versus satellite channels.	8
4	Television News Room	Structure a composition Duties & Responsibilities	4
5	Use of Camera in News	Basic shots camera Angles, Camera Movements	8
6	Television News Writing	Techniques; Characteristics, Basic elements	5
7	Television Programme Formats	News; Interview; Discussion; Chat Shows etc	6
8	Modes of TV Transmission	Terrestrial; Satellite; Cable redistribution & MSO; CAS; DTH etc.	6

### ***Reading list***

1. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
2. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston
3. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi
4. Acharya, R.N., Television in India, Manas Publication, Delhi
5. Desai M K Television in India Authors press New Delhi
6. Chatterjee P.C. Broadcasting in India, Sage, New Delhi,
7. Gerald Millerson. The Technique of Television Production, 12<sup>th</sup> ed. Focal Press, London,

### **Paper –VII**

### **Group – A**

### **Film**

**Total Marks - 50**

SL.	Topic	Sub-Topic	No. of Lectures
1	Birth of Cinema	<ol style="list-style-type: none"><li>i. From magic lantern to moving pictures</li><li>ii. From Lumière to Griffith</li><li>iii. Early Hollywood: - Charlie Chaplin,</li><li>iv. Hollywood studio system</li></ol>	7
2	Indian cinema: early stage	<ol style="list-style-type: none"><li>i. Brief history of the silent era (1896-1930)</li><li>ii. Dada Shaheb Phalke</li><li>iii. New Theatres, Prabhat, New Talkies</li></ol>	5

3	Stages of film making	i. Pre-production ii. Production iii. post-production	4
4	Film Language	i. Image and sound code ii. Real time and filmic time iii. Montage iv. Mise-en-scenes	5
5	Classification of cinema	i. Film genre ii. Fiction and non-fiction films	4
6	Film and Society	i. Film as an art ii. Film as a medium of mass communication iii. Film Censorship	6
7	Film language	i. Shot, scene, sequence ii. Camera iii. Lighting iv. Sound v. Editing	7
8	Indian Masters	i. Satyajit Roy ii. Rhittik ghatak	4
9	Film practices	i. Narrative form ii. Classical Hollywood cinema iii. Italian Neo-realism iv. French New Wave	8
Total			50

**Reading List:**

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2<sup>nd</sup> Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
5. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
6. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
7. Renu Saran. History of Indian Cinema. Diamond Books. 2012
8. Susan Hayward. Key Concepts in Cinema Studies.

**PAPER - VII**  
**GROUP - B**  
**COMPUTER APPLICATION**  
**TOTAL MARKS – 50**

<b>Sl.No</b>	<b>Topics</b>	<b>Class Allotted</b>
1.	I. Concept of software and hardware. II. Concept of data and information.	6
2	I. Text editing using MS WORD. II. Computer applications in storage and retrieval of information using MS ACCESS III.	16
3	I. PowerPoint Presentation	12
4	II. Multimedia concepts and applications. III. The concept of Desk Top Publishing using Page make up	14

**PAPER - VIII**  
**GROUP - A**  
**Project Work (Print/Audio Visual)**

**TOTAL MARKS - 50**

Each individual students should take up either print or audio visual project work.

**Print project**

Print project paper should be typed and bound copies within 3000 words each.

The dissertation should contain:

- a) Introduction
- b) Objectives and methods followed
- c) Analysis
- d) Findings
- e) Reference/Bibliography

**Audio-visual project**

A documentary film within 6 minutes to 10 minutes duration. It should be submitted either in CD or DVD format.

**PAPER - VIII**  
**GROUP - B**  
**PRACTICAL**  
**TOTAL MARKS - 50**

(Out of the following six areas, students has to attempt any five of the above in their practical examination

And each question will contain 10 marks)

Sl No	Topics	Sub Topics	Lectures Allotted
1	Print	I. Writing an editorial II. Report writing III. Feature writing	10
2	Radio	I. Radio news as illustrated dispatch II. Radio feature	8
3	TV	I. Preparation of a news capsule	8
4	Advertising	I. Writing a copy for print advertising II. Preparing a story board for TV III. Preparation of Radio commercials	8
5	Public Relations	I. Writing a press release II. PR programme planning	8
6	Film	I. Film review	8