

University of Calcutta

B.A. (General)

Journalism and Mass Communication

Three Year Degree Course

**Under Choice Based Credit System
(CBCS)**

Course Details

Semester-I

JORG-CC/GE-1-1-TH+TU: Basics of Journalism

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Newspaper and socio-economic and cultural development in India; News: Definition; Elements of news; News Sources; Different types of new; The Editor: functions and responsibilities; Editorial freedom; Role of the editor; News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities.

Unit-2

Duties and Responsibilities of Reporter, Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief, District Correspondent; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects, Arrangement, Style of presentation.

Unit-3

Editing: Principles of Editing; Copy Testing; Computer Editing; Different types of Headlines; Computer applications; Page Make-up; Front page and other pages; Principles to be followed; Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printing process.

Unit-4

Column and Columnist; Importance of column; Letters to the Editor; Importance; Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers; The News Agencies: functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting.

Readings:

- (1) K. M. Srivastava: News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Manual;
- (4) Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (5) Baidyanath Bhattacharya: Adhunik Ganamadyam;
- (6) Sanbad Bidya-Parthya Chattopadhyay-Paschim Banga Rajya Pustak Parshad.

Semester-II

JORG-CC/GE-2-2-TH+TU: Media Management

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Newspaper as a business enterprise and its public service role; Indian experience; Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence; Sources of revenue of newspapers; Scope in India; Departments of Newspaper organizations and functions; Front page of a daily newspaper; Film review; Book review; Music review; Radio and Television review.

Unit-2

Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy; Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS);

Unit-3

Advertisement department of a Newspaper; Administration of Ad-department; Advertisement Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;

Unit-4

Newspaper Printing: Evolution of newspaper printing process; Public Service Broadcasting: Prasar Bharati; Electronic Media Management: Licensing, Organizational Patterns; TRAI; The Broadcasting Bill 1997.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Vanita Kohli: The Indian Media Business, Response Books.
- (3) K.P. Yadav: Media Management; Adhyayan Publishers & Distributors.
- (4) Sanbadpatra Sangathan o Parichalana- Pabitra Mukhopadhyay- Paschimbanga Rajya Pustak Parshad.

Semester-III

JORG-CC/GE-3-3-TH: Advertising and Public Relations **Marks=50 (4 Credits)**

Total Classes: 4hrs Per Week

Unit-1

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;

Unit-2

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.

Unit-3

Public Relations: Definition; PR as a management function; 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; Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)

JORG-CC/GE-3-3-P: Journalism

Marks=30 (2 Credits)

Total Classes: 4hrs Per Week

Unit-4

Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article; Creating a display advertisement on Photo Editing Software.

Readings:

- (1) Alok Bajpaye: Advertising Management;
- (2) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers;
- (3) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (4) Frank Jefkins: Public Relations Made Simple; Heinemann; London.

Skill Enhancement Course-A-3/5

JORG-SEC-A-3/5 (any one): Skill Enhancement Course

2 Credits

Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A

JORG-SEC-A-3/5-1: Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

JORG-SEC-A-3/5-2: Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

JORG-SEC-A-3/5-3: Film Appreciation: Analytical appreciation on 5 films (above mentioned);

JORG-SEC-A-3/5-4: Print Advertising: Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

Semester-IV

JORG-CC/GE-4-4-TH+TU: Press Laws and Indian Constitution 100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

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;

Unit-2

Indian Foreign Policy; National Economic policy; New Industrial policy; Finance Commission and its functions; Five Year Plans: Objectives and Achievements; NitiAyog.

Unit-3

Press Laws: Defamation, Contempt of Court; Parliamentary Privileges Act; Article 19(1)A and freedom of press; Copyright Act; Official Secrets Act; Working Journalists' Act;

Unit-4

Journalistic Ethics; Freedom and responsibility of the press; Press Commission and Press Council of India: Constitution, objectives and guidelines; Media Council of India.

Readings:

- (1) Bansi Manna: Press Laws in India; Academic Publisher.
- (2) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (3) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

Skilled Enhancement Course-B-4/6

JORG-SEC-B-4/6-1: Skilled Enhancement Course

2 Credits

Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B

JORG-SEC-B-4/6-1: Documentary Script Writing: Micro project of 1000 words on any social, political, cultural topic;

JORG-SEC-B-4/6-2: Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows;

JORG-SEC-B-4/6-3: Anchoring: 3 minutes Programme Anchoring on topics of interest.

JORG-SEC-B-4/6-4: Media Presentation: PPT on any social or corporate planning (5 Slides).