



West Bengal State University
Syllabus for Three Years B.A. Degree Course
(General)
(1+1+1 Pattern) in
Journalism & Mass Communication
With Effect from 2017 – 2018 Onwards

Part I

Paper-I: Reporting, Editing and Principles of Communication
100 Marks

Part II

Paper-II: History of Indian Journalism, National Affairs and Film Studies
100 Marks

Paper-III A: Media Management, Press Laws and Radio
50 Marks

Paper-III B: Practical
50 Marks

Part III

Paper-IV A: Television, Advertising and Public Relations
50 Marks

Paper-IV B: Practical
50 Marks

Detailed Syllabus

Part I

Paper-I: Reporting, Editing and Principles of Communication

100 Marks

News: Elements, Values, Objectivity; Beat and Source, Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Headline: types, importance, writing headline for newspaper; Principles of Editing, Editing Department: Principles of Sub-Editing; Principles of Agency News; Principle of Page Making and Lay-out; Principle of writing an Editorial; Post Editorial; Review; Principle of Feature: Definition, types, writing a feature; Principles of Interviewing, Paid News, Yellow Journalism. Correspondent, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief Editor, Special Correspondent, District Correspondent, Foreign Correspondent, Columnist, Photo Journalist. Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Development Reporting, Citizen Journalism, Human Interest Stories and Human Rights Reporting, Corporate, Economic and Business Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Page-3 Reporting, Online Journalism. Communication: Definitions and Functions; Means of Communication: Verbal and Non-Verbal; SMCR; Types of Communication; Tools of Communication: Newspaper/Radio/ Television/ Cinema/ Folk and Traditional Media/ Web Media (email, website); Seven C's of Communication; Mass Media in India. Shannon-Weaver's model, Westley-McLean's Model, David Berlo's Model, Normative theory, Information Society, Globalization of media, NWICO, Development communication.

Reference Book

- 1) Introduction to Mass Communication-John Bittner.
- 2) The effects of Mass Communication-Joseph Klapper.
- 3) Mass Communication-E.R.K Barnow.
- 4) Mass Communication Theory-Denis McQuail.
- 5) Mass Communication in India-Keval J.Kumar.
- 6) Handbook of Journalism & Mass Communication-V.B. Aggarwal & V.S. Gupta.
- 7) Mass Communication & Journalism in India-D.S. Mehta.
- 8) Professional Journalism- M.V. Kamath.
- 9) News Reporting & Editing- K.M. Srivastava.
- 10) Reporting- M.V. Charnley.
- 11) Modern Journalism- C.G. Miller.
- 12) Professional News Writing- H.H. Ward.
- 13) Editing Manual- Sourin Banerjee.
- 14) Handbook of Reporting & Editing- R.K. Ravindran.
- 15) Editing- Ahuja & Chhabra.
- 16) Journalism Made Simple- David Weinwright.

- **10 questions have to be attempted out of 15 questions containing 10 marks each.**

Part II

Paper-II: History of Indian Journalism, National Affairs and Film Studies 100 Marks

Glimpses of early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham, Serampore Baptist Missionary Press, Raja Rammohan Roy, Young Bengal Movement, Iswar Chandra Gupta; History of Press Ordinance and Liberation of Press, Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act, Sandhya, Bande-Mataram and Jugantar; Some Major Journals and Newspapers of Pre- Independence days: Contribution of Mahatma Gandhi in Indian Journalism. Rise of newspaper houses. Development of News Agencies; Growth of All India Radio and Doordarshan; Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Speaker, Supreme Court, High Court, Parliament, Election Commission of India, Five Year Economic Plans. Film as a medium of mass communication; History of Indian Motion Pictures, Indian New Wave Masters: Satyajit Ray, Ritwick Ghatak, Mrinal Sen etc.; Classification of cinema; History of Documentary Films, Basic camera shots and sequence, Brief life-sketch and contributions of some renowned Indian filmmakers; Film Censorship; Recent trends in cinema production in India.

Reference Book

- 1) History of Indian Journalism: J. Natarajan.
 - 2) Romance of Indian Journalism-J.N. Basu.
 - 3) Journalism In Indian- Rangaswami Parthasarathi
 - 4) The Press-M. Chalapati Rau
 - 5) History of Indian Journalism-S.P. Thiagrajan.
 - 6) Banglar Renaissance-Sushovan Sarkar.
 - 7) How to read a film- James Monaco
 - 8) Key Concepts of Cinema Studies- Susan Hayward
 - 9) Indian Cinema- Eric Burnow
 - 10) Indian Politics and Government - D.C. Bhattacharya
 - 11) Bharatiya Rajniti O Shashon Byabostha - D.C. Bhattacharya
 - 12) Indian Government and Politics - K.K. Ghai
- **10 questions have to be attempted out of 15 questions containing 10 marks each.**

Paper-III A: Media Management, Press Laws and Radio

50 Marks

Media Ownership, types of various media ownership patterns; Corporatization of media before and after globalization; FDI in Indian media; Departments of newspaper; Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; DTH, TRP, ABC, NRS. Freedom of Information and freedom of the press: Indian experience; Prasar Bharati Act, 1990; Right to Information Act, 2005; Cable TV Regulation Act; Press Ethics; Press Commission to Press Council of India: before and after globalization; Media Laws: Defamation, Contempt of Court, Sedition, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Ethics, History of AIR; Inception and Growth of Radio News in India; Development of entertainment programs in AIR: From Amateur to FM and Digitalization of Radio in India; Autonomy of AIR and Doordarshan: Prasar Bharati; Community Radio; National program in AIR; Radio Jockey: Role and Responsibilities; Working in Radio news & news room; Radio writing techniques: elements of radio news; Radio feature, News reel, Radio Talk, Interview; radio script; Editing.

Reference Book

- 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) Information Technology & Cyber Laws-Raman Mehra.
- 5) Newspaper Management in India-Gulab Kothari.
- 6) Newspaper Organization & Management-Herbert Lee Williams.
- 7) Media Ownership-Gillian Doyle.
- 8) Sambadpatra Sanghsthan O Parchalana-Pabitra Mukherjee.
- 9) Handbook of Radio & Television Broadcasting- J.E. Fletcher.
- 10) Radio & Television- K.M. Srivastava.
- 11) This is All India radio- U. L. Barua.
- 12) Radio O Television Sambad Ebang Sambadikata- Santosh Debnath.
- 13) Radio & Television- K.M. Srivastava.

- **5 questions have to be attempted out of 8 questions containing 10 marks each.**

Paper-III B: Practical

50 Marks

Project with Viva:

20 + 10=30 Marks

Project is to be submitted by students on any 5 of the following areas:

- a) Front page lay – out with dummy sheet (at least 2).

- b) Types of Headlines with their samples from newspapers.
- c) News report rewriting (at least 2).
- d) Headline rewriting (at least 2).
- e) Photo caption rewriting (at least 2).
- f) Feature rewriting (at least 2).
- g) Column rewriting (at least 2).
- h) Editorial rewriting (at least 2).
- i) Anchor story rewriting (at least 2).
- j) Film Review rewriting (at least 2).
- k) Book Review rewriting (at least 2).
- l) Interview rewriting (at least 2).

Computer:

20 Marks

Editing a given piece of News Report 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.

- **2 questions have to be attempted containing 10 marks each.**
- ❖ **Project should be submitted in bound copies.**
- ❖ **Practical Examination with 50 Marks shall be conducted in 1 day only.**

Part III

Paper-IV A: Television, Advertising and Public Relations

50 Marks

Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV. 24X7 news and news channels, Television program format: reporting skills and editing, constructing reality in reality shows; TV Talk Shows: Soap, Interview; TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting. Modes of TV transmission. Advertisement as communication, historical overview, socio-economic and cultural impact; advertising in mass media: advertising campaigning strategy; USP, Target Audience; Advertising ethics and Laws, Types of advertisement. Advertisement copy and lay-out; Ad Agency, agency-client relationship; Ad Budget, PR-Definitions, PR- Management function, Image & Event Management; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; PRO-Role, Qualities and Functions. Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Media Relations, Community Relations, Internal or Employee

Relations, Financial PR; Crisis PR; PR Agency: New Trends, Corporate communication, Role of IPRA, PRSI.

Reference Book

- 1) Advertising Today- Frank Jefkins.
- 2) Advertising: Theory & Practice- C.H. Sandage.
- 3) Modern Advertising- H.W. Hepner.
- 4) Advertising Today: The Indian Context: Dr. Sarojit Dutta.
- 5) Adhunik Bigyapan- Dr. Sarojit Dutta.
- 6) Public Relations in India- J.M. Kaul.
- 7) Public Relations- B.N. Ahuja.
- 8) Practical Public Relations- Sam Black.
- 9) Public Relations in Practice- Anne Gregory.
- 10) Jana Sanjog- Samar Ghosh.
- 11) Television Journalism- Ivor Yorke.
- 12) Broadcast Journalism- Davis K. Kohler.
- 13) The Technique of Television Production- G. Millerson.
- 14) Writing for Television- Stuart M. Kaminsky.
- 15) Handbook of Radio & Television Broadcasting- J.E. Fletcher.

- **5 questions have to be attempted out of 8 questions containing 10 marks each.**

Paper-IV B: Practical

50 Marks

Project with Viva:

10 + 10=20 Marks

Project is to be submitted by students on any media related topic of recent times.

Computer:

30 Marks

Preparing an advertisement (Display and Classified) using necessary software.
Preparing a presentation in a topic through power – point presentation (M S Office).

- **3 questions have to be attempted containing 10 marks each.**

- ❖ **Project should be submitted in bound copies.**
- ❖ **Practical Examination with 50 Marks shall be conducted in 1 day only.**