

UNIVERSITY OF CALCUTTA

SYLLABI

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**THREE-YEAR HONOURS AND GENERAL
DEGREE COURSES OF STUDIES**



Journalism & Mass Communication

2010

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

Second Half: Practical**25 marks**

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