

Dr. Indrani Raha

Part - I (Honors.)

Paper - I

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 Software in Editing; Writing Editorial; Editing a News Story with Headline.

Practical

- (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.

Part II (Honors)

Paper- II

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.

Paper-IV Project:

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

Part III (Hons.)

Paper-v

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.

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, Francois Truffaut, Akira Kurosawa, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Tapan Sinha, Shyam Benegal, Aparna Sen, Mira Nair; Recent Trends in Indian Cinema.

Paper- V

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; Uni polar World; Sino-Indian Relations, Indo-Pak Relations; Indo-Sri Lanka Relations; Indo- Bangladesh Relations; Contemporary International Issues.

Paper-VII

Cinema Script Writing (Documentary)

Video Documentary

Part I (Gen.)

Paper – I

Module-Three

- (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;

Part II (Gen.)

Paper – II

Module-Four

(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

Part III (Gen.)

Paper – IV

Module-one

(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;

Smt. Shashi Subba

Part I (Hons.)

Paper – I

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.

Part - II (Hons.)

Module-Three

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:

Part - III (Hons.)

Paper VII

First Half: Advertising

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.

Paper-VII

Practical

Slogan writing

Making different Illustrations

Classified Advertisement

Display Advertisements

Part I (Gen.)

Paper – I

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.

Part II (Gen.)

Module-Two

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;

Part III (Gen.)

Module-Two

Press conference and interview; How to handle an important source of news; Need for preparation; How to conduct; Different types of interview;

Nabanita Kundu

Part I (Hons.)

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.

Prioritizing the importance of News from a given set of Headlines; asserting reasons.

Part II (Hons.)

Module-Three

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.

Paper -IV

Practical

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.

Part III (Hons.)

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.

Part I (Gen.)

Module-Three

Editing; Principles of Editing; Copy Testing; Processing Copies; Computer Editing; Making headlines of news stories; Importance; Rules to be followed; Different types of headlines; Computer applications; Page Make-up; Front page and other pages; Principles to be followed; Typography; Main type groups; Recent changes and development; 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;

Part II (Gen.)

Module-Two

Advertising agency: structure, functions, important functionaries; Client; Agency relationship; 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;

Part III (Gen.)

Module-Three

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; Making of front page of a daily newspaper; Review; Style and presentation; techniques; Film review; Book review; Music review; Radio and Television review

Ivy Shaha

Part I (Hons.)

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.

Practical-

Writing Headlines from a news story.

Lead or Intro writing; Editing agency creed; Proof Reading.

Part II (Hons.)

Module-Three

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.

Writing an Anchor Story; Writing Interview with Headline

Part III (Hons.)

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. 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.

Paper-VII

Press Release

Press Rejoinder

Part I (Gen.)

Module-Four

Column and columnist; Importance of column; Different types; Qualities of a good columnist; Letters to the Editor; Importance; How to edit;

Part II (Gen.)

Module-Four

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;

House Journal: Planning; Data collection; Editing principles; Production and distribution; PR as

a management function; PR institutions; PR and new technology

Part III (Gen.)

Module-Two

Women and mass media; Women's page; Women's magazine; Scope in India;

Paramita Pal

Part I (Hons.)

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.

Part II (Hons.)

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.

Module-Four

Freedom of Information; Right to Information; Freedom of the Press with special reference to India; Press Commissions; Press Council;

Part III (Hons.)

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.

Paper-VII

Practical-

Radio Presentation

Radio Talk

Part I (Gen.)

Module-One

(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.

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.

Part II (Gen.)

Module-One

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;

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;

Part III (Gen.)

Module-Two

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;

Sanjoy Majumdar

Computer Practical

Part I (Hons.)

(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.

Part II (Hons.)

(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.

Part III (Hons.)**(a) Video Documentary**

(20 Marks for Documentary and 5 for Viva Voce)

(b) Computers

(i) Preparing a Print Advertisement using necessary software.

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

Part II (Gen.)

Page Make-up and Design; Editing news copy (Computer part)

Part III(Gen.)

Writing AD copy by computer application