

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2018-19

HONOURS COURSE

CC-1 -(8 HRS./WEEK-TOTAL 112 HRS.) 149 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.NEWS:MEANING & CONCEPT	06	1.LANGUAGE OF NEWS	04
2. HARD NEWS VS. SOFT NEWS	04	2.ROBERT GUNNING:PRINCIPLES OF CLEAR WRITING	04
3.ATTRIBUTION	02	3.RUDOLF FLESCH FORMULA-SKILLS TO WRITE NEWS	04
4.VERIFICATION	02	4.SOCIOLOGY OF NEWS	02
5. BALANCE & FAIRNESS	02	5.FACTORS AFFECTING NEWS TREATMENT	04
6. BREVITY	02	6.PAID NEWS AND YELLOW JOURNALISM	03
7.DATELINE	01	7.AGENDA SETTING	03
8.CREDITLINE	01	8.TRIAL BY MEDIA	03
9.BYLINE	01	9.GATEKEEPERS	03
10.DIFFERENT FORMS OF PRINT-A HISTORICAL PERSPECTIVE	06	10.POLITICS OF NEWS	04
11.PENNY PRESS	05	11.NEUTRALITY AND BIAS IN NEWS	03
12.TABLOID PRESS	05		
TOTAL	37	TOTAL	37
<u>UNIT-3 (PRACTICAL)</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF.TAPASI GHOSH &</u> <u>PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.BASIC KNOWLEDGE OF COMPUTER FOR PRINT JOURNALISM	08	1.REWRITING & SUMMARIZING A GIVEN PIECE OF NEWS WITH HEADLINES & SUITABLE INTRO (TG)	06
2.HANDLING PAGE MAKING SOFTWARE AND PHOTO EDITING SOFTWARE	10	2.CREATING A SAMPLE PAGE ON COMPUTER WITH HARD & SOFT NEWS	10
3.WRITING NEWS REPORT FROM GIVEN POINTS	06	3.WRITING ANCHOR STORY (TG)	06
4.WRITING HEADLINES FROM NEWS STORIES	03	4.WRITING ARTICLE (TG)	07
5.WRITING INTRO	06	5. ASSIGNMENT:PREPARING A PRESENTATION ON TYPES & CATEGORIES OF NEWS (PB)	08
6.LANGUAGE OF NEWS	04		
TOTAL	37	TOTAL	37

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Practice;
- (4) M.K. Joseph: Outline of Reporting;
- (5) K.M. Srivastava News Reporting and Editing;
- (6) Sourin Banerjee: Journalism Update; PragatishilProkashak.
- (7) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (8) Tony Harcup: Journalism: Principles and Practice; Sage.

CC-2 -(6HRS./WEEK-TOTAL 84 HRS.)112 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.KOYEL CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.EARLY INDIAN JOURNALISM	04	1.H.L.V.DEROZIO & YOUNG BENGAL MOVEMENT	04
2.CONTRIBUTIONS OFJAMES AUGUSTUS HICKEY	04	2. ISWAR CHANDRA GUPTA & SAMBAD PRABHAKAR	04
3.JAMES SILK BUCKINGHAM & CALCUTTA JOURNAL	05	3. HISTORY OF PRESS ORDINANCE & LIBERATION OF PRESS	04
4.SERAMPORE BAPTIST MISSIONARY PRESS	04	4.INCEPTION & RISE OF NATIONALIST JOURNALISM	03
5. DIGDARSHAN	02	5. HINDU PATRIOT & CONTRIBUTION OF HARISH CHANDRA MUKERJEE	04
6. SAMACHAR DARPAN	03	6.SOMPRAKASH	03
7.SOCIAL REFORM MOVEMENT & RAJA RAMMOHAN ROY	06	7.MOVEMENT AGAINST VERNACULAR PRESS ACT	06
TOTAL	28	TOTAL	28
<u>UNIT-3</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-4</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.EXTREMIST PRESS : SANDHYA,BANDEMATARAM AND	08	1.RECOMMENDATIONS OF INDIAN PRESS COMMISSION	03

JUGANTAR			
2.CONTRIBUTION OF BIPIN CHANDRA PAL AND BAL GANGADHAR TILAK	06	2.RISE OF NEWSPAPER HOUSES:ANANDA BAZAR PATRIKA/THE TELEGRAPH/ NATIONAL HERALD/ THE HINDOO/ TIMES OF INDIA / THE STATESMAN	12
3. CONTRIBUTION OF MAHATMA GANDHI IN IDIAN JOURNALISM	06	3. DEVELOPMENT OF NEWS AGENCIES	03
4.CONTRIBUTIONS OF NATIONALIST PRESS IN FREEDOM MOVEMENT:NATIONAL HERALD/THE HINDUSTHAN TIMES/THE INDIAN EXPRESS	08	4. CONTRIBUTION OF EMINENT JOURNALISTS: M. CHALAPATI RAO / VIVEKANANDA MUKHOPADHYAY/. BARUN SENGUPTA / DILIP PATGAONKAR / N.RAM	10
TOTAL	28	TOTAL	28

Readings:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) SushovanSarkar: Bengal Renaissance and Other Essays;
- (3) J. Natarajan: History of Indian Journalism; Publication Division.
- (4) RangaswamyParthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (5) MohitMoitra: A History of Indian Journalism; National Book Agency.
- (6) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (7) Recommendations of First Press Commission.

TUTORIAL - PROF.TAPASI GHOSH

CC-3-(6HRS./WEEK-TOTAL 84 HRS.) 112 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.NEWS:ELEMENTS,VALUES,OBJECTIVITY	4	1.POSITIONS,QUALITIES,DUTIES AND RESPONSIBILITIES OF CORRESPONDENTS:SPECIAL CORRESPONDENT	02
2. BEAT AND SOURCES:DEFINITIONS	2	2.DISTRICT CORRESPONDENT	02
3.PRINCIPLES OF NEWS (REPORT) WRITING	2	3.FOREIGN CORRESPONDENT	02
4.INTRO.LEAD	2	4.COLUMNIST	02
5. PRINCIPLES OF AGENCY NEWS	4	5.PHOTO JOURNALIST	02
6. PRINCIPLE OF PAGE MAKING	4	6.NEWS CO-ORDINATOR,EXECUTIVE EDITOR,ASSISTANT EDITOR	02
7.INTERVIEWING:RESEARCH,PLANNING,FR AMING QUESTIONS	4	7.CHIEF REPORTER	03
8.WRITING THE PIECE	2	8.CHIEF SUB-EDITOR,SUB-EDITOR	03
9.FEATURE:DEFINITION,TYPES	3	9.NEWS EDITOR,CHIEF OF NEWS BUREAU	02
10.ADVERTORIALS	1	10.HEADLINES: TYPES,IMPORTAMCE,WRITING HEADLINE FOR NEWSPAPER	04
		11.PRINCIPLE OF WRITING AN EDITORIAL,POST EDITORIAL	02
		12.PRINCIPLES OF SUB-EDITING	02
TOTAL	28	TOTAL	28
<u>UNIT-3 (PRACTICAL)</u> <u>PROF. MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF. MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.SPECIALIZATION IN JOURNALISM : INTERPRETATIVE AND INVESTIGATIVE JOURNALISM	09	1.AGRICULTURE JOURNALISM	02
2.POLITICAL JOURNALISM	03	2.SPORTS JOURNALISM	04
3.CRIME AND LEGAL JOURNALISM	03	3.FILM JOURNALISM	04
4.PUBLIC AFFAIRS REPORTING	03	4.ENVIRONMENT JOURNALISM	02
5.HUMAN INTEREST STORIES AND HUMAN RIGHTS REPORTING	04	5. FASHION AND ENTERTAINMENT JOURNALISM, PAGE-3 REPORTING	06
6.CORPORATE,ECONOMIC,FINANCIAL AND BUSINESS JOURNALISM	06	6.COLUMN WRITING	05
		7.WRITING FOR MAGAZINES,SPECIAL AND SUPPLEMENTARY PAGES	05
TOTAL	28	TOTAL	28

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Practice;
- (4) M.K. Joseph: Outline of Reporting;
- (5) K.M. Srivastava News Reporting and Editing;
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (8) Tony Harcup: Journalism: Principles and Practice; Sage.

TUTORIAL - PROF.TAPASI GHOSH

CC-4 -(8HRS./WEEK-TOTAL 112 HRS.)149 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.COMMUNICATION:DEFINITION, PROCESS & SEMIOTIC SCHOOL	06	1.ROLE OF MEDIA IN DEMOCRACY:RESPONSIBILITY TO SOCIETY	04
2.FORMS OF COMMUNICATION (VERBAL/NON-VERBAL/PARALANGUAGE/ICONIC/SEMIOTIC)	06	2.CONTEMPORARY DEBATES AND ISSUES RELATING TO MEDIA	04
3.LEVELS OF COMMUNICATION (INTRAPERSONAL/INTERPERSONAL/GROUP/PUBLIC/MASS)	08	3.ONLINE JOURNALISM	04
4.FUNCTIONS OF COMMUNICATION AND MASS COMMUNICATION (SURVEILLANCE/CORRELATION/TRANSMISSION/ENTERTAINMENT/VALIDATION/MOBILIZATION)	08	4.CITIZEN JOURNALISM	04
TOTAL	28	5.COVERING NEWS : COVERING SPEECHES,MEETING & PRESS conferences	04

<u>UNIT-3</u> <u>PROF.TAPASI GHOSH</u>		6.COVERING OF BEAT-CRIME/COURTS/CITY REPORTING/LOCAL REPORTING/HOSPITALS/HEALTH/ EDUCATION/SPORTS	08
1.WRITING A NEWS FEATURE,WRING FEATURE ON OTHER TOPIC OF INTEREST	04	7.UNDERSTANDING NEW MEDIA:E-MAIL/SOCIAL MEDIA	05
2.PRINCIPLES OF EDITING A GIVEN PIECE OF NEWS REPORT & AGENCY COPY INCLUDING ASUITABLE LEAD & HEADLINE	06	8.ETHICS IN JOURNALISM	04
3.WRITING COLUMN	06	TOTAL	37
4.BOOK REVIEW	04	<u>UNIT-4</u> <u>PROF. PAYAL BOSE</u> <u>&</u> <u>PROF.TAPASI GHOSH</u>	
5.FILM REVIEW	04	1.PUBLISHING A TABLOID JOURNAL USING PAGE MAKING SOFTWARE & PHOTO EDITING SOFTWARE,ELEMENTS OF PAGE DESIGN INCLUDING SLUG,INFO-GRAPHICS,BLURB,SHOULDER,REVERSE ETC.	
6.REVIEW OF TELEVISION PROGRAMMES	04	TOTAL	37
7.WRITING EDITORIAL	06		
8.WRITING POT-EDITORIAL	06		
9.WRITING ANCHOR STORY	06		
TOTAL	46		

Readings:

- (1) Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher, Delhi
- (2) Seema Hasan: Mass Communication; Principles and Concept; CBS publishers and Distributers

PAPER-3 (TOTAL NO OF CLASSES ALLOTTED-180)

<u>MODULE-1</u> <u>COMMUNICATION THEORIES &</u> <u>MODELS</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>MEDIA, SOCIETY & CULTURE</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1. CLASSICAL RHETORIC FORM OF COMMUNICATION	06	1.PHASES OF MEDIA-SOCIETY RELATIONS:MASS SOCIETY,FUNCTIONALISM,CRITICAL POLITICAL ECONOMY, TECHNOLOGICAL DETERMINISM,INFORMATION SOCIETY	10
2. SHANNON WEAVER'S MATHEMATICAL MODEL OF COMMUNICATION & CRITICISM	03	2.DOMINANT MEDIA PARADIGM & HYPODERMIC SERIES OF MODELS,ONE STEP FLOW THEORIES,EMERGENCE OF CRITICAL THEORIES	8
3. SCHRAMME-OSGOOD INTERACTIVE MODEL OF COMMUNICATION	03	3.DEVELOPMENT PARADIGM OF MEDIA:TWO STEP FLOW THEORY,DIFFUSION OF INNOVATION AND MEDIA DEPENDENCY THEORY	6
4. NEWCOMB'S SYSTEMIC MODEL	03	4.ACTIVE AUDIENCE PROPOSITION:USES & GRATIFICATIONS MODEL,AGENDA SETTING SERIES OF MODELS(PRIMING/FRAMING/GATE KEEPING/AGENDA SETTING)	8
5. WESTLEY McLean's MASS COMMUNICATION MODEL	03	5.SPIRAL OF SILENCE	03
6. DAVID BERLO'S LINEAR MODEL	03	6.GLOBALISATION OF MEDIA & PROPAGANDA MODEL	03
7.ROMAN JAKOBSON'S COMMUNICATION MODEL	03	7.DEFINITION OF CULTURE:ELITE CULTURE,POPULAR CULTURE,COMMERCIAL CULTURE	06
8.NORMATIVE THEORIES OF PRESS	04	8.CORPORATE COMMUNICATION MODELS	03
9.McQUAIL'S FOUR THEORIES OF MASS COMMUNICATION	03	9.GRAPEVINE MODEL	03
10.SOCIAL SCIENTIFIC THEORY	02	TOTAL	50
11.OPERATIONAL THEORY	02		
12.EVERYDAY OR COMMON SENSE THEORY	02		
13.CULTIVATION THEORY	02		
14.SEMIOTIC COMMUNICATION STUDIES:SIGN,CODE,TEXT SIGNIFICATION	04		
15.SAUSSURE & PEIRCE MODEL	03		
16.SRUCTURALIST APPLICATION OF COMMUNICATION	04		
TOTAL	50		

PAPER-3 (TOTAL NO OF CLASSES ALLOTTED-180)

<u>MODULE-3</u> <u>COMMUNICATION SCHOOL & MEDIA</u> <u>STUDIES</u> <u>PROF.ARUNDHATI CHALRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>INTERNATIONAL</u> <u>COMMUNICATION,COMPARATIVE MEDIA</u> <u>AFFAIRS</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.FRANKFURT CRITICAL SCHOOL	08	1.IMBALANCES IN GLOBAL INFORMATION FLOW & ROLE OF INTERNATIONAL NEWS AGENCIES	08
2.SEMIOTIC SCHOOL:FERDINAND DE SASSURE,C.S. PEIRCE,ROLAND BARTHES	08	2.TOWARD AN ALTERNATIVE WORLD COMMUNICATION ORDER & McBRIDE COMMISSION	06
3.BRITISH SCHOOL:CENTRE FOR CONTEMPORARY CULTURAL STUDIES	06	3.INTERNATIONAL MEDIA REGULATIONS	04
4. EV. ROGER'S DEVELOPMENT COMMUNUCATION SCHOOL: COMMUNICATION & DEVELOPMENT OF THIRD WORLD MEDIANINDIAN EXPERIENCE	04	4.GULF WAR & THE RISE OF GLOBAL MEDIA	04
5.PUBLIC SPHERE & PUBLIC MEDIA:JURGEN HABERMAS	08	5. GLOBALISATION OF DE-REGULATED MEDIA	04
6.CORPORATISATION & GLOBALISATION OF MASS MEDIA	06	6.MEDIA CONGLOMERATION	04
TOTAL	40	7. PRESS SYSTEM OF NEIGHBOURING COUNTRIES OF INDIAN SUBCONTINENT BEFORE & AFTER GLOBALISATION	10
		TOTAL	40

Books and References (FOR MODULE 1, 2, 3)

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Srinivas Melkote and Leslie Steves: Communication in the Third World; Sage.

- (5) Arvind Singhal: Communication for Innovation; Sage.
- (6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publisher.
- (7) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (8) Uma Narula: Development Communication;
- (9) K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
- (10) Dan Laughey: Key Themes in Media Theory; Rawat Publication.

Books and References (FOR MODULE 4)

- (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.

PAPER-3 (TOTAL NO OF CLASSES ALLOTTED-110)

<p align="center"><u>FIRST PART</u> <u>PROF.DIPANNITA DUTTA</u> & <u>PROF. TAPASI GHOSH</u></p>	<p align="center"><u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u></p>	<p align="center"><u>SECOND PART</u> <u>PROF.TAPASI GHOSH</u> & <u>PROF.PAYAL BOSE</u></p>	<p align="center"><u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u></p>
1.BOOK REVIEW	03	1.DISSERTATION PROJECT ON TOPIC OF SOCIAL INTEREST (WITH FOUR THOUSAND WORDS) AND SLIDE PRESENTATION ON DISSERTATION TOPIC	25
2.FILM REVIEW	03	<u>COMPUTER</u>	
3. REVIEW OF TELEVISION PROGRAMME	02	2.ADVANCE PAGE DESIGNING OF A BROADSHEET USING PAGE MAKING SOFTWARE & PHOTO WITH SLUG/INFO-GRAPHICS/BLURBS/SHOULDERS/ REVERSE ETC.	50
4. WRITING AN EDITORIAL	06	TOTAL	75
5. WRITING AN ANCHOR STORY	06		
6. WRITING INTERVIEWED COPY WITH HEADLINE	06		
7. LEAD & INTRO WRITING	03		
8. EDITING AGENCY CREED	06		
TOTAL	35		

PAPER-5 (TOTAL NO OF CLASSES ALLOTTED-173)

(NATIONAL AFFAIRS-MODULE-1)

(INTERNATIONAL RELATIONS-MODULE-2)

<u>MODULE-1</u> <u>PROF.KOYEL CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>PROF. ARUNDHATI</u> <u>CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
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

References:

- (1) The Making of India's Foreign Policy: J. Bandyopadhyay
- (2) International Relations: Joseph Frankell

- (3) International Relations in the Twentieth Century: D.C. Bhattacharya
 (4) Communication for Development in the Third World: Srinivas Melkote and H. Leslie Steeves
 (5) Many Voices One World: Report of the McBride Commission
 (6) Introduction to the Constitution of India: Justice Durgadas Basu
 (7) Indian Administration: S. Maheswari
 (8) Indian Economics: K. Sundaram

PAPER-5(TOTAL NO OF CLASSES ALLOTTED-173)

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

<u>MODULE-3</u> <u>PROF.ARUNDHATI</u> <u>CHAKRABORTY</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.ARUNDHATI</u> <u>CHAKRABORTY</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</u>
1.FILM AS A MEDIUM OF MASS COMMUNICATION	02	1.CROSS CULTURAL CINEMA	03
2.HISTORY OF INDIAN MOTION PICTURS	02	2.FILM & LITERATURE	02
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 WALLE	01
9.LOCATION	01	9.SERGEI EISENSTEIN	02
10.CAMERA WORK	03	10.PUDOVKIN	02
11.BASIC SHOTS & TERMINOLOGY	02	11.VITTORIO DE SICA	02
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

References:

- (1) Our Films Their Films: Satyajit Ray
- (2) How to Read a Film: James Monaco
- (3) The Inner Eye: Satyajit Ray
- (4) Bengali Cinema: Kiranmoy Raha
- (5) Film Cultures: Janet Harbord
- (6) A Short History of Movies: Gerald Mast
- (7) A History of Film: Virginia Wright Wexman
- (8) A Short History of Film: Wheeler Winston Dixon and Gwendolyn Audrey Foster

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

RADIO JOURNALISM (MODULE-1 & MODULE-2)

<u>MODULE-1</u> <u>PROF.DIPANNITADUTTA</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</u>	<u>MODULE-1</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</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 FM BROADCAST	03
6.RADIO INTERVIEW	03	6.NATIONAL PROGRAMMES OF AIR	04
7.RADIO NEWS REEL	01	7.BBC & OTHER INTERNATIONAL RADIO STATIONS (VOA)	03
8.RADIO FEATURE	02	8.RADIO & NEWSPAPER:A COMPERATIVE STUDY	03
9.APPLICATIONS OF AUDIO EQUIPMENTS & SOFTWARE	04	TOTAL	22
10.RADIO TALK	02		
11.AUDIENCE RESEARCH	02		
TOTAL	26		

References:

- (1) Broadcast Journalism: An Introduction to News Writing: Mark W. Hall
- (2) Handbook of Broadcasting: Abbot and Rider
- (3) Newswriting for Broadcast: Ed Bliss
- (4) Broadcast News Producing: Brad Schultz
- (5) Radio and Television: K.M. Srivastava
- (6) This is All India Radio: U.L. Barua

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

TELEVISION JOURNALISM (MODULE-3 & MODULE-4)

<u>MODULE-3</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF CLASSES</u> <u>ALLOTTED TO EACH</u> <u>TOPIC</u>
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.TELEVISION & 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		

References:

- (1) Writing and Producing for Television and Film: John Riber
- (2) Television Journalism: Ivor Yorke
- (3) Television: A Critical Review: Horace Newcomb
- (4) The Age of Television: Carl Bode

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

ADVERTISING (MODULE-1 & MODULE-2)

<u>MODULE-1</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.ADVERTISING:DEFINITION	02	1.OUTDOOR ADVERTISING	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/INDUSTRIAL/ RETAIL/ NATIONAL/TRADE	03	4.MEDIA STRATEGY	03
5.PUBLIC OR GOVT. ADVERTISING	02	5.PLANNING OF AD BUDGET FOR NEWSPAPER,MAGAZINE,RADIO, TELEVISION	02
6.PRODUCT ADVERTISING	02	6.AD CONTENTS	02
7.TARGET 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 STRATEGIES	03	TOTAL	21
12.PURCHASE PROPOSITION	02		
13.CREATIVE EXECUTION	02		
14.AD COPY WRITING - SLOGAN,HEADLINE	03		
15.AD LAY OUT	02		
16.USE OF SOFTWARE IN PRINT ADVERTISEMENT	02		
17.TV ADVERTISEMENT	02		
18.STORYBOARD	03		
19.RADIO ADVERTISEMENT	02		
TOTAL	45		

References:

- (1) Advertising: Frank Jefkins
- (2) Avertising: James S. Norris
- (3) Brand Positioning: Subrato Sengupta
- (4) Effective Advertising: Marieke De Mooji
- (5) Creative Advertising: Theory and Practice: Gillian Dyor

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

PUBLIC RELATIONS (MODULE-3 & MODUALE-4)

<u>MODULE-3</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
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	01

TOOL	
19.PR RESEARCH	02
20.PR ETHICS	02
21.EMERGING TRENDS IN PR	02
TOTAL	46

References:

- (1) Handbook of Public Relations and Communications: Phillip Lesly
- (2) Media Relations: Jane Johnston
- (3) Practical Public Relations: Sam Black
- (4) Public Relations in Practice: Anne Gregory (IPR publication)
- (5) Public Relations in your Business: Frank Jefkins
- (6) Public Relations in India: J.M. Kaul
- (7) Corporate Public Relations: K.R. Balan(8) Jana Sanjog: Samar Basu

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

WRITTEN SEGMENT & ANCHORING (1ST HALF)COMPUTER & DOCUMENTARY (2ND HALF)

<u>FIRST PART</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>SECOND PART</u> <u>PROF.TAPASI GHOSH &</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.RADIO PRESENTATION	02	1.VIDEO DOCUMENTARY	25
2.PREPARATION OF RADIO NEWS,TALKS AND DIFFERENT PROGRAMME	06	<u>COMPUTER</u>	
3.TECHNIQUES FOR RADIO SCRIPT WRITING	03	2.PREPARING A PRINT ADVERTISEMENT USING NECESSARY SOFTWARE	30
4.NEWS SCRIPT WRITING FOR TELEVISION	03	3.PREPARING A SLIDE PRESENTATION ABOUT MEDIA RELATED EVENTS USING PRESENTATION SOFTWARE	25
5.SCRIPT WRITING FOR DIFFERENT TELEVISIONPROGRAMMES (TV TALK SHOW/PANEL DISCUSSION)	03	4.FILM SHOW	30
6.PRESS RELEASE	04	TOTAL	110
7.PRESS REJOINDER	01		

8.SLOGAN WRITING	04
9.CLASSIFIED ADVERTISEMENTS	04
10.WRITING FOR A HOUSE JOURNAL	04
11.CINEMA SCRPT WRITING(DOCUMENTARY)	06
TOTAL	40
<u>SECOND PART</u>	20
ANCHORING (5 MINUTES)	
TOTAL	60

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2018-19

GENERAL COURSE

CC/GE-1 (6 HRS./WEEK-84 HRS.))112 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>	<u>UNIT-2</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>
5.NEWSPAPER AND SOCIO-ECONOMIC AND CULTURAL DEVELOPMENT IN INDIA	03	1. DUTIES & RESPONSIBILITIES OF A REPORTER	02
6.NEWS:DEFINITION	02	2 CHIEF REPORTER	02
7.ELEMENTS OF NEWS	03	3.FOREIGN CORRESPONDENT	02
8.NEWS SOURCES	02	4.SPECIAL CORRESPONDENT	02
9.DIFFERENT TYPES OF NEWS	03	5.BUREAU CHIEF	02
10.THE EDITOR: FUNCTIONS & RESPONSIBILITIES	02	6. DISTRICT CORRESPONDENT	02
11.EDITORIAL FREEDOM	02	7.SRUCTURE OF NEWS :INVERTED PYRAMID	04
12.THE ROLE OF THE EDITOR	02	8..INTRO,LEAD	02
13.THE NEWS EDITOR: FUNCTIONS,DUTIES,QUALITIES	03	9..LANGUAGE OF NEWS WRITING	03
14. CHIEF SUB EDITOR	03	10.OBJECTIVITY	02
15.SUB EDITORS: DUTIES & QUALITIES	03	11.FEATURE:DEFINITION, TYPES	02
TOTAL	28	12.EDITORIAL:IMPORTANCE,CHOICE OF SUBJECTS,ARRANGEMENTS,STYLE OF PRESENTATION	03
		TOTAL	28
<u>UNIT-3</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>	<u>UNIT-4</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>
1.EDITING:PRINCIPLES OF EDITING	04	1.COLUMN & COLUMNIST: IMPORTANCE OF COLUMN,	04
2.COPY TESTING	02	2. LETTERS TO THE EDITOR:IMPORTANCE	04
3.COMPUTER EDITING	03	3.PROOF READING:SYMBOLS OF PROOF READING,DUTIES & RESPONSIBILITIES OF PROOF READERS	04
4.DIFFERENT TYPES OF HEADLINES	05	4. THE NEWS AGENCY: THEIR, FUNCTIONS, STYLE OF AGENCY REPORTING,. VARIOUS INTRNATIONAL NEWS AGENCIES	07
5. COMPUTER APPLICATIONS	02	5 POLITICAL REPORTING	03
6.PAGE MAKE UP:FRONT PAGES & OTHER PAGES,PRINCIPLES TO BE FOLLOWED	05	6. FINANCIAL REPORTING	03
8. PHOTO JOURNALISM: DEFINITION, IMPORTANCE,. DUTIES, RESPONSIBILITIES & QUALITIES OF A NEWS PHOTOGRAPHER, CAPTION WRITING, PHOTO PRINTING PROCESS	07	7. SPORTS REPORTING	03
TOTAL	28	TOTAL	28

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) VirBalaAgarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (5) Baidyanath Bhattacharya: Adhunik Ganamadyam;
- (6) Sanbad Bidya Parthya Chattopadhyay Paschimbanga Rajya Pustak Parshad

TUTORIAL - PROF.TAPASI GHOSH

CC/GE-2 -(6HRS./WEEK-TOTAL 84 HRS.) 112 CLASSES OF 45 MINS.

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1. NEWSPAPER AS A BUSINESS ENTERPRISE & ITS PUBLIC SERVICE ROLE: INDIAN EXPERIENCE	02	1. CIRCULATION OF NEWSPAPER ; CIRCULATION FACTORS: GEOGRAPHICAL FACTOR, SOCIAL FACTOR , ECONOMIC, TECHNOLOGICAL FACTOR	10
2. OWNERSHIP OF NEWSPAPERS: DIFFERENT TYPES IN INDIA	03	2. PROMOTING CIRCULATION: NEWSPAPERS' POLICY	03
3. CROSS MEDIA OWNERSHIP	02	3. CIRCULATION DEPARTMENT, ORGANISATION, FUNCTIONS	06
4. MEDIA CONGLOMERATION & CONVERGENCE	03	4. DUTIES & RESPONSIBILITIES OF A CIRCULATION MANAGER	03
5. SOURCES OF REVENUE IN NEWSPAPER: SCOPE IN INDIA	04	5. RNI	02
6. DEPARTMENTS OF NEWSPAPER ORGANISATIONS AND FUNCTIONS	04	6. AUDIT BUREAU OF CIRCULATION (ABC)	02
7. FRONT PAGE OF A DAILY NEWSPAPER	04	7. NATIONAL READERSHIP SURVEY (NRS)	02
8. FILM REVIEW/BOOK REVIEW/MUSIC	06		

REVIEW/RADIO AND TELEVISION REVIEW			
TOTAL	28	TOTAL	29
<u>UNIT-2</u> <u>PROF.KOYEL CHAKRABORTI</u>		<u>UNIT-2</u> <u>PROF.MOUSUMI DUTTA</u>	
1.ADVERTISEMENT DEPARTMENT OF A NEWSPAPER	06	1.NEWSPAPER PRINTING	02
2.ADMINISTRATION OF AD-DEPARTMENT	06	2.EVOLUTION OF NEWSPAPER PRINTING PROCESS	08
3.ADVERTISEMENT MANAGER:DUTIES & RESPONSIBILITIES	03	3.PUBLIC SERVICE BROADCASTING:PRASAR BHARATI	05
4.DIFFERENT TYPES OF ADVERTISEMENT IN NEWSPAPERS:CLASSIFIED & DISPLAY	06	4.ELECTRONIC MEDIA MANAGEMENT : LICENSING,ORGANISATIONAL PATTERNS	04
5.NEWSPAPER AS A MEDIUM OF ADVERTISEMENT	05	5.TRAI	04
		6.THE BROADCASTING BILL 1997	05
TOTAL	28	TOTAL	28

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 Mangement;adhyayan Publishers & Distributors
- (4)Pabitra Mukhopadhyay: sanbadpatra Sangathan O Parichalana,Paschimbanga Rajya pustak Parshad

TUTORIAL - PROF.TAPASI GHOSH

PAPER-2 (TOTAL NO OF CLASSES ALLOTTED-94)

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

<u>MODULE-1</u> <u>PROF.ARUNDHATI</u> <u>CHAKRRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.NEWS PAPER 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.SOURCE 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 NEWSPAPERS:CLASSIFIED & DISPLAY NEWSPAPER AS A MEDIUM OF ADVERTISEMENT	12
TOTAL	14	TOTAL	28

PAPER-2 (TOTAL NO OF CLASSES ALLOTTED-94)

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

<u>MODULE-3</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-4</u> <u>PROF.ARUNDHATI</u> <u>CHAKRRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
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	12	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	14
2.ADVERTISING AGENCY : STUCTURE,FUNCTIONS, IMPORTANT FUNCTIONARIES, CLIENT-AGENCY RELATIONSHIP	06	2.HOUSE JOURNAL:PLANNING,DAT COLLECTION,EDITING PRINCIPLES,PRODUCTION & DISTRIBUTION PR AS A MANAGEMENT FUNCTION PR INSTITUTIONS PR & NEW TECHNOLOGY	12
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		

References:

- (1) Newspaper Organization and Management: H.L. Williams
- (2) Sanagbadpatra Sangathan O Parichalana: P.K. Mukherjee
- (3) Advertising Made Simple: Frank Jefkins
- (4) Public Relations in India: J.M. Kaul
- (5) Jana Sanjog: Samar Basu
- (6) Practical Public Relations: Sam Black

PAPER-3A (TOTAL NO OF CLASSES ALLOTTED-70)**(INDIAN CONSTITUTIN, ECONOMY & PRESS LAWS-MODULE-1 & 2)**

<u>MODULE-1</u> <u>PROF.KOYEL CHAKRABORTY</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>MODULE-2</u> <u>PROF.KOYEL CHAKRABORTY</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
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

References:

- (1) Introduction to the Constitution of India: D.D. Basu
- (2) Bharatiya Sangbidhan Parichay: D.D. Basu
- (3) Bharater Press Ain: Banshi Manna
- (4) Indian Economics: K. Sundaram
- (5) Press Laws: N.K. Bhattacharya

PAPER-3B (TOTAL NO OF CLASSES ALLOTTED-40)**(PRACTICAL-2ND HALF)**

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

PAPER-4A (TOTAL NO OF CLASSES ALLOTTED-49)

(ADVANCED MEDIA STUDIES MODULE-1 & 2)

<u>MODULE-1</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.COMMUNICATION: DEFINITION, SCOPE & FUNCTION	05	1.PRESS CONFERENCE & INTERVIEW: HOW TO HANDLE AN IMPORTANT SOURCE OF NEWS,NEED FOR PREPARATION,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, SCOPE IN INDIA	03
3.MASS MEDIA: DEFINITION,DIFFERENT TYPES, FUNCTIONS,RECENT TRENDS, IMPACT OF NEW TECHNOLOGIES, FILM & VIDEO	08	3.RADIO:DEVELOPMENT OF RADIO BROADCASTING 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	5		
TOTAL	36		

PAPER-4B (TOTAL NO OF CLASSES ALLOTTED-49)

(ADVANCED MEDIA STUDIES MODULE-3 & 4

<u>MODULE-3</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>MODULE-2</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>
1.TELEVISION AS A MASS MEDIUM, DEVELOPMENT OF TV IN INDIA, RECENT TRENDS,CABLE TV & SATELLITE CHANNEL,TV AS A NEWS MEDIUM & ENTERTAINMENT MEDIUM, AUTONOMY OF INDIAN BROADCASTING, IMPACT OF TV ON PRINT MEDIA , DIFFERENCES IN NEWS REPORTING & PRESENTATION BETWEEN RADIO & TV	10	1.WRITTEN: A.CLASSIFIED ADVERTISEMENT B.RADIO TALK	10
2. MAKING OF FRONT PAGE OF A DAILY NEWSPAPER	04	2.COMPUTER PREPARING A PRINT ADVERTISEMENT USING NECESSARY SOFTWARE	15
3.REVIEW:STYLE & PRESENTATION,TECHNIQUES, FILM REVIEW,BOOK REVIEW, MUSIC REVIEW,RADIO & TELEVISION REVIEW.	10	3.VIVA-VOCE:MEDIA RELATED QUESTION	10
TOTAL	24		25

References:

- (1) Reports of the first and second Press Commission
- (2) Radio and Television: K.M. Srivastava
- (3) Television Sambadikata: Sisir Bhattacharya
- (4) Professional Journalism: M.V. Kamath