

PAPER-1 (TOTAL NO OF CLASSES ALLOTED-146)

(MODULE-1 & 2)

MODULE-1 PROF.DIPANNITA DUTTA PRINCIPLES OF NEWS MAKING	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.ARUNDHATI CHAKRABORTY STUCTURE OF NP ORGANISATION	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.NEWS:DEFINITION	04	1.EXECUTIVE EDITOR	02
2.ELEMENTS OF NEWS	02	2.ASSISTANT EDITOR	02
3.NEWS VALUE	02	3.CHIEF REPORTER	02
4.OBJECTIVITY OF NEWS	02	4.CHIEF SUB-EDITOR	02
5. NEWS BEAT : DEFINITION & TYPES	02	5.SUB-EDITOR	02
6. NEWS SOURCES: DEFINITION & TYPES	02	6.NEWS EDITOR	02
7.PRINCIPLES OF NEWS (REPORT)WRITING:INVERTED PYRAMID,INTRO,LEAD	04	7.CHIEF OF NEWS BUREAU	02
8.HEADLINE : TYPES,IMPORTANCE,WRITING HEADLINE FOR NEWSPAPER	04	8.SPECIAL CORRESPONDENT	02
9.PRINCIPLES OF SUB-EDITING	02	9.DISTRICT CORRESPONDENT	02
10.PRINCIPLES OF AGENCY NEWS	02	10.FOREIGN CORRESPONDENT	02
11.PRINCIPLE OF PAGE MAKING	03	11.COLUMNIST	04
12.PRINCIPLE OF WRITING AN EDITORIAL	02	12.PHOTO JOURNALIST	03
13.POST EDITORIAL	02	13.NEWS CO-ORDINATOR	02
14. FEATURE : DEFINITION,TYPES,WRITING A FEATURE	04	TOTAL	29
15.INTERVIEWING : RESEARCH,PLANNING,FRAMING QUESTION,WRITING THE PIECE	03		
16.ADVERTORIALS	01		
17.COVERING PRESS CONFEENCE	02		
18.JOURNALISTIC ABERRATIONS	01		
19.PAID NEWS	01		
20.YELLOW JOURNALISM	02		
TOTAL	47		

PAPER-1 (TOTAL NO OF CLASSES ALLOTED-146)

(MODULE-3 & 4)

MODULE-3	NO.OF	MODULE-4	NO.OF
	CLASSES ALLOTTED		CLASSES ALLOTTED
PROF.MOUSUMI DUTTA	TO EACH	ELEMENTARY COMMUNICATION	TO EACH
JOURNALISTIC PRAXIS	TOPIC		TOPIC
1.INTERPRETATIVE REPORTING	03	1.COMMUNICATION : POPULAR	03
		DEFINITIONS & FUNCTIONS	
2.INVESTIGATIVE REORTING	03	2.MEANS OF COMMUNICATION:	03
		VERBAL & NON-VERBAL	
3.POLITICAL REPORTING	02	3.LINEAR COMMUNICATION FRAME : SMCR	02
4.CRIME & LEGAL JOURNALISM	02	4.TYPES OF COMMUNICATION:	03
		INTRA/INTER/GROUP/MASS	
5.PUBLIC AFFAIRS REPORTING	02	5. TOOLS OF COMMUNICATION:	03
		NEWSPAPER/RADIO/TV/CINEMA/ E-	
		MAIL / WEBSITE/WEB PORTAL	
6.HUMAN INTEREST STORIES & HUMAN	02	6. MASS MEDIA IN INDIA	03
RIGHTS REPORTING			
7.CORPORATE,ECONOMIC,FINANCIAL &	02	7. GROWTH OF NEW MEDIA	03
BUSINESS JOURNALISM			
8.AGRICULTURE JOURNALISM	03	8. SOCIAL MEDIA :	03
		SMS/WHATSAPP/YOY	
		TUBE/BLOGGING/FACEBOOK/TWITTER/	
9.SCIENCE JOURNALISM	02	INSTAGRAM TOTAL	22
	02	TOTAL	23
10.SPORTS JOURNALISM	02		
11.FILM JOURNALISM	02		
12.ENVIRONMENT & CIVIC JOURNALISM	02		
13.FASHION & ENTERTAINMENT	02		
JOURNALISM			
14.PAGE-3 REPORTING	02		
15.ONLINE JOURNALISM	03		
16.COLUMN WRITING	03		
17.WRITING FOR MAGAZINE	03		
18.SPECIAL & SUPPLEMENTARY PAGES	03		
19.PHOTO JOURNALISM & TRCHNIQUES	04		
OF BUOTO EDITING	İ		

47

OF PHOTO EDITING

TOTAL

PAPER-2 (TOTAL NO OF CLASSES ALLOTED-218)

(HISTORY OF JOURNALISM-MODULE-1 & 2)

MODULE-1 PROF.KOYEL CHAKRABORTI	NO.OF CLASSES ALLOTTED TO EACH	MODULE-2 PROF.PAYAL BOSE	NO.OF CLASSES ALLOTTED TO EACH
EARLY PHASES OF I.JOURNALISM	TOPIC	PROFESSIONAL JOURNALISM/ NA	TOPIC
1.EARLY INDIAN JOURNALISM	04	1.RECOMMENDATIONS OF INDIAN PRESS COMMISSION	04
2.CONTRIBUTIONS OFJAMES AUGUSTUS HICKEY	03	2.ANANDA BAZAR PATRIKA-THE TELEGRAPH	02
3.JAMES SILK BUCKINGHAM & CALCUTTA JOURNAL	03	3.NATIONAL HERALD	02
4.SERAMPORE BAPTIST MISSIONARY PRESS : DIGDARSHAN,SAMACHAR DARPAN	04	4.THE HINDOO/ TIMES OF INDIA / THE STATESMAN	2+2+2=0 6
5.SOCIAL REFORM MOVEMENT & RAJA RAMMOHAN ROY	05	5. DEVELOPMENT OF NEWS AGENCIES	03
6.H.L.V.DEROZIO & YOUNG BENGAL MOVEMENT	04	6. GROWTH OF NATIONAL MEDIA SYSTEM	03
7. ISWAR CHANDRA GUPTA & SAMBAD PRABHAKAR	04	7. ALL INDIA RADIO & DOORDARSHAN/ E-GOVERNANCE	2+2+2=0 6
8. HISTORY OF PRESS & LIBERATION OF PRESS	05	8. M. CHALAPATI RAO / VIVEKANANDA MUKHOPADHYAY	2+2=04
10. HINDU PATRIOT & CONTRIBUTION OF HARISH CHANDRA MUKERJEE	03	9. SANTOSH KUMAR GHOSH / SAGARMOY GHOSH	2+2=04
11.SOMPRAKASH	02	10. VINOD MEHTA	02
12.MOVEMENT AGAINST VERNACULAR PRESS ACT	04	11. BARUN SENGUPTA / DILIP PATGAONKAR / N.RAM	2+2+2=0 6
13.EXTREMIST PRESS : SANDHYA,BANDEMATARAM AND JUGANTAR	04	12. PREAMBLE / FUNDAENTAL RIGHTS & DUTIES / INDIAN PARLIAMENT	2+2+3=0 7
14.CONTRIBUTION OF BIPIN CHANDRA PAL AND BAL GANGADHAR TILAK	04	13. POWERS & POSITIONS OF PRESIDENT	02
15. CONTRIBUTION OF MAHATMA	04	14. PRIME MINISTER / GOVERNOR /	2+2+2=0
GANDHI IN IDIAN JOURNALISM		CHIEF MINISTER	6
16.CONTRIBUTIONS OF	04	15. SUPREME COURT / HIGH COURT /	2+2+3+4
RABINDRANATH TAGORE AND NAZRUL		ELECTION OMMISSION / HISTORY OF	=11
ISLAM IN BENGALI LITERARY		INDIAN PLANNING COMMISSION & FIVE	
JOUNALISM		YEAR ECONOMIC PLANS	
TOTAL	57	TOTAL	68

PAPER-2 (TOTAL NO OF CLASSES ALLOTED-218)

(PRACTICAL-2ND HALF)

WRITTEN PART PROF.TAPASI GHOSH	NO.OF CLASSES ALLOTTED TO EACH	COMPUTER PART PROF.TAPASI GHOSH	NO.OF CLASSES ALLOTTED TO EACH
	TOPIC		TOPIC
1.WRITING A REPORT IN ABOUT 150 WORDS FROM GIVEN POINTS	10	1.EDITING A GIVEN PIECE OF NEWS REPORT OR AGENCY COPY USING	15
WORDS FROM GIVEN POINTS		WORD PROCESSING SOFTWARE	
		(INCLUDING A SUITABLE LEAD &	
		HEADLINE)	
2.WRITING A NEWS FEATURE	10	2.DRAWING A DUMMY FRONT PAGE OF	15
		A DAILY USIG A PAGE-MAKING	
2. WIDITING LIFA DUNIES EDOMANISMS	0.0	SOFTWARE	4.5
3. WRITING HEADLINES FROM NEWS STORIES	06	REWRITING & SUMMERISING A GIVEN PIECE WITH HEADLINE USING WORD	15
STORIES		PROCESSING SOFTWARE	
4. PROOF READING OF A DUMMY SHEET	10	TOTAL	45
TOTAL	38	VIVA PART	
		PROF.TAPASI GHOSH	
		MEDIA RELATED GENERAL KNOWLEDGE	10
		& CURRENT AFFAIRS	
		TOTAL	10

PAPER-3 (TOTAL NO OF CLASSES ALLOTED-87)

(MASS COMMUNICATION-MODULE-1 & 2)

MODULE-1 PROF.MOUSUMI DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.ARUNDHATI CHAKRABORTY	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.COMMUNICATION:DEFINITION & FUNCTION	04	1.COMMUNICATION MODELS	02
2.TYPES OF COMMUNICATION:INTRA- INTER-GROUP-MASS	04	2.ARISTOTLE'S CLASSICAL MODEL	02
3.MEANS OF COMMUNICATION:PRESS,RADIO,TELEVI SION,FILM,INTERNET,CABLE NETWORK	04	3.LASWELL'S MODEL	03
4.MEDIA-SOCIETY THEORIES:MASS SOCIETY,MASS CULTURE,MASS AUDIENCE	06	4.SHANNON WEAVER'S MATHEMATICAL MODEL	03
5.NORMATIVE THEORIES	04	5.WILBUR SCHRAMME'S MODEL	03
6.FUNCTIONALISM	02	6.DAVID BERLO'S MODEL	02
7.CRITICAL POLITICAL ECONOMY	02	7.NEWCOMB'S MODEL	02
8.MARXISM	02	8.WESTLEY McLean's MODEL	04
9.INFORMATION SOCIETY	02	9.GEORGE GERBNER'S MODEL	03
10.PRANCFURT SCHOOL OF COMMUNICATION	04	10.MEDIA DEPENDENCY MODEL	02
11.MASS MEDIA IN INDIA	04	11.McCOMB & SHAW'S AGENDA SETTING MODEL	03
TOTAL	38	12.CHOMSKY-HERMEN'S PROPAGANDA MODEL	03
		13.DEVELOPMENT COMMUNICATION & DIFFUSSION OF INNOVATION	06
		14.ONLINE REPORTING	02
		15.DOMINANT PARADIGM	04
		16.USES & GRATIFICATION	02
		17.GLOBALISATION & MASS MEDIA	03
		TOTAL	49

PAPER-3 (TOTAL NO OF CLASSES ALLOTED-80)

(MEDIA MANAGEMENT, LAWS & ETHICS-MODULE-3 & 4)

MODULE-3 PROF.KOYEL CHAKRABORTI	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-4	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.DEFINITIONS & DIFFERENT TYPES OF MEDIA MANAGEMENT	04	1.FREEDOM OF INFORMATION	02
2.OWNERSHIP PATTERN OF NEWSPAPERS IN INDIA	06	2.RIGHT TO INFORMATION	02
3.CORPORATISATION & MONOPOLISATION	03	3.FREEDOM OF THE PRESS WITH SPECIAL REFERENCE TO INDIA	02
4.CHANGING NATURE OF NEWAPAPER MANAGEMENT	02	4.PRESS COMMISSION	03
5.CROSS MEDIA OWNERSHIP	01	5.PRESS COUNCIL	03
6.FDI IN INDIA	02	6.PRESS LAWS	01
7.VARIOUS DEPARTMENTS OF NEWSPAPER	03	7.DEFAMATION	04
8.DUAL ECONOMY OF NEWSPAPER	02	8.CONTEMPT OF COURT	03
9.CIRCULATION & ADVERTISEMENT MANAGEMENT IN ELECTRONIC MEDIA	02	9.SEDITION	02
10.PUBLIC CONTROL,PRIVATE CONTROL	02	10.OFFICIAL SECRETS ACTS	02
11.AUTONOMOUS MODEL,PRASAR BHARATI	02	11.COPY RIGHT ACT	02
12.CABLE TV REGULATION ACT	02	12.PRESS & REGISTRATION OF BOOKS ACT	02
13.ORGANISATIONAL SRUCTURE OF DOORDARSHAN & AIR	03	13.OBSCENITY ACT	01
14.CONVERGENCE OF MEDIA	02	14.WORKING JOURNALIST ACT	02
15.DTH,TRP,ABC,NRS	04	15.PARLIAMENTARY PROCEEDINGS ACT	02
16.SATELLITE CHANNELS	03	16.CODES OF ETHICS	02
TOTAL	43	17.YELLOW JOURNALISM	02
		TOTAL	37

PAPER-4(TOTAL NO. OF CLASSES ALLOTED-125)

WRITTEN SEGMENT (1ST HALF)

COMPUTER & PROJECT (2ND HALF)

FIRST PART PROF.DIPANNITA DUTTA &	NO.OF CLASSES ALLOTTED TO EACH TOPIC	SECOND PART PROF.PAYAL BOSE &	NO.OF CLASSES ALLOTTED TO EACH TOPIC
PROF. TAPASI GHOSH		PROF.TAPASI GHOSH	
1.BOOK REVIEW	03	1.PROJECT	25
2.FILM REVIEW	03	COMPUTER	
3.MUSIC REVIEW	02	2.ADVANCE PAGE DESIGNING OF A BROADSHEET USING PAGE MAKING & PICTURE EDITING SOFTWARE:PHOTO EDITING	25
4.REVIEW OF TELEVISION PROGRAMME	02	3.DESIGNING WEBPAGE OF A NEWSPAPER USING PAGE MAKE-UP SOFTWARE	25
5.WRITING AN EDITORIAL	06	TOTAL	75
6.WRITING A POST-EDITORIAL	06		
7.WRITING AN ANCHOR STORY	03		
8. WRITING INTERVIEW WITH HEADLINES (QUESTION ONLY)	06		
9.LEAD & INTRO WRITING	06		
10.EDITING AGENCY CREED	04		
11.PROOF READING	03		
12.WRITINGSHORT NOTES	06		
TOTAL	50		

PPAER-5 (TOTAL NO OF CLASSES ALLOTED-173)

(NATIONAL AFFAIRS-MODULE-1)

(INTERNATIONAL RELATIONS-MODULE-2)

MODULE-1 PROF.MOUSUMI DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.MOUSUMI DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.INDIAN CONSTITUTION	02	1.ROLE OF UNITED NATIONS	03
2.PREAMBLE	02	2.UNESCO	02
3.FUNDAMENTAL RIGHTS & DUTIES	03	3.IMBALANCES IN INFORMATION FLOW	03
4.POWER & POSITION OF PRESIDENT	02	4.MCBRIDE COMMISSION	02
5.PRIME MINISTER	02	5.NWICO	02
6.PRESIDENT	02	6.NANAP	02
7.SUPREME COURT	03	7.ASEAN	02
8.PAELIAMENT	02	8.SAARC	03
9.CHIEF MINISTER	02	9.EU	02
10.GOVERNOR	02	10.INTERNATIONAL NEWS AGENCIES	03
11.ELECTION COMMISSION	03	11.FOREIGN POLICIES OF INDIA & USA	04
12.OBJECTIVES OF INDIA'S FIVE TEAR PLANS	04	12.UNIPOLAR WORLD	03
13.CURRENT ECONOMIC POLICIES	04	13.SINO-INDIAN RELATIONS	02
14.SPEAKER	02	14.INDO-PAK RELATIONS	02
15.CONTEMPORARY NATIONAL EVENTS & ISSUES	06	15.INDO-SRILANKA RELATIONS	02
TOTAL	41	16.INDO BANGLADESH RELATIONS	02
		17.CONTEMPORARY INTERNATIONAL ISSUES	04
		TOTAL	43

PAPER-5(VISUAL JOURNALISM-MODULE-3+ MODULE-4)

	NO.OF CLASSES	NAODIUE A	NO.OF CLASSES
MODULE-3	ALLOTTED TO EACH	MODULE-4	ALLOTTED TO EACH
<u>PROF.ARUNDHATI</u>	<u>TOPIC</u>	PROF.ARUNDHATI	<u>TOPIC</u>
CHAKRABORTY		<u>CHAKRABORTY</u>	
1.FILM AS A MEDIUM OF	02	1.CROSS CULTURAL CINEMA	03
MASS COMMUNICATION			
2.HISTORY OF INDIAN	02	2.FILM & LITERATURE	02
MOTION PICTURS		2 FUA 4 9 CHUTIDE	-
3.VISUAL LITERACY	02	3.FILM & CULTIRE	02
4.LANGUAGE OF FILM	02	4.NEW WAVE CINEMA	04
5.FEATURE FILM	02	5.D.W. GRIFFITH	01
6.DOCUMENTARY FILM	02	6.ROBERT FLAHERTY	01
7.SCRIPT	04	7.JOHN FORD	01
8.BASIC VISUAL MEDIA PRODUCTION	04	8.ORSON WALLES	01
9.LOCATION	01	9.SERGEI EISENSTEIN	02
10.CAMERA WORK	03	10.PUDOVKIN	02
11.BASIC SHOTS &	02	11.VITTORIO DE SICA	02
TERMINOLOGY		12 5555500 55111811	-
12.DIRECTION	02	12.FEDERICO FELLINI	02
13.EDITING	02	13.CHARLES CHAPLIN	02
14.DUBBING	01	14.JEAN LUC GODDARD	02
15.DIGITAL FILM MAKING	04	15.FRANSCOIS TRUFFAUT	02
16.SOUND EFFECTS & MUSIC	03	16.AKIRA KUROSAWA	02
17.FILM CENSORSHIP	02	17.SATYAJIT RAY	02
TOTAL	40	18.MRINAL SEN	02
		19.RITWIK GHATAK	02
		20.TAPAN SINHA	02
		21.SHYAM BENEGAL	02
		22.APARNA SEN	02
		23.MIRA NAIR	02
		24.RECENT TRENDS IN INDIAN CINEMA (BOTH HINDI & BENGALI)	04
		TOTAL	49

PAPER-6 (TOTAL NO OF CLASSES ALLOTED-115)

RADIO JOURNALISM (MODULE-1 & MODUALE-2)

MODULE-1	NO.OF CLASSES ALLOTTED TO EACH	MODULE-1	NO.OF CLASSES ALLOTTED TO EACH
PROF.KOYEL	TOPIC	PROF.KOYEL	TOPIC
<u>CHAKRABORTI</u>		<u>CHAKRABORTI</u>	
1.HISTORY OF RADIO IN INDIA	03	1.SFX	02
2.RADIO NEWS	03	2.COMMUNITY RADIO	03
3.NEWS EDITOR	02	3.EDUCATIONAL RADIO	02
4.PRODUCER	02	4.RADIO JOCKEY	02
5.RADIO REPORTER	02	5.RECENT DEVELOPMENTS IN	03
		FM BROADCAST	
6.RADIO INTERVIEW	03	6.NATIONAL PROGRAMMES	04
		OF AIR	
7.RADIO NEWS REEL	01	7.BBC & OTHER	03
		INTERNATIONAL RADIO	
		STATIONS (VOA)	
8.RADIO FEATURE	02	8.RADIO & NEWSPAPER:A	03
		COMPERATIVE STUDY	
9.APPLICATIONS OF AUDIO	04	TOTAL	22
EQUIPMENTS & SOFTWARE			
10.RADIO TALK	02		
11.AUDIENCE RESEARCH	02		
TOTAL	26		

PAPER-6

TELEVISION JOURNALISM (MODULE-3 & MODUALE-4)

MODULE-3 PROF.DIPANNITADUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-4 PROF.DIPANNITA DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.HISTORY OF TELEVISION IN INDIA	03	1.OUTSIDE COVERAGE	02
2.SCOPE OF TELEVISION JOURNALISM	02	2.TELEVISION DOCUMENTARIES	02
3.TV NEWSROOM	02	3.NEWS MAGAZINES & TALK SHOWS	03
4.NEWS EDITOR	02	4.ETHICAL PROBLEMS	02
5.PRODUCER	02	5.FIELD RESEARCH	02
6.TV CORRESPONDENTS	02	6.INTERVIEWING	02
7.TECHNIQUES OF WRITING TV NEWS	03	7.PRE-PRODUCTION-NEED OF BALANCED PRESENTATION & SELECTION OF TOPICS	03
8.TV NEWS PRODUCTION	02	8.CABLE TV	02
9.ANCHORING	04	9.SATELLITE CHANNELS & ITS EFFECTS ON SOCIETY	02
10.USE OF CLIPPINGS	02	10.TELEVIEION & VIDEO EDITING	03
11.TV INTERVIEW	03	11.USE OF SOFTWARE	03
12.BASIC PRINCIPLES OF CAMERA WORK	03	12.SOAP OPERAS	02
13.LIVE COVERAGE THROUGH SATELLITE	03	13.OTHER ENTERTAINMENT PROGRAMME (REALITY SHOWS ETC.)	03
14.EFFECTS OF TELEVISION ON SOCIETY	03	TOTAL	31
TOTAL	36		

PAPER-7(TOTAL NO OF CLASSES ALLOTED-136)

ADVERTISING (MODULE-1 & MODUALE-2)

MODULE-1	NO.OF	MODULE-2	NO.OF
PROF.MOUSUMI DUTTA	CLASSES ALLOTTED	PROF.MOUSUMI DUTTA	CLASSES ALLOTTED
TROT: WOOSOWII DOTTA	TO EACH	TROT.INIOCIONII DOTTA	TO EACH
4 ADVEDTICING DEFINITION	TOPIC	4 OUTDOOR A DVDTISING	TOPIC
1.ADVERTISING:DEFINITION	02	1.OUTDOOR ADVRTISING	02
2.HISTORICAL DEVELOPMENT	02	2.ADVERTISING RESEARCH	03
3.SOCIAL & ECONOMIC BENEFITS IF ADVERTISING	03	3.ADVERTISING AGENCIES	03
4.TYPES OF ADVERTISING:CONSUMER/ CORPORATE/INDUATRIAL/ RETAIL/ NATIONAL/TRADE	03	4.MEDIA STRATEGY	03
5.PUBLIC OR GOVT. ADVERTISING	02	5.PLANNINF OF AD BUDGET FOR	02
		NEWSPAPER,MAGAZINE,RADIO,	
		TELEVISION	
6.PRODUCT ADVERTISING	02	6.AD CONTENTS	02
7.TERGET AUDIENCE	02	7.SURROGATE ADVERTISEMENTS	01
8.BRAND POSITIONING & USP	03	8.ADVERTISING ON INTERNET	01
9.ADVERTISING STRATEGIES,APPEALS	03	9.ADVERTISING & ETHICS	02
10.MARKET & ITS SEGMENTATION	02	10.ADVERTISING & LAW	02
11.SALES PROMOTION, CREATIVE	03	TOTAL	21
STRATEGIES			
12.PURCHASE PROPOSITION	02		
13.CREATIVE EXECUTION	02		
14.AD COPY WRITING -	03		
SLOGAN,HEADLINE			
15.AD LAY OUT	02		
16.USE OF SOFTWARE IN PRINT	02		
ADVERTISEMENT			
17.TV ADVERTISEMENT	02		

03

02

45

18.STORYBOARD

19. RADIO ADVERTISEMENT

TOTAL

PAPER-7

PUBLIC RELATIONS (MODULE-3 & MODUALE-4)

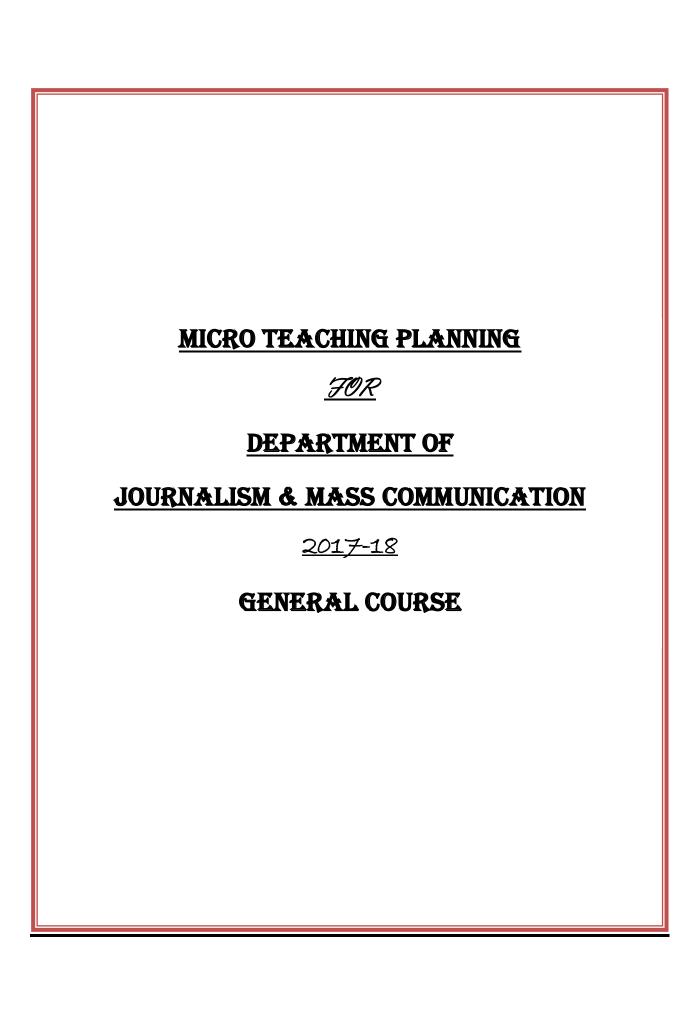
MODULE-3	NO.OF CLASSES	MODULE-4	NO.OF CLASSES
PROF.PAYAL BOSE	ALLOTTED	PROF.PAYAL BOSE	ALLOTTED
	TO EACH TOPIC		TO EACH TOPIC
1.PUBLIC RELATIONS:DEFINITION & HISTORY	05	1.TOOLS OF PR	02
2.INTERNAL & EXTERNAL PUBLICS	02	2.MEDIA RELATIONS:PRESS RELEASE,PRESS CONFERENCE	04
3.PR PUBLICITY,PROPAGANDA & OPINION	04	3.HOUSE JOURNAL	03
4.PR AS A MANAGEMENT FUNCTION	02	4.CORPORATE FILM	01
5.PR & MARKETING	02	5.CRISIS MANAGEMENT	04
6.IMAGE MNAGEMENT	02	6.COMMUNITY RELATIONS	02
7.PR PRINCIPLES: PLANNING,IMPLEMENTATION, RESEARCH & EVALUATION	04	7.CORPORATE PR	03
8.PRO: QUALIFICATIONS & FUNCTIONS	03	8.EMPLOYEE RELATIONS	02
TOTAL	24	9.PR IN PUBLIC SECTOR	03
		10.FINANCIAL PR	02
		11.SHAREHOLDER RELATIONS	01
		12.DAVP	01
		13.PR BY GOVT. DEPARTMENTS	03
		14.PR COUNSELING	02
		15.PR AGENCIES	02
		16.MARKETING COMMUNICATIONS	02
		17.PR FOR HOSPITALS,CHARITABLE INSTITUTIONS,NGOS	02
		18.USE OF INTERNET AS A MAJOR PR TOOL	01
		19.PR RESEARCH	02
		20.PR ETHICS	02
		21.EMERGING TRENDS IN PR	02
		TOTAL	46

PAPER-8(TOTAL NO. OF CLASSES ALLOTED-170)

WRITTEN SEGMENT & ANCHORING (1ST HALF)

COMPUTER & DOCUMENTARY (2ND HALF)

30
30
30
25
30
110



PAPER-1 (TOTAL NO OF CLASSES ALLOTED-133)

(MODULE-1,2,3&4)

MODULE-1	NO.OF	MODULE-2	NO.OF	
WIODOLL I	CLASSES		CLASSES	
	ALLOTTED TO EACH	PROF.KOYEL CHAKRABORTY	ALLOTTEI TO EACH	
	TOPIC		TOPIC	
1.NEWSPAPER AS A RECORDER OF NEWS &	02	1.THE REPORTER, DUTIES &	03	
EVENTS		RESPONSIBILITIES OF A REPORTER		
2.NEWSPAPER AS A ORGAN OF PUBLIC	02	2. DUTIES , RESPONSIBILITIES &	03	
OPINION		QUALITIES OF A CHIEF REPORTER		
3.NEWSPAPER AS AN INSTRUMENT OF	03	3.FOREIGN CORRESPONDENT	03	
SOCISL SERVICE & AS A PROMOTER OF				
DEMOCRACY				
4.IMPACT OF NEWPAPER ON SOCIETY	02	4.SPECIAL CORRESPONDENT	03	
5.NEWSPAPER AND SOCIO-ECONOMIC AND	03	5.BUREAU CHIEF	02	
CULTURAL DEVELOPMENT				
6.NEWS:DEFINITION	02	6. DUTIES & RESPONSIBILITIES OF A	03	
		DISTRICT CORRESPONDENT		
7.ELEMENTS OF NEWS	03	7.CRIME & LEGAL REPORTING	03	
8.NEWS SOURCES	03	8.SCIENCE & FINANCIAL REPORTING	03	
9.DIFFERENT TYPES OF NEWS	03	9.NEWS WRITING:DIFFERENT SRUCTURE	02	
		OF NEWS WRITING		
		(INVERTED PYRAMID STRUCTURE		
10.THE EDITOR: FUNCTIONS &	03	10.INTRO,LEAD	02	
RESPONSIBILITIES				
11.EDITORIAL FREEDOM	01	11.LANGUAGE OF NEWS WRITING	02	
12.THE ROLE OF THE EDITOR IN RECENT	01	12.OBJECTIVITY	02	
PERSPECTIVE				
13.THE NEWS EDITOR:	03	13.WRITING TECHNIQUES ON	03	
FUNCTIONS, DUTIES, QUALITIES		SOCIETY, FASHION, MUSIC & ARTS		
14. CHIEF SUB EDITOR	03	14. WRITING TECHNIQUES ON	03	
		EDUCATION,EMPLOYMENT		
		OPPORTUNITIES,HEALTH,ENVIRONMENT		
15.SUB EDITORS: DUTIES & QUALITIES	03	15.FINANCIAL REPORTING	02	
TOTAL	37	16.FEATURE:DEFINITION	02	
		17.SPECIAL KIND OF	04	
		REPORTING, DIFFERENT TYPES		
		18. IMPORTANT BRANCH OF MODERN	02	
		JOURNALISM.		
		19.EDITORIAL:IMPORTANCE,CHOICE OF	03	
		SUBJECTS,ARRANGEMENTS,STYLE OF		
		PRESENTATION		
		TOTAL	50	

MODULE-3 PROF.TAPASI GHOSH	NO.OF CLASSES ALLOTTED TO EACH	MODULE-4 PROF.KOYEL CHAKRABORTY	NO.OF CLASSES ALLOTTED TO EACH
1.EDITING:PRINCIPLES OF EDITING	03	1.COLUMN &COLUMNIST: IMPORTANCE OF COLUMN, DIFFERENTTYPES,QUALITIES OF A GOOD COLUMNIST	<u>TOPIC</u> 04
2.COPY TESTING,PROCESSING COPIES	02	2. LETTERS TO THE EDITOR:IMPORTANCE,HOW TO EDIT	03
3.COMPUTER EDITING	02	3.PROOF READING:SYMBOLS OF PROOF READING, DUTIES & RESPONSIBILITIES OF PROOF READERS	03
4.MAKING HEADLINES OF NEWS STORIES,IMPORTANCE,RULES TO BE FOLLOWED	03	4.THE NEWS AGENCY:THEIR SERVICES,FUNCTIONS,IMPORTANCE IN TODAY'S JOURNALISM	03
5.DIFFERENT TYPES OF HEADLINES,COMPUTER APPLICATIONS	03	5. STYLE OF AGENCY REPORTING, HOW IT DIFFERS FROM REPORTING IN OTHER MEDIA.	03
6.PAGE MAKE UP:FRONT PAGES & OTHER PAGES,PRINCIPLES TO BE FOLLOWED	03	6. DIFFERENT INTRNATIONAL NEWS AGENCIES	02
7.TYPOGRAPHY,MAIN TYPE GROUPS,RECENT CHANGES & DEVELOPMENT	02	TOTAL	18
8.PHOTO JOURNALISM:DEFINITION,IMPORTANCE	03		
9. DUTIES , RESPONSIBILITIES & QUALITIES OF A NEWS PHOTOGRAPHER	02		
10.HOW TO EDIT NEWS PHOTOS,CAPTION WRITING	03		
11.PHOTO PRINTING PROCESS,DARK ROOM PROCESSING	02		
TOTAL	28		

PAPER-2 (TOTAL NO OF CLASSES ALLOTED-42)

(MEDIA MANAGEMENT, ADVERTISING & PUBLIC RELATIONS MODULE-1 & 2)

MODULE-1 PROF.ARUNDHATI CHAKRRABORTY	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.NEWSPAPER AS A BUSINESS ENTERPRISE & ITS PUBLIC SERVICE ROLE: INDIAN EXPERIENCE	04	1.CIRCULATION OF NEWSPAPERS CIRCULATION FACTORS:GEOGRAPHICAL FACTOR,SOCIAL FACTOR, ECONOMIC,TECHNOLOGICAL FACTOR PROMOTING CIRCULATION:NEWSPAPER'S POLICY	08
2. OWNERSHIP OF NEWSPAPERS:DIFFERENT TYPES IN INDIA:MAIN FEATURES	06	2.CIRCULATION DEPARTMENT, ORGANISATION, FUNCTIONS, DUTIES & RESPONSIBILITIES OF THE CIRCULATION MANAGER ABC	08
3.SOURCEC OF REVENUE OF NEWSPAPER: SCOPE IN INDIA	04	3.ADVERTISEMENT DEPARTMENT OF A NEWSPAPER ADMINISTRATION OF AD-DEPARTMENT, ADVERTISEMENT MANAGER: DUTIES & RESPONSIBILITIES DIFFERENT TYPES OF ADVERTISEMENT IN NESPARERS: CLASSIFIED & DISPLAY NEWSPAPER AS AMEDIUM OF ADVERTISEMENT	12
TOTAL	14	TOTAL	28

PAPER-2 (TOTAL NO OF CLASSES ALLOTED-52)

(MEDIA MANAGEMENT, ADVERTISING & PUBLIC RELATIONS MODULE-3 & 4)

1.ADVERTISING: DEFINITION, DIFFERENT TYPES:CLASSIFIED & DISPLAY ADVERTISEMENT MEDIUM:DIFFERENT TYPES,RLATIVE ADVANTAGES,SELECTION CRITERIA ETHICS OF ADVERISEMENT, MARKET RESEARCH,BRAND POSITIONING,CREATIVE SRTATEGY,MARKET & ITS SEGMENTATION,SALES PROMOTION 2.ADVERTISING AGENCY: STUCTURE,FUNCTIONS, IMPORTANT FUNCTIONARIES, CLIENT-AGENCY RELATIONSHIP	NO.OF CLASSES ALLOTTED TO EACH TOPIC 12	MODULE-4 PROF.ARUNDHATI CHAKRRABORTY 1.PUBLIC RELATIONS: DEFINITIONS PUBLICS IN PR, IMPORTANCE OF PR PRO: QUALITIES & DUTIES PR IN PUBLIC SECTOR, PR FOR PRIVATE SECTOR PR TOOLS: PRESS RELEASE, PRSS CONFERENCE, PRESS REJOINDER, CORPORATE PR 2.HOUSE JOURNAL: PLANNING, DAT COLLECTION, EDITING PRINCIPLES, PRODUCTION & DISTRIBUTION	NO.OF CLASSES ALLOTTED TO EACH TOPIC 14
		PR AS A MANAGEMENT FUNCTION PR INSTITUTIONS PR & NEW TECHNOLOGY	
3.COPY WRITING: TYPES OF COPY, HOW TO PREPARE, PRINCIPLES OF WRITING, MAIN FEATURES COPY WRITER: QUALITIES, DUTIES & RESPONSIBILITIES COPY OF ELECTRONIC MEDIA & PRINT MEDIA AD-ADMINISTRATION & VIDEO PRODUCTION	08	TOTAL	26
TOTAL	26		

PAPER-3A (TOTAL NO OF CLASSES ALLOTED-70)

(INDIAN CONSTITUTIN, ECONOMY & PRESS LAWS-MODULE-1 & 2)

MODULE-1 PROF.PAYAL BOSE	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.PAYAL BOSE	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.INDIAN CONSTITUTION:MAIN FEATURES,FUNDAMENTAL RIGHTS PRESIDENT OF INDIA:POWER & POSITION PRIME MINISTER:POWER & POSITION CHIEF MINISTER:POWER & POSITION GOVERNOR:POWER & POSITION PARLIAMENT SUPREME COURT & HIGH COURT LOCAL GOVERNMENTS INDIAN FOREIGN POLICIY	25	1.PRESS LAWS:DEFAMATION CONTEMPT OF COURT PARLIAMENTARY PRIVILEGES ARTICLE 19(1)A& FREEDOM OF PRESS COPYRIGHT ACT OFFICIAL SECRETS ACT WORKING JOURNALISTS'ACT	15
2.NATIONAL ECONOMIC POLICY:NEW TRENDS INDUSTRIAL POLICY:NEW TRENDS FINANCE COMMISSION & ITS FUNCTIONS FIVE YEAR PLANS:OBJECTIVES ECONOMIC POLICY & ITS IMPACT ON SOCIETY	15	2.ETHICS OF JOURNALISM FREEDOM & RESPONSIBILITY OF THE PRESS PRESS COUNCIL OF INDIA CONSTITUTIONS:OBJECTIVES & GUIDELINES MEDIA COUNCIL OF INDIA	15
TOTAL	40	TOTAL	30

PAPER-3B (TOTAL NO OF CLASSES ALLOTED-40)

(PRACTICAL-2ND HALF)

WRITTEN PART	NO.OF CLASSES	COMPUTER PART	NO.OF CLASSES
PROF.TAPASI GHOSH	ALLOTTED	PROF.TAPASI GHOSH	ALLOTTED
	TO EACH TOPIC		TO EACH TOPIC
1.WRITING NEWS REPORT:	10	1.PAGE MAKE-UP & DESIGN	10
HEADLINE,INTRO			
2.WRITING A SHORT FEATURE	10	2.EDITING NEWS COPY	10
3.FILM & BOOK REVIEW	10	TOTAL	20
TOTAL	30		
		<u>VIVA PART</u>	
		PROF.TAPASI GHOSH	
		MEDIA RELATED GENERAL KNOWLEDGE	10
		& CURRENT AFFAIRS	
		TOTAL	10

PAPER-4 (TOTAL NO OF CLASSES ALLOTED-49)

(ADVANCED MEDIA STUDIES MODULE-1 & 2)

MODULE-1 PROF.DIPANNITA DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.DIPANNITA DUTTA	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.COMMUNICATION: DEFINITION, SCOPE & FUNCTION	05	1.PRESS CONFERENCE & INTERVIEW: HOW TO HANDLE AN IMPORTANT SOURCE OF NEWS,NEED FOR PREPARARTION,HOW TO CONDUCT,DIFFERENT TYPES OF INTERVIEW	04
2. MASS COMMUNICATION: DEFINITION, SCOPE & FUNCTION, THEORIES & MODELS	08	2. WOMEN & MASS MEDIA: WOMEN'S PAGE, WOMEN'S MAGAZINE, SCOPOE IN INDIA	03
3.MASS MEDIA: DEFINITION, DIFFERENT TYPES, FUNCTIONS, RECENT TRENDS, IMPACT OF NEW TECHNOLOGIES, FILM & VIDEO	08	3.RADIO:DEVELOPMENT OF RADIO BROADCASTIG IN INDIA, RECENT TRENDS IN RADIO JOURNALISM, RADIO & SOCIETY, ELEMENTS OF RADIO NEWS, DIFFERENCES IN REPORTING & PRESENTATION BETWEEN RADIO & TELEVISION.	06
4.SPECIALISATION INREPORTING: SCIENCE, POLITICAL, ADMINISTRATI ON, CRIME, FASHION, FINANCIAL & AGRICULTURE JOURNALISM, SPORTS JOURNALISM, COVERAGE OF ENVIRONMENT, HUMAN INTEREST	10	TOTAL	13
5. INTERPRETATIVE & INVESTIGATIVE REPORTING: IMPORTANCE & SCOPE, BASIC QUALITIES, PLANNING & STYLE TOTAL	36		

PAPER-4 (TOTAL NO OF CLASSES ALLOTED-49)

(ADVANCED MEDIA STUDIES MODULE-3 & 4

MODULE-3	NO.OF CLASSES ALLOTTED TO EACH TOPIC	MODULE-2 PROF.TAPASI GHOSH	NO.OF CLASSES ALLOTTED TO EACH TOPIC
1.TELEVISION AS A MASS MEDIUM, DEVELOPMENT OF TV IN INDIA, RECENT TRENDS, CABLE TV & SATELLITE CHANNEL, TV AS A NEWS MEDIUM & ENTERTAINMENT MEDIUM, AUTRONOMY OF INDIAN BROADCASTING, MPACT OF TV ON PRINT MEDIA, DIFFERENCES IN NEWS REPORTING 7 PRESENTATION BETWEEN RADIO & TV	10	1.WRITTEN: A.CLASSIFIED ADVRTISEMENT B.RADIO TALK	10
2. MAKING OF FRONT PAGE OF A DAIKY NEWSPAPER 3.REVIEW:STYLE &	10	2.COMPUTER PREPARING A PRINT ADVERTISEMENT USING NECESSARY SOFTWARE 3.VIVA-VOCE:MEDIA	10
PRESENTATION, TECHNIQUES, FILM REVIEW, BOOK REVIEW, MUSIC REVIEW, RADIO & TELEVISION REVIEW. TOTAL	24	RELATED QUESTION	<u>25</u>

CLASS-WISE ALLOTMENT

TEACHER/CLASS	TG	KC	MD	AC	PB	DD	TOTAL
1H	4	2	2	2	2	2	14
2H	4	2	2	2	2	2	14
3H	8	4	6	4	4	4	30
1G	1	2	0	0	0	0	03
2G	2	0	0	2	2	0	06
3G	2	0	0	0	0	2	04
TOTAL	21	10	10	10	10	10	71

NAME OF THE TEACHER/ ACADEMIC YEAR	TG	КС	MD DOCU. EDITING	AC	РВ	DD	TOTAL	EXTRA
1 ST YR (HONS.)	50	25	25	25	25	25	175	25
2 ND YR (HONS.)	50	25	25	25	25	25	175	25
3 RD YR (HONS.)	100	50	100	50	50	50	400	0
1 ST YR (GEN.)	25	50	0	0	0	0	75	25
2 ND YR (GEN.)	50	0	0	50	50	0	150	50
3 RD YR (GEN.)	25	0	0	0	0	50	75	25
TOTAL	300	150	150	150	150	150	1050	150

EXAMINATION CALENDAR

1ST YR. (H)

<u>CLASS</u>	NAME OF THE	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
	EXAM.			
FIRST YR.HONOURS	UNIT TEST 1	2 ND WEEK OF AUGUST	PAPER 1-MODULE 1& 3	25 MARKS
FIRST YR.HONOURS	UNIT TEST 2	1 ST WEEK OF SEPTEMBER	PAPER 2-MODULE 1 &	25 MARKS
			WRITTEN PRACTICAL	
FIRST YR.HONOURS	UNIT TEST 3	1 ST WEEK OF NOVEMBER	PAPER 1-MODULE 2& 4	25 MARKS
FIRSTYR.HONOURS	UNIT TEST 4	1 ST WEEK OF DEEMBER	PAPER 2-MODULE 2 &	25 MARKS
			COMPUTER PRACTICAL	
FIRST YR.HONOURS	SELECTION TEST	2 ND WEEK OF MARCH	FULL SYLLABUS	200 MARKS

1ST YR. (G)

<u>CLASS</u>	NAME OF THE EXAM.	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
FIRST YR.GENERAL	UNIT TEST 1	3 RD WEEK OF AUGUST	PAPER 1-MODULE 1& 3	25 MARKS
FIRST YR.GENERAL	UNIT TEST 2	1 ST WEEK OF DECEMBER	PAPER 1-MODULE 2& 4	25 MARKS
FIRST YR.GENERAL	SELECTION TEST	2 ND WEEK OF MARCH	FULL SYLLABUS	100 MARKS

2^{ND T} YR. (H)

<u>CLASS</u>	NAME OF THE EXAM.	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
SECONDYR.HONOURS	UNIT TEST 1	1 ST WEEK OF NOVEMBER	PAPER 3	50 MARKS
SECONDYR.HONOURS	UNIT TEST 2	2 ND WEEK OF DECEMBER	PAPER 4	50 MARKS
SECONDYR.HONOURS	SELECTION TEST	2 ND WEEK OF FEBRUARY	FULL SYLLABUS	200 MARKS

2ND YR. (G)

<u>CLASS</u>	NAME OF THE EXAM.	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
SECONDYR.GENERAL	UNIT TEST 1	2 ND WEEK OF DECEMBER	PAPER 2 & PAPER 3	50 MARKS
SECONDYR.GENERAL	SELECTION TEST	2 ND WEEK OF FEBRUARY	FULL SYLLABUS	200 MARKS

3^{RD T} YR. (H)

<u>CLASS</u>	NAME OF THE EXAM.	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
THIRD YR.HONOURS	SELECTION TEST	2 ND WEEK OF JANUARY	FULL SYLLABUS	400 MARKS
aRD var (a)				

3RD YR. (G)

<u>CLASS</u>	NAME OF THE EXAM.	<u>TIME</u>	<u>PAPER</u>	<u>MARKS</u>
THIRD YR.GENERAL	SELECTION TEST	2 ND WEEK OF JANUARY	FULL SYLLABUS	100 MARKS