



## WEST BENGAL STATE UNIVERSITY

### Syllabus for Three-Years B.A. (Honours) Course

(1+1+1 Pattern)

In

### Journalism & Mass Communication

(Lab Oriented Communication and Media Course)

With Effect from 2017 – 2018 Onwards

#### *Part-I*

<b>Paper-I</b>	<b>Reporting, Editing &amp; Elementary Communication</b>	<b>100 Marks</b>
First Half:	<b>Reporting and Editing Techniques</b>	<b>50 Marks</b>
Second Half:	<b>Journalistic Praxis &amp; Elementary Communication</b>	<b>50 Marks</b>
<b>Paper-II</b>	<b>History of Indian Journalism, National Affairs &amp; Practical</b>	<b>100 Marks</b>
First Half:	<b>History of Indian Journalism &amp; National Affairs</b>	<b>50 Marks</b>
Second Half:	<b>Practical</b>	<b>50 Marks</b>

### ***Part-II***

<b>Paper-III</b>	<b>Communication, Media Studies and International Media Affairs</b>	<b>100 Marks</b>
First Half:	<b>Principles of Communication</b>	<b>50 Marks</b>
Second Half:	<b>Communication Schools and International Media Affairs</b>	<b>50 Marks</b>
<b>Paper-IV</b>	<b>Practical</b>	<b>100 Marks</b>

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

<b>Paper-V</b>	<b>Media Management, Press Laws, Human Rights and Film Studies</b>	<b>100 Marks</b>
First Half:	<b>Media Management, Press Laws and Human Rights</b>	<b>50 Marks</b>
Second Half:	<b>Film Studies</b>	<b>50 Marks</b>
<b>Paper-VI</b>	<b>Radio and Television</b>	<b>100 Marks</b>
First Half:	<b>Radio Journalism and Production</b>	<b>50 Marks</b>
Second Half:	<b>Television Journalism and Production</b>	<b>50 Marks</b>
<b>Paper-VII</b>	<b>Advertising and Public Relations</b>	<b>100 Marks</b>
First Half:	<b>Advertising</b>	<b>50 Marks</b>
Second Half:	<b>Public Relations</b>	<b>50 Marks</b>
<b>Paper-VIII</b>	<b>Practical</b>	<b>100 Marks</b>

### ***Syllabus in Detail***

#### ***Part-I***

<b>Paper-I:</b>	<b>Reporting, Editing &amp; Elementary Communication</b>	<b>100 Marks</b>
First Half:	<b>Reporting and Editing Techniques</b>	<b>50 Marks</b>

News: Elements, Values, Objectivity; Beat and Source: definitions, differences; 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: Research, planning, framing questions, writing the piece and types; Advertorials; Covering Press Conference; Journalistic aberrations: Paid News, Yellow Journalism. Positions, qualities, duties and responsibilities of: Correspondent, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau, Assistant Editor, Executive Editor and Chief Editor, Special Correspondent, District Correspondent, Foreign Correspondent, Columnist, Photo Journalist, News Coordinator.

### **Second Half: Journalistic Praxis & Elementary Communication**

**50 Marks**

Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Development Reporting, Citizen Journalism, Human Interest Stories and Human Rights Reporting, Corporate, Economic and Business Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Page-3 Reporting, Online Journalism, Column Writing, Magazine Editing, Photo Journalism. Communication: Popular Definitions and Functions; Means of Communication: Verbal and Non-Verbal; Linear Communication Frame: SMCR; Types of Communication: Intra/ Inter/ Group/ Mass 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; Evolution of ICT; Growth of new media: Social Media: SMS, WhatsApp, Facebook, Twitter etc.

### **Books and References:**

- (1) Vir Bala Agarwal & V. S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (2) Keval J. Kumar: Mass Communication in India;
- (3) John Hohenberg: Professional Journalists;
- (4) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (5) Leonard Ray: Into the Newsroom;
- (6) Sourin Banerjee: Reporting and Editing Practice;
- (7) M.K. Joseph: Outline of Reporting;
- (8) K.M. Srivastava News Reporting and Editing;
- (9) Sourin Banerjee: Editing Manual;
- (10) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (11) Anjan Basu: Sambad Sampadana;
- (12) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (13) Tony Harcup: Journalism: Principles and Practice; Sage.
- (14) Arindam Basu and Sujoy Dhar: Reporter: A Handbook for Every Journalist; Alchemy.
- (15) D.S. Mehta: Mass Communication & Journalism in India.
- (16) Lorimer, Rowland & Scannell, Patty: Mass communications: A Comparative Introduction.
- (17) Neal and Brown, Iowa State University: News Writing and Reporting.
- (18) Uday Sahay (OUP): Making News.
- (19) Alfred Lawrence & John Viva: News Reporting & Writing.
- (20) Cocorpe A. Honyn (3<sup>rd</sup> Edition): News Writing.
- (21) Harold Evans: Editing and Design.

- (22) Pawan Kumar Saxena: Art of News Editing.
- (23) Gilmore & Root: Modern Newspaper Editing.
- (24) Westley H. Bryce: News Editing.
- (25) M.L. Gibson: Editing in Electronic Era.
- (26) Tun Harrower: The Newspaper Design's Handbook.
- (27) Robert. M. Knight: Journalistic Writing: Building the Skills, Honing the Craft.
- (28) Melvin Mencher: News Writing.
- (29) Usha Raman: Writing for the Media.
- (30) Lee and Friedlander: Feature Writing: The Pursuit of Excellence.

- 5 questions have to be attempted out of 7 questions containing 10 marks each from each half.

**Paper-II: History of Indian Journalism, National Affairs & Practical 100 Marks**

**First Half: History of Indian Journalism & National Affairs 50 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; Adams Gag (1823); Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act, Extremist Press: 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: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Indian Express, The Statesman, Deccan Herald, Illustrated Weekly, Malayala Manorama, Dainik Bhaskar; Development of News Agencies; Growth of National Media System: 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.

**Books and References:**

- (1) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (2) Recommendations of First Press Commission.
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- (3) D.C. Bhattacharya: Indian Politics and Government;
- (4) D.C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha;
- (5) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (6) Sushovan Sarkar: Bengal Renaissance and Other Essays;
- (7) J. Natarajan: History of Indian Journalism; Publication Division.
- (8) Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (9) Mohit Moitra: A History of Indian Journalism; National Book Agency.
- (10) Chalapati Rao: The Press.
- (11) S. Natarajan: History of Indian Press.
- (12) Sumit Sarkar: Critique of Colonial India.
- (13) Barns, Maegarita: The Indian Press.
- (14) Chanda, Mrinal K.: History of the English Press in Bengal.

- 5 questions have to be attempted out of 7 questions containing 10 marks each from each half.

**Second Half: Practical**

**50 Marks**

**Written Segment:**

20 Marks

Writing a Report in about 150 words from given points; Writing a News Feature; Writing Headlines from News Stories; Writing Caption of News Photo; Proof Reading of a dummy Sheet; Arranging Headlines According to Importance with Reasons.

- 2 questions have to be attempted out of 3 questions containing 10 marks each.

**Computer:**

10 Marks

Editing a given piece of News Report or Agency Copy 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.

- 1 question has to be attempted containing 10 marks.

**News Reporting with Viva:**

10+5+5=20 Marks

A News spot has to be visited, photographed and reported (500 words maximum with a headline and dateline) in any nearby or regional area.

- ❖ Two – Three candidates will make a Team for each News Reporting.
- ❖ News Report should be typed and submitted in a channel file.
- ❖ Candidates failing to appear in any of the segment of Practical Examination or non-exhibition of News Report or viva-voce on the day of examination shall be treated absent for the whole paper.
- ❖ All the questions shall be in English language only.
- ❖ Practical Examination with 50 Marks shall be conducted in 1 day only.

## ***Part-II***

**Paper-III: Communication, Media Studies and International Media Affairs**

**100 Marks**

**First Half: Principles of Communication**

**50 Marks**

Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Normative models of press; Mc Quail's four theories of mass communication:

Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory; Cultivation model; Semiotic communication studies: Sign, Code, Text, Signification, Structuralist application of communication. Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society. Dominant media paradigm and Hypodermic model; Development media paradigm and Diffusion of Innovation and Dependency model; Active Audience: Uses and Gratifications model; Agenda Setting series of models; Globalization of media and manufacturing of consent and propaganda model.

**Second Half: Communication Schools and International Media Affairs**

**50 Marks**

Frankfurt Critical School; Semiotic School; British School: Centre for Contemporary Cultural Studies; Ev. Rogers' Development communication school; Communication and Society: Public Sphere and Public Media; Corporatization and Globalization of Mass Media. Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; Development Paradigm of Communication versus Dominant Paradigm of Communication; Gulf War and the rise of Global Media; Globalization of Media: Media Conglomeration; Press System of Neighboring countries of Indian subcontinent before and after Globalization: Concepts and Approaches of Development Communication.

**Books and References:**

- (1) John B. Thompson: Media and Modernity, Polity Press.
- (2) Report of McBride Commission: Many Voices One World.
- (3) Maya Ranganathan and Usha M. Rodrigues: Indian Media in a Globalized World; Sage.
- (4) Noam Chomsky: Media Control; Natraj Publication.
- (5) Hugo De Burgh (Ed.): Making Journalist; Routledge.
- (6) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (7) John Fiske: Introduction to Communication Studies; Routledge.
- (8) Srinivas Melkote and Leslie Steves: Communication in the Third World; Sage.
- (9) Arvind Singhal: Communication for Innovation; Sage.
- (10) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (11) Uma Narula: Development Communication.
- (12) K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
- (13) Dan Laughy: Key Themes in Media Theory; Rawat Publication.
- (14) N. Andal: Communication Theories and Models.
- (15) Uma Narula: Introduction to Journalism and Mass Communication.
- (16) Keval J Kumar: Mass Communication in India.
- (17) V.B. Agarwal: Handbook of Journalism and Mass Communication.
- (18) John Bittner: Introductions to Mass Communication.
- (19) ML De Fleur and S Ball Rokeach: Theories of Communication.

- **5 questions have to be attempted out of 7 questions containing 10 marks each from each half.**

**Paper-IV: Practical**

**100 Marks**

**Written Segment:**

30 Marks

Book Review, Film Review, Review of Television Programs, Writing an Editorial, Writing Post – Editorial, Writing Anchor Story, Writing Interviewed Copy with headline, Lead or Intro Writing, Editing Agency Creed.

- **3 questions have to be attempted out of 4 questions containing 10 marks each.**

**Project and Presentation with Viva:**

20+20+10=50 Marks

Dissertation Project on topics of social interest (at least four thousand words) and Slide Presentation on the dissertation topic with Viva.

**Computer:**

20 Marks

Advanced Page Designing of a broadsheet using Page making software and photo editing software; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurbs, shoulder, reverse etc. Designing Web Page of a Newspaper using Page Making Software.

- **2 questions have to be attempted containing 10 marks each.**
- ❖ **Candidates failing to appear in any segment of Practical Examination or non-exhibition of Project and Presentation or viva-voce on the day of examination shall be treated absent for the whole paper.**
- ❖ **Print project paper should be typed and submitted in bound copies.**
- ❖ **The dissertation should contain Introduction, Objectives, Methodology, Analysis, Findings and Bibliography.**
- ❖ **All the questions shall be in English language only.**
- ❖ **Practical Examination with 100 Marks shall be conducted in 2 consecutive days. For paper IV – Written Segment and Computer shall be conducted in day 1 whereas Project and Presentation with Viva shall be conducted in day 2.**

***Part-III*****Paper – V: Media Management, Press Laws, Human Rights and Film Studies****100 Marks****First Half: Media Management, Press Laws and Human Rights****50 Marks**

Media Ownership, types of various media ownership patterns; Media management principles & techniques; Corporatization of media before and after globalization; FDI in Indian media; Departments of newspaper; Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks: 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, Contemporary Indian media and Universal Declaration of Human Rights; various aspects of Human Rights: Women rights, Child rights; Media and gender inequality.

## **Second Half: Film Studies**

**50 Marks**

Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Cahier du cinema group; Italian Neo-Realism Movement; Classical Hollywood Auteur theory; An Overview of Iranian New Wave Cinema; An Overview of Latin American Cinema movements; Indian New Wave Masters: Satyajit Ray, Ritick Ghatak, Mrinal Sen etc.; Classification of cinema; Exploring contemporary Bombay cinema narratives: Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films. Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene, Image; Brief life-sketch and contributions of filmmakers: Akira Kurosawa, Orson Welles, Sergei Eisenstein, Federico Felini, Charles Chaplin, Shyam Benegal, Govind Nihalani, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalakrishnan; Film Censorship; Recent trends in cinema production in India; Digital cinema production.

## **Books and References:**

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Nelmes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) Renu Saran: History of Indian Cinema; Diamond Books.
- (7) M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford.
- (8) Durgadas Basu: Press Laws in India.
- (9) Bansi Manna: Press Laws in India.
- (10) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (11) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise.
- (12) Gulab Kothari: Newspaper Management in India.
- (13) Herbert Lee Williams: Newspaper Organization and Management.
- (14) Arvind Singhal: India's Communication Revolution.
- (15) Vanita Kohli: The Indian Media Business. Response Books.
- (16) K.P Yadav: Media Management.
- (17) H.P. Ghose: Press and Press Laws in India.
- (18) Report of the Second Press Commission of India.
- (19) Justice-P.S. Narayan and Dr. G. B. Reddy: Right to Information and Law.
- (20) N. K. Jain: Right to Information, Concept, Law and Practice.
- (21) Mehra: Newspaper Management.
- (22) Ra Yudu C. S.: Media and Communication Management.
- (23) Dibakar Panigrahy: Media Management in India.
- (24) Gordon Gray: Cinema: A Visual Anthropology, Berg, New York.
- (25) Garth Jowett, James M. Linton: Movies as mass communication, Sage Publications.
- (26) Khwaja Ahmed Abbas: How Films are made, National Book Trust.



- (27) Sarkar, Kobita: India Cinema Today: An Analysis, Sterling, New Delhi.
- (28) Bordwell, David: Making Meaning: Inference and Rhetoric in the Interpretation of Cinema, Cambridge: Harvard University Press.
- (29) Susan Hayward: Key Concepts in Cinema Studies.

- 5 questions have to be attempted out of 7 questions containing 10 marks each from each half.

**Paper-VI: Radio and Television**

**100 Marks**

**First Half: Radio Journalism and Production**

**50 Marks**

History of AIR; Inception and Growth of Radio News in India; Development of entertainment programs in AIR: Increasing reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need, disaster; Audience segment; Autonomy of AIR and Doordarshan: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National program in AIR; Radio Jockey: Role and Responsibilities; International radio stations: BBC, VOA. Working in Radio news & news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis; Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Ethical issues; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot. Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing, use of software.

**Second Half: Television Journalism and Production**

**50 Marks**

Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels & news room; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO, ethical issues. Television program format: Visual text: basics of visual, reporting skills, graphics and special effects, camera positioning; Anchoring: Body language, pitch, tone, fluency. Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; viewership rating: TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting. Modes of TV transmission, Editing: introduction to Video Editing, use of software.

**Books and References:**

- (1) John Riber: Writing and Production for Television and Film;
- (2) Ivor Yorke: Television Journalism;
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.
- (6) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (7) K.M. Srivastava: Radio and Television;

- (8)U.L. Barua: This is All India Radio;  
 (9)P.C. Chatterjee: Broadcasting in India; Sage.  
 (10)Carrol Fleming: The Radio Handbook; Routledge.  
 (11) Luthra, H.R.: Indian Broadcasting, Publications Division, Govt. of India.  
 (12) Bhatt, S.C.: Broadcast Journalism: Basic Principles.  
 (13) Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi.  
 (14) Ravindran, R. K.: Handbook of Radio, TV and Broadcast Journalism.  
 (15) Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television, Rinehart & Winston.  
 (16) Stuart W. Hyde: Television and Radio Announcing, Kanishka Publishers, Delhi.  
 (17) Acharya, R.N.: Television in India, Manas Publication, Delhi.  
 (18) Desai M. K.: Television in India, Authors press, New Delhi.  
 (19) Gerald Millerson: The Technique of Television Production, 12<sup>th</sup> Ed. Focal Press, London.

- 5 questions have to be attempted out of 7 questions containing 10 marks each from each half.

## **Paper-VII: Advertising and Public Relations**

**100 Marks**

### **First Half: Advertising**

**50 Marks**

Advertisement as communication, historical overview, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning, writing and scheduling; Advertising research; advertising campaigning strategy; Sales and marketing: SWOT analysis, marketing and sales promotion, USP, consumer behaviour; Target Audience; brand positioning; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising. Types of advertisement: Classified-display, Local-regional-national-international, consumer-corporate ad, industrial-trade-retail, government-private, outdoor, surrogate, radio-TV-internet. Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out; Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies, Ad Budget.

### **Second Half: Public Relations**

**50 Marks**

PR-Definitions, historical overview of the discipline, PR- Management function, Image & Event Management; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types, case studies; PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; PRO-Role, Qualities and Functions. Tools of PR: Press Release,

Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations, Internal or Employee Relations, Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs. Agency, Client Agency relationship, Corporate communication, Role of IPRA, PRSI.

### **Books and References:**

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Samar Basu: Jana Sanjog; Paschibanga Rajyo Pustak Parshad.
- (3) Sam Black: Practical Public Relations
- (4) Philip Lesly: Handbook of Public Relations and Communications;
- (5) Frank Jefkins: Public Relations in Your Business;
- (6) Anne Gregory: Public Relations in Practice; IPR Publications.
- (7) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (8) Frank Jefkins: Advertising;
- (9) James S. Norris: Advertising;
- (10) Gillian Dyor: Creative Advertising: Theory and Practice;
- (11) Alok Bajpaye: Advertising Management;
- (12) Sarojit Dutta: Advertising Today: The Indian Context;
- (13) Kaul, J. M.: Public Relation in India.
- (14) Jethwaney, I. N. & Others: Public Relations: Concept, Strategies, Tools.
- (15) Moore & Kalupa: Public Relations: Principles, Cases & Problems.
- (16) Scott M. Cutlip: The Unseen Power: Public Relations, A History.
- (17) Carl H. Botan, Vincent Hazleton Jr.: Public Relations Theory.
- (18) Aaker, Batra, Myers: Advertising Management, Dorlin Kindersley (India).
- (19) David Ogilvy: Confessions of Advertising Man, Southbank Publishing.
- (20) Philip Kotler: Marketing management, Prentice Hall of India.
- (21) S.A. Chunawalla; K.C. Sethia: Foundation of Advertising: theory and practice, Himalaya publishing House.
- (22) Wright, Winter, Ziegler: Advertising, Tata McGraw-Hill.
- (23) M.N. Mishra: Sales Promotion and Advertising Management, Himalaya, Bombay.
- (24) Kazmi and Batra: Advertising and Sales Promotion, Excel Books, New Delhi.

- **5 questions have to be attempted out of 7 questions containing 10 marks each from each half.**

### **Paper-VIII: Practical**

**100 Marks**

**Written Segment:** Radio Presentation; Radio Talk, Radio Feature, Radio News; Radio Script writing; News Script for Television; Script writing for other Television programs like Talk Show, Panel Discussion; Press Release, Press Rejoinder, Slogan writing, Illustrations; Classified Advertisement, Display Advertisement; Writing for House Journal; Documentary Script writing.

40 Marks

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

**Anchoring:** Five Minutes

10 Marks

- **1 Topic has to be selected by the candidate out of 2 Topics.**

**Video Documentary:**

40 Marks

(30 Marks for Documentary Film, 5 Marks for Script and 5 Marks for Viva-Voce)

**Computer:**

10 Marks

Preparing an Advertisement (Display or Classified) using necessary software.

- **1 question has to be attempted containing 10 marks.**
  
- ❖ **Two – Three candidates will make a Team for each Documentary Production;**
- ❖ **Each Documentary Production shall consists of at least 4 segments i.e. Direction, Editing, Camera and Script.**
- ❖ **The time of each Documentary Production should not exceed 10 Mins. in CD or DVD format.**
- ❖ **Candidates failing to appear in any segment of Practical Examination or non-exhibition of video documentary or viva-voce on the day of examination will be treated absent for the whole paper.**
- ❖ **All the questions shall be in English language only.**
- ❖ **Practical Examination with 100 Marks shall be conducted in 2 consecutive days. For paper VIII – Written Segment and Anchoring shall be conducted in day 1 whereas Video Documentary and Computer shall be conducted in day 2.**