

The University of Burdwan
Syllabus for Three Year B.A. Degree Course
(General)
(1+1+1 Pattern)
in
Mass Communication & Journalism
with effect from 2011- 2012 onwards

Distribution of marks from Part -I to Part- III -400 marks

Part	Paper	Unit	Group	Subjects	Marks	Paper Mark	Full Marks
I	I : Indian Media Laws, History & Management	I		History of Indian Media	50	100	100
		II	A	Media Laws	25		
			B	Media Management	25		
II	II : Mass Communication Advertising & Public Relation	I		Mass Communication	50	100	200
		II	A	Advertising	25		
			B	Public Relation	25		
	III : Print & Television Journalism	I	A	Reporting	25	100	100
			B	Editing	25		
		II		Television	50		
III	IV : Radio, Cinema, Project & Computer	I	A	Radio	25	100	100
			B	Film	25		
		II	A	Project	25		
			B	Computer	25		
Total							400

Detailed Syllabus

Paper-I : Indian Media Laws, History & Management

Unit I : History of Indian Media

Growth and Development of the Press in India –The Contribution of the Stalwarts-Pre Independence Era-Indian language press-Post Independence Developments-Press Commissions-Advent of Radio and Television in India-Recent trends.

Reading List ::

- 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.

Unit II :

Group A: Media Laws

Indian Constitution & Freedom of Press-Reasonable Restrictions-Defamation-Libel-Contempt of Court-Parliamentary Privileges Act-Copyright Act-Official Secrets Act-Working journalists Act- Press Council & Prasar Bharati-Right to Information

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) Information Technology & Cyber Laws-Raman Mehra.

Group B: Media Management

Types of ownership of Newspaper Organisations-Organisational structure of newspaper houses-Variou departments-Circulation-Advertisement-Editorial-Media Organisation as a business enterprise and public service role.

Reading List:

- 1) Newspaper Management in India-Gulab Kothari.
- 2) Newspaper Organisation & Management-Herbert Lee Williams.
- 3) Media Ownership-Gillian Doyle.
- 4) Sambadpatra Sanghsthan O Parchalana-Pabitra Mukherjee.

Paper II : Mass Communication, Advertising & public Relation

Unit I : Mass Communication

Communication-Meaning, Definition, Nature, Process, Scope & Functions-Types of communication; Types of media ; Mass communication-definition, types & significance-Traditional forms of communication; Development Communication-Introduction.

Reading List :

- 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.

Unit II

Group A: Advertising

Advertising-Meaning & Definition; Types of Advertising- Advertising Agency- Advertising Process- Creative & Media Planning- Social & ethical issues of advertising.

Reading List :

- 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.

Group B: Public Relations

Public Relations(PR)- definition- History of Public Relation- Growth of PR in India- Public in PR(Internal & External)- Public Relations Officer- his qualifications & functions- PR by Government Departments.

Reading List :

- 1) Public Relations in India- J.M. Kaul.
- 2) Public Relations- B.N. Ahuja.
- 3) Practical Public Relations- Sam Black.
- 4) Public Relations in Practice- Anne Gregory.
- 5) Jana Sanjog- Samar Ghosh.

Paper III: Print & Television Journalism

Unit I

Group A: Reporting

News- Meaning- elements of news; News Gathering Methods- News Sources; Reporter-qualities & responsibilities; Various Types of Reporting- News Writing- Interview- Feature- Column

Reading List :

- 1) Professional Journalism- M.V. Kamath
- 2) News Reporting & Editing- K.M. Srivastava.
- 3) Reporting- M.V. Charnley.
- 4) Modern Journalism- C.G. Miller.
- 5) Professional News Writing- H.H. Ward.

Group B: Editing

Editorial Department- Function & Structure of the Editorial Department- Role of Editor- News Editor Subeditor- Principles of editing- Basic Concepts of Page Layout & Design.

Reading List :

- 1) Editing Manual- Sourin Banerjee.
- 2) Handbook of Reporting & Editing- R.K. Ravindran.
- 3) Editing- Ahuja & Chhabra.
- 4) Journalism Made Simple- David Weinwright.
- 5) Sambad Pratibedan -Dr. Baidyanath Bhattacharjee.

Unit II: Television

Television as a mass medium- Development of Television in India- Satellite & Cable Television- Recent Trends- Television News Room- Television News

Reading List :

- 1) Television Journalism- Ivor Yorke.
- 2) Broadcast Journalism- Davis K. Kohler.
- 3) The Technique of Television Production- G. Millerson.
- 4) Writing for Television- Stuart M. Kaminsky.
- 5) Handbook of Radio & Television Broadcasting- J.E. Fletcher.

Paper IV: Radio, Cinema, Project & Computer

Unit I

Group A: Radio

Radio as a mass medium-Development of Radio Broadcasting in India- Recent Trends- Radio News Room- Reporting for Radio

Reading List :

- 1) Handbook of Radio & Television Broadcasting- J.E. Fletcher.
- 2) Radio & Television- K.M. Srivastava.
- 3) This is All India radio- U.L.Barua.
- 4) Radio O Television Sambad Ebang Sambadikata- Santosh Debnath.
- 5) Radio & Television- K.M. Srivastava.

Group B: Cinema

Early history of cinema- Development of Film Language- Film Theory- Neo Realism- Production- Film Business- Indian cinema- recent trend- Film Review

Reading List :

- 1) How to read a film- James Monaco
- 2) Key Concepts of Cinema Studies- Susan Hayward
- 3) Cinemar Itibrityanta- Partho Raha
- 4) Cholochitro Chintan- Partho Raha
- 5) Indian Cinema- Eric Burnow

Unit II

Group A: Project

Project report to be submitted by students on any one of the areas of this syllabus except Computer

Group B: Computer

Word; Page Maker or QuarkXpress; Photoshop; HTML basic