

The University of Burdwan



Syllabus for B.A. 3 -Year General Course

in

Mass Communication & Journalism

Under Semester with CBCS

W.e.f. 2017- 2018

Distribution of Credit

- *Core Course (CC) = 6 credits*
- *Discipline Specific Elective (DSE)=6 credits ;*
- *Generic Elective (GE) = 6 credits*
- *Skill Enhancement Course (SEC)= 2 credits*
- *Ability Enhancement Compulsory Courses = 4 credits or 2 credits*

<i>SEMESTER</i>	<i>NAME OF THE COURSES</i>	<i>COURSE TYPE</i>	<i>CREDIT</i>	<i>FULL ARKS</i>
SEM I	Discipline -1A : Basics of Journalism	Core Course (CC)-1A	6	75
	Discipline -2:(Other than MC&J)	Core Course (CC)- 2A	6	75
	Eng language -L ₁	Core Language (L ₁ – 1)	6	75
	Environmental Studies	AECC-1	4	100
SEM II	Discipline- 1B: Photography	Core Course (CC) -IB	6	75
	Discipline -2 :(Other than MC&J)	Core Course (CC)- 2B	6	75
	HINDI / MIL – L ₂	Core Language (L ₂ – 1)	6	75
	Communicative English English/MIL	AECC-2	2	50
SEM III	Discipline- 1C: Film Appreciation	Core Course (CC) 1C	6	75
	Discipline – 2: (Other than MC&J)	Core Course (CC)- 2C	6	75
	Eng language – L ₁	Core Language (L ₁ - 2)	6	75
	SEC – 1 : Radio Production OR Film	Skill Enhancement Course	2	
SEM IV	Discipline -1D: Documentary Production	Core Course (CC) -1D	6	75
	Discipline - 2 :(Other than MCJ)	Core Course (CC)- 2D	6	75
	HINDI / MIL L ₂	Core Language(L ₂ -2)	6	75
	SEC – 2 : Advertising OR Television	Skill Enhancement Course	2	50
SEM V	Discipline- 1: Radio	DSE 1A	6	75
	Discipline 2 (other than MC&J)	DSE 2A	6	75
	Generic Elective (Any Discipline other than Core Disciplines Including Core Languages)	GE- 1	6	75
	SEC - 3 : Community Out Reach Project OR Poster Campaign for Social Awareness	Skill Enhancement Course	2	50

SEM VI	Discipline-1: Dissertation	DSE- 1 B	6	75
	Discipline- 2: other than MC&J	DSE- 2 B	6	75
	Generic Elective (Any Discipline other than Core Disciplines Including Core Languages)	GE- 2	6	75
	SEC 4 : Production of Lab Journal OR Rural Communication	Skill Enhancement Course	2	50

#Generic elective ----- for the student others sub or discipline

Semester I

Core Course - (CCIA); Basics of Journalism

Credit -6; Marks – 75

Total Class-60

Course contents:

Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

The news process: from the event to the reader (how news is carried from event to reader)

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, creditline, byline. (15 Classes)

Unit 2 - Different forms of print - A historical Perspective

Yellow journalism Penny press, tabloid press Language of news - Robert Gunning: Principles of clear writing, Rudolf Flesch formula - skills to write news (10 Classes)

Unit 3 - Understanding the structure and construction of news Organising a news story, 5W's

and 1H, Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet (15 Classes)

Unit 4 – Different mediums - a comparison

Language and principles of writing: Basic differences between the print, electronic and online journalism Citizen journalism (10 Classes)

Unit 5 - Role of Media in a Democracy

Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism (10 Classes)

Readings

1. Bruce D. Itule and Douglas A. Anderson. *Newswriting and reporting for today's media*; McGraw Hill Publication, 2000.
2. M. L. Stein, Susan Paterno & R. Christopher Burnett. *Newswriter's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

Semester II

Core Course - (CC1B); Photography

Credit -6; Marks – 75

Total Class-60

Course Contents:

Unit

History of Photography Definition and origin of Photography The birth of Camera and its evolution Modernization of Photography and its use in Mass Media Invention of Digital Photography (15 Classes)

I:

Unit II: Equipments of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage (10 Classes)

Unit III: Lighting The different types of lighting-Natural lighting—and Artificial Lighting The Reflection of light Recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing (10 Classes)

Unit IV: Types of Photography and Photojournalism News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography The basics of photojournalism and importance of context in photojournalism (15 Classes)

Unit V: Editing Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.
(10 Classes)

Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.
All about Photography by Ashok Dilwali, National Book Trust, Year of Publication: 2010
New Delhi.
Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

Semester- III

CC- 1C: Film Appreciation 75 Marks, 6 Credits Total Classes – 60)

Course Contents:

Unit I- Language of Cinema

Language of Cinema– Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Unit II - Language of Cinema – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay

Unit III- Film Form and Style

German Expressionism and Film Noir Italian Neorealism French New-Wave Genre and the development of Classical Hollywood Cinema

Unit IV : Alternative Visions

Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory, Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit V: Hindi Cinema

1950s-Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalisation and Indian Cinema, The multiplex Era, Film Culture

Suggested Readings:

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010

3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed. 4.
- Khwaja Ahmed Abbas. How Films are made. National Book Trust, 1977.
5. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
6. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
7. Renu Saran. History of Indian Cinema. Diamond Books. 2012
8. Susan Hayward. Key Concepts in Cinema Studies.

Skill Enhancement Course

SEC – 1: Radio Production Credit 2 Total Classes 40

Course Contents :

Unit 1 : Gadgets of radio editing and production- mike, console, OB Van ,Analogue and digital editing ,AM & FM ,Dubbing ,(10 classes)

Unit 2 : News production, Live broadcasting, News Service Division, prepare a radio news capsule, run order (10 classes)

Unit-3: Produce Despatch, illustrated despatch, feature and package (10 classes)

Unit 4 : Art of scripting , uses of editing software (10classes)

Readings:

1. Chatterjee, P.C., Broadcasting in India
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India
3. Bhatt, S.C., Broadcast Journalism: Basic Principles
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi

OR

SEC – 1: Film Credit 2 Total Classes 40

Course contents :

Unit I - Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage , Difference between story, plot, screenplay

Unit II - Non Fiction Cinema Introduction to Feminist Film Theory, Auteur- Film

Unit III - Study of films of some eminent directors: Satyajit Ray , Mrinal Sen, Ritwik Ghatak, Adoor Gopalakrishnan, Syam Benegal, Govind Nihalini, Gautam Ghosh.

Unit IV – Film Censorship, Film Review, Style of contemporary films , Film Bodies: CBFC , NFDC.

Reading List:

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
5. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
6. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
7. Renu Saran. History of Indian Cinema. Diamond Books. 2012
8. Susan Hayward. Key Concepts in Cinema Studies.

Semester IV

CC - 1D: Documentary Production 75 Marks, 6 Credits (Total Classes – 60)

Unit1: Understanding the Documentary Introduction to the debate on realism

Six Modes of Documentary Representation:

Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of ‘Voice of God’ Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit2-Documentary Production: Pre- Production Researching the Documentary

Research: Library, Archives, location ,life stories, ethnography Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 3-Documentary Production:Production Documentary Sound

Documentary Cinematography– a responsive filmic encounter Location Research Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Callist Production Team, Meetings, Checklist, Crowd Funding

Unit 4- Documentary Production: Post- Production Grammar of editing
Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market Box office documentaries

Making a short documentary (5-10minutes)

Readings:

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
3. Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
4. Trisha Das *How to Write a Documentary Double Take* by PSBT
5. DOX magazine
6. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Skill Enhancement Course

SEC – 2: Advertising

Credit -2

Total Class- 40

Unit I: Introduction to Advertising, Definition, Meaning, role and function, objectives and history.

Unit II: Type of advertising – classified, display, display classified, National, Retail and other types. Advertising Budget

Unit III: Types of Media for advertising – print, television, radio, outdoor, internet and other. Advertising departments. Agency-Structure and Functions

Unit IV: Marketing and Advertising; Branding, Market segmentation and positioning; Campaign Planning, Creation and Production

Reading List:

1. David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
Jethwaney aishri, Advertising
4. Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. ltd. 1999

5. John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.
6. Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.
7. Philip Kotler . Marketing management. Prentice Hall of India, 2000
8. Rosser Reeves. Reality in advertising. Knopf. 1961.
9. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
10. Sarojit Datta. Advertising Today In the Indian. Profile Publishers. 1994
14. Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.

OR

SEC – 2: Television

Credits- 2

Total Classes – 40

Course Contents:

Unit -1: History of Television, Invention to Telecast; Inception in different countries; Television in India; Doordarshan; Nationwide Network Formation; Programmes; Types; National; Transmission; Prasar Bharati ;Community Television ;Satellite Television Advent in India; Public Service Broadcasters (15 classes)

Unit 2 - Different Types of channels International/National/Regional Specialty channels; Entertainment/Sports/News; Doordarshan versus satellite channels. (10 classes)

Unit 3- Camera Usage in News , Basic camera shots; Camera Angles, Camera Movements; Visual Grammar; Focusing; Visual Perspective (05 classes)

Unit 4 - Television News and News Room, Writing Techniques; Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins; Structure and composition of News Room; Duties &Responsibilities of the personnel, Television Programme, News; Interview; Discussion; Chat Shows etc (10 classes)

Reading List :

1. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
2. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television. Rinehart & Winston
3. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi
4. Acharya, R.N., Television in India, Manas Publication, Delhi
5. Desai M K Television in India Authors press New Delhi
6. Chatterjee P.C. Broadcasting in India, Sage, New Delhi,
7. Gerald Millerson. The Technique of Television Production, 12th ed. Focal Press, London

8. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatization," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

SEMESTER - V

DSE -1A: Radio

Credits- 6

Total Classes-60

Course Contents:

Unit 1 Development of Radio - Radio as a medium of communication , Emergence and development of Radio broadcasting , AIR and its role a medium of mass communication , AIR, BBC, VOA- management and comparative profile , internet radio, HAM Radio, (10 classes)

Unit 2- Radio news, Types of radio news bulletins and their structures, Style and presentation of Radio news , News reader- qualities and duties , Radio newsroom- structure and function , OB VAN, News production, Live broadcasting, News Service Division (10 classes)

Unit-3- Radio Programme, Radio interview, types format of interview, panel discussion, Radio talk, Radio feature, radio package, illustrated reading, Storytelling (10 classes)

Unit 4 - Radio Production & editing - Art of scripting , uses , norms of microphones, different forms of microphones, Acoustic treatment of audio studio, Digital editing- sound card etc , Uses of Sound effects, Digital Editing consoles, audio mixing techniques Digital editing through Sound Wrap- up, cross fade , Editor & Editing- dos and don'ts , production and post-production, radio programme budget (15 classes)

Unit 5 - FM broadcasting, Emergences of Public & Private FM in India, Format of FM programme Popularity and acceptance of FM among audience, radio in rural India Community radio- scope and applications, Community Radio in India (10 classes)

Unit 6: writing a radio script on Radio News, package, Feature and Talk (05 Classes)

Reading List :

1. Chatterjee, P.C., Broadcasting in India
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India
3. Bhatt, S.C., Broadcast Journalism: Basic Principles

4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
6. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
7. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
8. Radio & TV Journalism: Srivastava, K.M.
- 8.Neurath P.“Radio Farm Forum as a Tool of Change in IndianVillages,”Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)
- 9.David Page and William Crawley, *Satellites Over South Asia*,(Sage,2001 Chapter 2, chapter 8 and Chapter 9.
- 10.Das, Biswajit, “Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,” *Communication Processes Voll: Media and Mediation*, B.Bel, B.Das, J.Brower, Vibhodh Parthasarathi, G.Poitevin(Ed.)(Sage2005)
- 11.Parthasarathi, Vibhodh, “Constructing a New Media Market: Merchandising the Talking Machine in *communication Processes” Voll:Media an dMediation*, B.Bel,B.Das,J.Brower,Vibhodh Parthasarathi,G.Poite vin(Ed.)(Sage2005)

Skill Enhancement Course

SEC 3: Community Outreach Project Credits-2 Total Classes-40

Helps to promote the students to understand the community and to address the contemporary social issues through communication

The objective of the paper

- To understand the community and their work
- To develop the social responsibility
- To gain skills in mobilizing community participants

Activities of the program :

- ✓ Field survey to determine the development program policies of communication
- ✓ Developing the data bank of different communities of the selected area
- ✓ Interpretation of Data
- ✓ Presentation of research project (in written form, word limits within 2000)
- ✓ Viva/ group discussion/ PPT Presentation

OR

SEC 3: Poster Campaign for Social Awareness Credits-2 Total Classes-40

Student will prepare at least 6-8 No of posters to make awareness among a defined group of audiences on any relevant social issue. The three numbers of students would form a group for the awareness campaigning.

GENERIC ELECTIVE

[For the students of any Discipline other than Mass Communication & Journalism]

GE I : Development Communication Credits-6 Total Classes-60

Course contents:

UNIT 1 Development:

Concept, concerns, paradigms Concept of development Measurement of development . Development versus growth Human development Development as freedom Models of development Basic needs model : Nehruvian model, Gandhian model, Panchayati raj. Developing countries versus developed countries UN millennium dev goals

UNIT 2 Development communication:

Concept and approaches : Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier Alternative Dev comm. approaches:Sustainable Development Participatory Development Inclusive Development Gender and development Development support comm. – definition, genesis, area woods triangle

UNIT 3 Role of media in development;

Mass Media as a tool for development Role of development agencies and NGOs in development communication Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA.

UNIT 4: Cyber media and dev –e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

UNIT 5: Practicing development communications

Strategies for designing messages for print Community radio and dev Television programmes for rural india (KrishiDarshan) Using new media technologies for development. Development Journalism and rural reporting in India

UNIT 6: Rural Journalism

Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on tribal problems and issues;

Suggested Readings:

1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
2. SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third

- World, Sage Publications.
3. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
 4. Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
 5. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
 6. World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
 7. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.
 8. AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999. DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
 9. D V R Murthy : Development Journalism, What Next? Kanishka Publication,New Delhi, 2007.
 10. Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
 11. ShivaniDharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
 12. What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
 13. Modern Media in Social Development : Harish Khanna.

Semester – VI

DSE 1B: Dissertation

Credits - 6

Total Classes – 60

- Word limit- Max 2000(Two thousand only).
- Related with any aspect of Mass communication
- Research problem, methodology, data analysis and observation should be mentioned in the final report with bibliography.

SEC 4 : Production for Lab Journal

Credits -2

Total Classes – 40

It will be a group based assignment, consist of 3- 5 number of students.

The mode of production will be bi- lingual

The group will assign according to their specific responsibilities, news and data collection, page design and layout, editorial content, overall presentation and distribution.

Local news, community based journalism and citizen journalism should be emphasized in this lab journal production.

OR

SEC -4 : Rural Communication Credit - 2 Total Classes-40

Course Contents :

Unit 1- rural development & rural society, rural vs urban- sociological, demographical and cultural perspectives, rural development and agricultural development (12 classes)

Unit 2 - participatory approaches of rural development, rural communication is an integrated communication strategy, model of rural communication. (08 classes)

Unit 3 - Different kits/ tools of rural communication promotion/ rural communication for health, primary education and campaign of other related issues for rural development (10 classes)

Unit 4- rural media, low cost participatory media, community media in rural development, role of traditional media in rural development, development support communication, participatory video (10 classes)

Readings:

1. Prasad, B.K. - Rural Development: Concept, Approach and Strategy, Sarup & Sons, New Delhi, 2003
2. Rau, S.K. - Global Search for Rural Development, Hyderabad: NIRD, 2001
3. Desai, Vasant. - Rural Development in India Himalaya Publication, 2005.
4. IGNOU, Rural Development: Indian Context - New Delhi: IGNOU, 2005. Purushottam, P. (ed.). - Rural Technology for Poverty Alleviation, Hyderabad: NIRD, 2004
5. Sen, Amartya.- Resources, Values and Development , Harvard University Press ,1997
6. NIRD. INDIA Rural Development Report – 1999 onwards. (Regional Disparities in Development and Poverty) ,Hyderabad: NIRD, 1999
7. Singh, katar. Rural Development. Sage, New Delhi

GENERIC ELECTIVE

[For the students of any Discipline other than Mass Communication & Journalism]

GE - 2: Legal and Ethical issues of Media Credits-6 Total Classes-60

Unit I: Freedom of Speech and Expression, Indian Telegraphic Act, Press & Registration of Book Act,

Unit II: Contempt of Court, Defamation, Parliamentary Privilege Act .

Unit III: Right to information 2005, Prasar Bharati Act 1997. Working Journalist Act

Unit IV: Adoption of New Editorial Policy, Corporatization of Newspaper Houses, Social, Political and Economic Issues and the Role of the Indian Press

Unit V: Ethical aspects of Journalism, Code of Conduct, Press Council Act.

Reading List :

1. Manna. Banshi—(i) 'Mass Media & Laws in India'; (ii) ' Bharater Press Ayne'. Academic Publ., 2003
2. Durgadas Basu: ' Laws Of The Press In India', Prentice Hall Of India, 1980
3. Ra Yudu C S : 'Communication Laws', Hima laya Pub. House,1995
4. Umrigar M : 'Journalist And The Law'.
5. Durgadas Basu : 'Indian Constitution' Lexisnexis,1998.
6. S0meswara Rao B : 'Journalism:, Codes And The Law'.
7. Radhaksrishnamurthy B : 'Indian Press Laws'.
8. Rrports 1) 'First Press Commission Report.

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