

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2019-20

HONOURS COURSE

SEMESTER -1

CC-1 - (8 HRS./WEEK-TOTAL 112 HRS.) 112 CLASSES OF 1HR. DURATION.

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u> <u>PROF.KOYEL 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.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.NEWS:MEANING & CONCEPT	3	1.LANGUAGE OF NEWS	1
2. HARD NEWS VS. SOFT NEWS	3	2.ROBERT GUNNING:PRINCIPLES OF CLEAR WRITING	2
3.ATTRIBUTION	1	3.RUDOLF FLESCH FORMULA-SKILLS TO WRITE NEWS	2
4.VERIFICATION	1	4.SOCIOLOGY OF NEWS	2
5. BALANCE & FAIRNESS	2	5.FACTORS AFFECTING NEWS TREATMENT	2
6. BREVITY	1	6.PAID NEWS AND YELLOW JOURNALISM	2
7.DATELINE	1	7.AGENDA SETTING	1
8.CREDITLINE	"	8.TRIAL BY MEDIA	2
9.BYLINE	"	9.GATEKEEPERS	1
10.DIFFERENT FORMS OF PRINT-A HISTORICAL PERSPECTIVE	2	10.POLITICS OF NEWS	2
11.PENNY PRESS	2	11.NEUTRALITY AND BIAS IN NEWS	1
12.TABLOID PRESS	2		
TOTAL	28	TOTAL	28
<u>UNIT-3 (PRACTICAL)</u> <u>PROF.ARUNDHATI CHAKRABORTI</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.KOYEL CHAKRABORTI &</u> <u>PROF.DIPANNITA DUTTA</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	3	1.REWRITING & SUMMARIZING A GIVEN PIECE OF NEWS WITH HEADLINES & SUITABLE INTRO	3
2.HANDLING PAGE MAKING SOFTWARE AND PHOTO EDITING SOFTWARE	7	2.CREATING A SAMPLE PAGE ON COMPUTER WITH HARD & SOFT NEWS	7
3.WRITING NEWS REPORT FROM GIVEN POINTS	6	3.WRITING ANCHOR STORY	5
4.WRITING HEADLINES FROM NEWS STORIES	4	4.WRITING ARTICLE	5
5.WRITING INTRO	4	5. ASSIGNMENT:PREPARING A PRESENTATION ON TYPES & CATEGORIES OF NEWS (DD)	08
6.LANGUAGE OF NEWS	4		
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.

CC-2 -(6HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1 HR. DURATION.

<u>UNIT-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>UNIT-2</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.EARLY INDIAN JOURNALISM	4	1.H.L.V.DEROZIO & YOUNG BENGAL MOVEMENT	3
2.CONTRIBUTIONS OFJAMES AUGUSTUS HICKEY	3	2. ISWAR CHANDRA GUPTA & SAMBAD PRABHAKAR	3
3.JAMES SILK BUCKINGHAM & CALCUTTA JOURNAL	4	3. HISTORY OF PRESS ORDINANCE & LIBERATION OF PRESS	3
4.SERAMPORE BAPTIST MISSIONARY PRESS	2	4.INCEPTION & RISE OF NATIONALIST JOURNALISM	3
5. DIGDARSHAN	1	5. HINDU PATRIOT & CONTRIBUTION OF HARISH CHANDRA MUKERJEE	3
6. SAMACHAR DARPAN	1	6.SOMPRAKASH	3
7.SOCIAL REFORM MOVEMENT & RAJA RAMMOHAN ROY	6	7.MOVEMENT AGAINST VERNACULAR PRESS ACT	3
TOTAL	21	TOTAL	21
<u>UNIT-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>UNIT-4</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.EXTREMIST PRESS : SANDHYA,BANDEMATARAM AND	07	1.RECOMMENDATIONS OF INDIAN PRESS COMMISSION	3

JUGANTAR			
2.CONTRIBUTION OF BIPIN CHANDRA PAL AND BAL GANGADHAR TILAK	04	2.RISE OF NEWSPAPER HOUSES:ANANDA BAZAR PATRIKA/THE TELEGRAPH/ NATIONAL HERALD/ THE HINDOO/ TIMES OF INDIA / THE STATESMAN	8
3. CONTRIBUTION OF MAHATMA GANDHI IN IDIAN JOURNALISM	04	3. DEVELOPMENT OF NEWS AGENCIES	4
4.CONTRIBUTIONS OF NATIONALIST PRESS IN FREEDOM MOVEMENT:NATIONAL HERALD/THE HINDUSTHAN TIMES/THE INDIAN EXPRESS	06	4. CONTRIBUTION OF EMINENT JOURNALISTS: M. CHALAPATI RAO / VIVEKANANDA MUKHOPADHYAY/. BARUN SENGUPTA / DILIP PATGAONKAR / N.RAM	6
TOTAL	21	TOTAL	21

TUTORIAL - PROF.MOUSUMI DUTTA& PROF.PAYAL BOSE

Readings:

- (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) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan.12London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

SEMESTER-3

CC-5 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION.

<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.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.CLASSICAL RHETORIC FORM OF COMMUNICATION	3	1.NORMATIVE THEORIES OF PRESS	07
2. SHANNON-WEAVER'S MATHEMATICAL MODEL OF COMMUNICATION & CRITICISM	3	2.FOUR MODELS OF COMMUNICATION : TRANSMISSION MODEL/RITUAL OR EXPRESSIVE/PUBLICITY MODEL/RECEPTION MODEL	07
3.SCHRAMM-OSGOOD'S INTERACTIVE MODEL OF COMMUNICATION	4	3.MCQUAIL'S FOUR THEORIES OF MASS COMMUNICATION : SOCIAL SCIENTIFIC THEORY/NORMATIVE THEORY / OPERATIONAL THEORY/EVERYDAY OR COMMON SENSE THEORY	07
4.NEWCOMB'S SYSTEMIC MODEL OF COMMUNICATION	2		
5. WESTLEY-MCLEAN'S MASS COMMUNICATION MODEL	4		
6. DAVID BERLO'S LINEAR MODEL	3		
7.ROMAN JAKOBSON'S COMMUNICATION MODEL	2		
TOTAL	21	TOTAL	21
<u>UNIT-3</u> <u>PROF.MOUSUMI DUTTA</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.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.PHASES OF MEDIA SOCIETY RELATIONS : MASS SOCIETY / FUNCTIONALISM / CRITICAL POLITICAL ECONOMY / TECHNOLOGICAL DETERMINISM / INFORMATION SOCIETY	4	1.CULTIVATION THEORY	2
2.DOMINANT MEDIA PARADIGM AND HYPODERMIC SERIES OF MODELS	5	2.AGENDA SETTING SERIES OF MODELS (PRIMING-FRAMING-GATE KEEPING-AGENDA SETTING)	4
3.ONE-STEP FLOW THEORY	3	3.SPIRAL OF SILENCE	11
4.DEVELOPMENT PARADIGM OF MEDIA : TWO-STEP FLOW THEORY	4	4.INFORMATION IMBALANCE : MCBRIDE	4

5.DIFFUSION OF INNOVATION AND MEDIA DEPENDENCY THEORY	5	5.GLOBALIZATION OF MEDIA & PROPAGANDA MODEL	
6.ACTIVE AUDIENCE PROPOSITION : USES AND GRATIFICATION		6.UNDERSTANDING MEDIA CONGLOMERATION	
		7.CORPORATE (ORGANIZATIONAL) COMMUNICATION MODELS : CONDUIT MODEL / GRAPEVINE MODEL	
TOTAL	21	TOTAL	21

TUTORIAL - PROF.ARUNDHATI CHAKRABORTY

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) AbirChattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) ArvindSinghal: Communication for Innovation; Sage.
- (5) AbirChattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan.London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.14
- (10)Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rdEdition). London: Routledge.
- (11) Ang, I. (1990) `Culture and Communication' in European Journal of Communication, Vol.5,Nos. 2 and 3, pp.239-260.
- (12) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana,Illinois: University of Illinois Press.

CC-6 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION.

<u>UNIT-1</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-2</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.FRANKFURT CRITICAL SCHOOL : CULTURE INDUSTRY		1.UNDERSTANDING CULTURE , DEFINITIONS OF CULTURE : MASS CULTURE / POPULAR CULTURE / FOLK CULTURE / ELITE CULTURE / COMMERCIAL CULTURE	
2. SEMIOTIC SCHOOL : FERDINAND DE SAUSSURE / C.S. PEIRCE		2.MEDIA AS TEXTS : SIGNS AND CODES IN MEDIA	
3./ ROLAND BARTHES : MEANING OF TEXT MESSAGE / SIGNIFICATION		3.DISCOURSE ANALYSIS	
4.MYTH		4.UNDERSTANDING MEDIA CULTURE : CULTURE AND POWER	
5. BIRMINGHAM SCHOOL : CENTRE FOR CONTEMPORARY CULTURAL STUDIES		5.ASSIGNMENTS: UNDERSTANDING MEDIA CODES,TEXTS	
6. MARSHALL MCLUHAN : MEDIUM IS THE MESSAGE			
TOTAL	21	TOTAL	21
<u>UNIT-3</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</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1. EV. ROGERS' DEVELOPMENT COMMUNICATION SCHOOL	4	1.POLITICAL ECONOMY OF MEDIA	2
2.DOMINANT PARADIGM OF DEVELOPMENT MODEL	5	2.IDEOLOGY AND HEGEMONY	4
3.COMMUNICATION & DEVELOPMENT IN THIRD WORLD MEDIA : INDIAN EXPERIENCE	3	3.IDEAS OF CULTURAL STUDIES: COLONIALISM/ POST COLONIALISM / NATIONALISM / INTERNATIONALISM / HYBRID CULTURE / POST STRUCTURALISM /POST MODERNISM	11
4.PUBLIC SPHERE & PUBLIC MEDIA : JURGEN HABERMAS	4	4.REPRESENTATION OF NATION, CLASS, CASTE AND GENDER ISSUES IN MEDIA (ASSIGNMENT BASED)	4
5.CORPORATIZATION & GLOBALIZATION OF MEDIA	5		
TOTAL	21	TOTAL	21

TUTORIAL - PROF.TAPASI GHOSH

Readings:

- (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) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan.London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.14
- (10)Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rdEdition). London: Routledge.
- (11) Ang, I. (1990) `Culture and Communication' in European Journal of Communication, Vol.5,Nos. 2 and 3, pp.239-260.
- (12) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana,Illinois: University of Illinois Press.

CC-7 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION

<u>UNIT-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>UNIT-2</u> <u>PROF.KOYEL CHAKRABORTYI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.HISTORY OF AIR	3	1.AUTONOMY OF AIR : PRASAR BHARATI	07
2. INCEPTION & GROWTH OF RADIO NEWS IN INDIA	4	2.RADIO FORMATS ; COMMUNITY RADIO / CAMPUS RADIO	07
3.EDUCATIONAL RADIO IN DEVELOPING COUNTRIES (NEURATH PROJECT)	3	3.NATIONAL PROGRAMME IN AIR	07

4.DEVELOPMENT IN ENTERTAINMENT PROGRAMMES IN AIR	3	4.RADIO JOCKEY : ROLE AND RESPONSIBILITIES	07
5. REACH & ACCESS, FROM AMATEUR OR HAM TO FM AND DIGITALIZATION OF RADIO IN INDIA	6		
6. RADIO IN DEMOCRATIC PERIPHERY : PARTICIPATORY / COMMUNITY DRIVEN / SPECIAL NEED LIKE DISASTER	6		
7.AUDIENCE SEGMENT	3		
TOTAL	28	TOTAL	28
<u>UNIT-3</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1. RADIO MAGAZINE	2	1.RADIO PERSONNEL	3
2.INTERVIEW / TALK SHOW /DISCUSSION / FEATURE /DOCUMENTARY / STUDIO INTERVIEW / PANEL DISCUSSION / PHONE-IN PROGRAMMES	16	2.RADIO SCRIPT : PRE-PRODUCTION / PRODUCTION SKILLS / COPY WRITING	9
3.PRE-PRODUCTION FOR RADIO SCRIPT	4	3.FIELD RECORDING SKILLS / LIVE STUDIO BROADCAST WITH MULTIPLE SOURCES, CUE SHEET AND RECORDING , NEWS PRODUCTION;	6
4.WRITING RADIO COMMERCIALS	4	4. EDITING / CREATIVE USE OF SOUND EDITING (COMPUTER BASED),SPECIAL SOUND EFFECTS	7
5.TEASER AND PROMOS	2	5.PHONE-IN PROGRAMME	3
TOTAL	28	TOTAL	28

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television;Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio;Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.

(7) VinodPavarala&Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.

SEC-1 -(2 HRS./WEEK-TOTAL 28 HRS.)28 CLASSES OF 1HR. DURATION.

<u>UNIT-1</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-2</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.RADIO WRITING TECHNIQUES :WRITING FOR IDIOMS & SPOKEN WORD	2	1.WORKING IN RADIO NEWS ROOM	2
2. ELEMENTS OF RADIO NEWS	1	2.FUNCTIONS OF RECORDING ROOM	2
3.RADIO FEATURE / NEWS REEL / RADIO TALK / INTERVIEW	2	3.SOUND FOR RADIO : DIFFERENT TYPES – SYNC / NON-SYNC /NATURAL /AMBIENCE SOUND	4
4.PRE-PRODUCTION IDEA AND RESEARCH	1	4.FREQUENCY AND WAVE LENGTH	1
5. RADIO SCRIPT / STORYBOARDING	2	5.ANALOGUE TO DIGITAL SOUND	3
6. PROPOSAL WRITING / BUDGET / FLOOR PLAN /PILOT	2	6.SPECIAL EFFECTS,MENU & SYNTHESIS	2
7.PRODUCTION : USE OF SOUND / LISTENING /RECORDING /USING ARCHIVED SOUND	2		
8.EDITING : CREATIVE ASPECTS OF EDITING	1		
9.ETHICAL ISSUES	1		
TOTAL	14	TOTAL	14

Books and References for SEC-A-1: Readings of CC-7 to be followed.

PART -III

PAPER-5 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION.

<u>MODULE-ONE</u> <u>MEDIA MANAGEMENT</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-2</u> <u>PRESS LAWS</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.MEDIA OWNERSHIP, TYPES OF VARIOUS MEDIA OWNERSHIP PATTERNS	3	1.FREEDOM OF INFORMATION & FREEDOM OF PRESS : INDIAN EXPERIENCE	2
2. CHANGING PATTERNS OF MEDIA MANAGEMENT	2	2.FROM PRESS COMMISSION TO PRESS COUNCIL OF INDIA : BEFORE & AFTER GLOBALIZATION	3
3.CORPORATIZATION OF MASS MEDIA AFTER GLOBALIZATION/ FDI IN INDIAN MEDIA	2	3.MEDIA LAWS : DEFAMATION /CONTEMPT OF COURT / SEDITION /OFFICIAL SECRETS ACT / COPYRIGHT ACT / PRESS REGISTRATIONS OF BOOKS ACT / OBSCENITY ACT / WORKING JOURNALISTS ACT / PARLIAMENT PRECEEDINGS ACT	7
4. MANAGERIAL DEPARTMENTS OF NEWSPAPER AND FUNCTIONS	2	4.CODE OF ETHICS / YELLOW JOURNALISM	2
5.. DUAL ECONOMY : CIRCULATION VERSUS ADVERTISEMENT / PLACE-BASED AND TIME-BASED EDITIONS	3	5.RIGHT TO INFORMATION ACT /RIGHT TO PRIVACY VERSUS FREEDOM OF SPEECH AND EXPRESSION / CYBER CRIME & RELATED LAWS	3
6.MEDIA AUTONOMY : PRASAR BHARATI EXPERIENCE / DIGITAL DEVELOPMENT OF MEDIA AND LEGAL FRAMEWORK	4	6.CONTEMPORARY INDIAN MEDIA & UNIVERSAL DECLARATION OF HUMAN RIGHTS / VARIOUS ASPECT OF HUMAN RIGHTS :WOMEN RIGHTS / CHILD RIGHTS	3
7.DTH / TRP / APEX REGULATORY AND PUBLICITY BODIES : ABC / NRS / DAVP / PIB / PUBLICATION DIVISION /FILMS DIVISION	5	7. MEDIA & GENDER INEQUALITY	1
TOTAL	21	TOTAL	21
<u>UNIT-3</u> <u>FILM THEORIES & MOVEMENTS</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-4 (PRACTICAL)</u> <u>FILM PRODUCTION TECHNIQUES</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1. FILM AND CINEMA / FILM AS A MEDIUM OF MASS COMMUNICATION	1	1.FILM PRODUCTION : PRE-PRODUCTION / PRODUCTION / POST-PRODUCTION	2
2.HISTORY OF INDIAN MOTION PICTURES	2	2.BASIC CAMERA SHOTS & SEQUENC	2
3.FRENCH NEW WAVE CINEMA : LEFT BANK AND CAHIER DU CINEMA GROUP	2	3.DIRECTION / EDITING / DUBBING /LIGHTS /SOUND EFFECTS & MUSIC	2
4.ITALIAN NEO-REALIST MOVEMENT / CLASSICAL HOLLYWOOD AUTEUR THEORY	2	4. LANGUAGE OF CINEMA : MONTAGE / MISE-EN-SCENE /IMAGE	3

5.AN OVERVIEW OF IRANIAN NEW WAVE CINEMA : ABBAS KIAROSTAMI/MOHEM MAKMALBAF /JAFAR PANAHI	2	5.CONTRIBUTION OF FILM MAKERS : AKIRA KUROSAWA /ORSON WELLES /I NGMER BERGMAN / SERGEI EISENSTEIN /FEDERICO FELINI /CHARLES CHAPLIN	5
6.IMPERFECT CINEMA OF LATIN AMERICA :	2	6.SHYAM BENEGAL / GOVIND NIHALNI / GOUTAM GHOSH /APARNA SEN / MIRA NAIR / MANIRATNAM / ADOOR GOPALKRISHNAN	5
7.INDIAN NEW WAVE MASTERS : SATYAJIT RAY / AITTICK GHATAK / MRINAL SEN	3	7.RECENT TRENDS IN CINEMA PRODUCTION IN INDIA , DIGITAL CINEMA PRODUCTION	2
8.EXPLORING CONTEMPORARY BOMBAY CINEMA NARRATIVES : SATIRE / ACTION / FAMILY MELODRAMA / MASALA FILMS / GANGSTER FILMS / NATIONALIST / UNDERWORLD DRAMA / NRI NARRATIVES	3		
9.HISTORY OF DOCUMENTARY FILMS	2		
10.ANIMATION CINEMA	2		
TOTAL	21	TOTAL	21

Readings: (FOR MODULE -1)

- (1) Gulab Kothari: Newspaper Management in India.
- (2) Herbert Lee Williams: Newspaper Organization and Management.
- (3) Arvind Singhal: India's Communication Revolution.
- (4) Baidyanath Bhattacharya: Sambadpatro Parichalan Byabostha.
- (5) Vanita Kohli: The Indian Media Business. Response Books.
- (6) Biplab Loho Chowdhury: Media Management; Unique Books International.
- (7) K.P Yadav: Media Management.

Readings: (FOR MODULE -2)

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

Readings: (FOR MODULE -3 & 4)

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Neldes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) Partha Raha: Cinema r Itibritwo; Dey's Publisher.
- (7) Renu Saran: History of Indian Cinema; Diamond Books.
- (8) M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford.

PAPER-6 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION.

<u>MODULE-ONE</u> <u>JOURNEY OF RADIO IN INDIA</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-2</u> <u>RADIO PRODUCTION</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.HISTORY OF AIR	2	1.WORKING IN RADIO NEWS ROOM	1
2. INCEPTION & GROWTH OF RADIO NEWS IN INDIA	2	2.FUNCTIONS OF RECORDING ROOM	1
3. DEVELOPMENT IN ENTERTAINMENT PROGRAMMES IN AIR	1	3.SOUND FOR RADIO : DIFFERENT TYPES – SYNC / NON-SYNC /NATURAL /AMBIENCE SOUND	2
4. INCREASINGREACH & ACCESS, FROM AMATEUR OR HAM TO FM AND DIGITALIZATION OF RADIO IN INDIA	2	4.FREQUENCY AND WAVE LENGTH	1
5. RADIO IN DEMOCRATIC PERIPHERY : PARTICIPATORY / COMMUNITY DRIVEN / SPECIAL NEED LIKE DISASTER	3	5.ANALOGUE TO DIGITAL SOUND	1
6.AUDIENCE SEGMENT	2	6.SPECIAL EFFECTS,MENU & SYNTHESIS	1
7.AUTONOMY OF AIR & DOORDARSHAN : PRASAR BHARATI	2	7.RADIO WRITING TECHNIQUES :WRITING FOR IDIOMS & SPOKEN WORD	2
8.RADIO FORMATS ; COMMUNITY RADIO / CAMPUS RADIO	2	8. ELEMENTS OF RADIO NEWS	1
9.NATIONAL PROGRAMME IN AIR	2	9.RADIO FEATURE / NEWS REEL / RADIO TALK / INTERVIEW	2
10.RADIO JOCKEY : ROLE AND RESPONSIBILITIES	2	10.ETHICAL ISSUES	1

11.INTERNATIONAL RADIO STATIONS : BBC / VOA	1	11.PRE-PRODUCTION IDEA AND RESEARCH	2
		12. RADIO SCRIPT / STORYBOARDING	1
		13. PROPOSAL WRITING / BUDGET / FLOOR PLAN /PILOT	1
		14.PRODUCTION : USE OF SOUND / LISTENING /RECORDING /USING ARCHIVED SOUND	2
		15.EDITING : CREATIVE ASPECTS OF EDITING /USE OF SOFTWARES	2
TOTAL	21	TOTAL	21
<u>MODULE-ONE</u> <u>GROWTH OF TV IN INDIA</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-2</u> <u>REAKITY IN TV PRODUCTION</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.DOORDARSHAN : EARLY DAYS	1	1.PRESENTING REAL LIVES IN TELEVISION : CONSTRUCTING REALITY IN REALITY SHOWS	4
2. INTRODUCTION OF NEWS,COMMERCIALS AND ENTERTAINMENT	1	2.TV TALK SHOWS : HOSTING / LEGAL PITFALLS	4
3.SATELLITE TV TO PRIVATE TV	1	3.SOAPS / NEWS MAGAZINE /INTERVIEW	4
4. 24X7 NEWS & NEWS CHANNEL	2	4.VIEWERSHIP RATING : TAM /TRP	1
5.NARROWCASTING & OUTSIDE COVERAGE	2	5.TELEVISION DOCUMENTARIES : UNDERSTANDING / WRITING A CONCEPT / SCRIPT WRITING & SHOOTING	4
6.AUDIENCE SEGMENT	1	6.EDITING : INTRODUCTION TO VIDEO EDITING,USE OF SOFTWARES	4
7.AGENDA SETTING TECHNIQUES USED BY TV CHANNELS	2		
8.TV NEWS TECHNIQUES :FINDING THE STORY,PACKAGING: USE OF CLIPPINGS / PTC / VO /AVO	2		
9.ETHICAL ISSUES AND RECENT STING OPERATIONS	2		
10.TV PROGRAMME FORMAT : VISUAL TEXT : BASICS OF VISUAL	1		
11.REPORTING SKILLS & EDITING	2		
12.GRAPHICS & SPECIAL EFFECTS ,CAMERA POSITIONING	2		
13.ANCHORING : BODY LANGUAGE / PITCH /TONE / FLUENCY	2		
TOTAL	21	TOTAL	21

Readings: (FOR MODULE -1 & 2)

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television;
- (3) U.L. Barua: This is All India Radio;
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.

Readings: (FOR MODULE -3 & 4)

- (1) John Riber: Writing and Production for Television and Film;
- (2) Ivor Yorke: Television Journalism;
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.

PAPER-7 -(6 HRS./WEEK-TOTAL 84 HRS.)84 CLASSES OF 1HR. DURATION.

<u>MODULE-ONE</u> <u>INTRODUCTION TO ADVERTISING</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-2</u> <u>ASPECTS OF ADVT PRODUCTION</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.ADVERTISEMENT AS COMMUNIACTION / HISTORICAL OVERVIEW / SOCIO-ECONOMIC & CULTURAL IMPACT	3	1.TYPES OF ADVERTISEMENT : CLASSIFIED-DISPLAY / LOCAL-REGIONAL-NATIONAL-INTERNATIONAL /CONSUMER-CORPORATE AD / INDUSTRIAL-TRADE-RETAIL / GOVERNMENT –PRIVATE /OUTDOOR / SURROGATE /RADIO-TV-INTERNET-MOBILE	8
2. ADVERTISING THEORIES :AIDA MODEL / DAGMAR /MASLOW’S HIERARCHY MODEL	2	2.ADVERTISEMENT COPY & LAY-OUT : HEADLINE / ILLUSTRATION / SUBHEAD-TEXT/ SLOGAN / LOGO	5
3.ADVERTISING IN MASS MEDIA /MEDIA POSITIONING , PLANNING AND SCHEDULING	2	3.STORYBOARD MAKING / THUMNAIL – ROUGH-FINAL LAY-OUT	3
4. ADVERTISING CAMPAIGNING STRATEGGY (CPT ANALYSIS)	2	4.AD-AGENCY : RESEARCH AND PLANNING INCLUDING MEDIA PLANNING / WORK PROCEDURE /AGENCY-CLIENT	3

		RELATIONSHIP	
5.SWOT (C) ANALYSIS / MARKETING AND SALES PROMOTION / UNIQUE SELLING PROPOSITION	3	5.REGULATORY BOARDS	1
6.CONSUMER BEHAVIOUR / TARGET AUDIENCE / BRAND POSITIONING	4	6.CASE STUDIES	1
7.ETHICS & LAW : ADVERTISING ETHICS & LAW/ CULTURAL CODES	5		
8. ONLINE ADVERTISING			
TOTAL	21	TOTAL	21
<u>UNIT-3</u> <u>INTRODUCTION TO PUBLIC RELATIONS</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-4 (PRACTICAL)</u> <u>FILM PRODUCTION TECHNIQUES</u> <u>PROF.ARUNDHATI CHAKRABORTY</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1. PR-DEFINITION / HISTORICAL OVERVIEW OF THE DISCIPLINE	2	1.TOOLS OF PR : PRESS RELEASE / ANNUAL REPORT / HOUSE JOURNAL / PRESS CONFERENCE / PRESS TOUR / CORPORATE FILM	6
2.PR AS MANAGEMENT FUNCTION / IMAGE MANAGEMENT	3	2.RELATIONSHIP MANAGEMENT : MEDIA RELATIONS / COMMUNITY RELATIONS & CSR /INTERNAL OR EMPLOYEE RELATIONS / FINANCIAL PR	6
3.PUBLIC RELATIONS VERSUS ADVIRTEMENT / NON-PR ISSUES : PUBLICITY / PROPAGANDA /PUBLIC OPINIOON & MARKETING	4	3.CRISIS PR : ISSUE-EMERGENCY-CRISIS / CRISIS PR STRATEGIES	3
4.PUBLICS : DEWFINATION /TYPES / CASE STUDIES	3	4. PR AGENCY; NEW TRENDS / IN-HOUSE VS. AGENCY / CLIENT-AGENCY RELATIONSHIP	6
5.PR THEORIES AND PRINCIPLES : RESEARCH / PLANNING / IMPLEMENTATION / EVALUATION	3		
6.JAMES GRUNIG'S FOUR PR MODELS : PUBLICITY MODELS / PUBLIC INFORMATION MODEL / TWO –WAY ASYMMETRICAL MODEL / TWO-WAY SYMMETRICAL MODEL	6		
7.PRO : ROPLA / QUALITIES / FUNCTIONS			
TOTAL	21	TOTAL	21

Readings: (FOR MODULE -1 & 2)

(1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.

(2) Frank Jefkins: Advertising;

(3) James S. Norris: Advertising;

- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context

Readings: (FOR MODULE -3 & 4)

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Samar Basu: Jana Sanjog; Paschibanga Rajyo Pustak Parshad.
- (3) Sam Black: Practical Public Relations
- (4) Philip Lesly: Handbook of Public Relations and Communications;
- (5) Frank Jefkins: Public Relations in Your Business;
- (6) Anne Gregory: Public Relations in Practice; IPR Publications.
- (7) Subir Ghosh: Public Relations;

PAPER-8 -(8 HRS./WEEK-TOTAL 112 HRS.) 112 CLASSES OF 1HR. DURATION.

<u>FIRST HALF</u> <u>WRITTEN SEGMENT & ANCHORING</u> <u>PROF. TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>SECOND HALF</u> <u>VIDEO DOCUMENTARY & COMPUTER APPLICATION</u> <u>PROF. TAPASI GHOSH</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.RADIO PRESENTATION /RADIO TALK / RADIO NEWS /RADIO SCRIPT WRITING	8	1.DOCUMENTARY FILM MAKING	36
2. NEWS SCRIPT FOR TELEVISION / SCRIPT WRITING FOR OTHER TELEVISION PROGRAMME LIKE TALK SHOW / PANNEL DISCUSSION	8	2.COMPUTER APPLICATION : PREPARING AN ADVERTISEMENT USING NECESSARY SOFTWARE	20
3.PRESS RELEASE / PRESS REJOINDER / WRITING FOR HOUSE JOURNAL	6		
4. CLASSIFIED ADVERTISEMENT / DISPLAY ADVERTISEMENT / SLOGAN WRITING / ILLUSTRATIONS	8		
5.DOCUMENTARY SCRIPT WRITING	6		
6.ANCHORING	20		
TOTAL	56	TOTAL	56

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2019-20

GENERAL COURSE

SEMESTER-1

CC/GE-1 (6 HRS./WEEK-84 HRS.)84 CLASSES OF 1HR. DURATION.

<u>UNIT-1</u> <u>PROF.MOUSUMI DUTTA</u> <u>PROF.DIPANNITA DUTTA</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>
1.NEWSPAPER AND SOCIO-ECONOMIC AND CULTURAL DEVELOPMENT IN INDIA	2	1. DUTIES & RESPONSIBILITIES OF A REPORTER	2
2.NEWS:DEFINITION	2	2 CHIEF REPORTER	2
3.ELEMENTS OF NEWS	2	3.FOREIGN CORRESPONDENT	1
4.NEWS SOURCES	2	4.SPECIAL CORRESPONDENT	2
5.DIFFERENT TYPES OF NEWS	3	5.BUREAU CHIEF	1
6.THE EDITOR: FUNCTIONS & RESPONSIBILITIES	1	6. DISTRICT CORRESPONDENT	2
7.EDITORIAL FREEDOM	1	7.SRUCTURE OF NEWS :INVERTED PYRAMID	2
8.THE ROLE OF THE EDITOR	2	8.INTRO,LEAD	2
9.THE NEWS EDITOR: FUNCTIONS,DUTIES,QUALITIES	2	9..LANGUAGE OF NEWS WRITING	2
10. CHIEF SUB EDITOR	2	10.OBJECTIVITY	1
11.SUB EDITORS: DUTIES & QUALITIES	2	11.FEATURE:DEFINITION,TYPES	2
TOTAL	21	12.EDITORIAL:IMPORTANCE,CHOICE OF SUBJECTS,ARRANGEMENTS,STYLE OF PRESENTATION	2
		TOTAL	21
<u>UNIT-3</u> <u>PROF.DIPANNITA DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>	<u>UNIT-4</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>
1.EDITING:PRINCIPLES OF EDITING	2	1.COLUMN & COLUMNIST: IMPORTANCE OF COLUMN,	3
2.COPY TESTING	1	2. LETTERS TO THE EDITOR:IMPORTANCE	2
3.COMPUTER EDITING	3	3.PROOF READING:SYMBOLS OF PROOF READING,DUTIES & RESPONSIBILITIES OF PROOF READERS	3
4.DIFFERENT TYPES OF HEADLINES	4	4. THE NEWS AGENCY: THEIR, FUNCTIONS, STYLE OF AGENCY REPORTING, VARIOUS INTRNATIONAL NEWS AGENCIES	4
5. COMPUTER APPLICATIONS	2	5 POLITICAL REPORTING	3
6.PAGE MAKE UP:FRONT PAGES & OTHER PAGES,PRINCIPLES TO BE FOLLOWED	5	6. FINANCIAL REPORTING	3
8. PHOTO JOURNALISM: DEFINITION,	4	7. SPORTS REPORTING	3

IMPORTANCE, DUTIES, RESPONSIBILITIES & QUALITIES OF A NEWS PHOTOGRAPHER, CAPTION WRITING, PHOTO PRINTING PROCESS			
TOTAL	21	TOTAL	21

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 Paschimbanga Rajya Pustak Parshad

TUTORIAL - PROF. TAPASI GHOSH

SEMESTER-3

CC/GE-3 (8 HRS./WEEK-112 HRS.)112 CLASSES OF 1HR. DURATION.

<u>UNIT-1</u> <u>PROF. MOUSUMI DUTTA</u>	<u>NO. OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-2</u> <u>PROF. MOUSUMI DUTTA</u>	<u>NO. OF CLASSES ALLOTTED TO EACH TOPIC</u>
1. ADVERTISING : DEFINITION / DIFFERENT TYPES / CLASSIFIED & DISPLAY	3	1. ADVERTISING AGENCY : STRUCTURE / FUNCTIONS / IMPORTANT FUNCTIONARIES / CLIENT-AGENCY RELATIONSHIP	6
2. ADVERTISEMENT MEDIUM / DIFFERENT TYPES / RELATIVE ADVANTAGES / SELECTION CRITERIA	4	2. COPY WRITING / TYPES OF COPY / HOW TO PREPARE / PRINCIPLES OF WRITING : MAIN FEATURES	9
3. ETHICS OF ADVERTISEMENT	2	3. COPY WRITER : QUALITIES / DUTIES / RESPONSIBILITIES	3

4.MARKET RESEARCH / BRAND POSITIONING	3		
5.CREATIVE STRATEGY : MARKET & ITS SEGMENTATION	3		
6.SALES PROMOTION	3		
TOTAL	18	TOTAL	18
<u>UNIT-3</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-4</u> <u>WRITTEN PRACTICAL –PROF. ARUNDHATI CHAKRABORTY</u> <u>COMPUTER PRACTICAL – PROF.PAYAL BOSE</u>	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.PUBLIC RELATIONS : DEFINITION	1	1.BASIC KNOWLEDGE OF AOMPUTER	14
2.PR AS MANAGEMENT FUNCTIONS	1	2.WRITING A NEWS REPORT IN ABOUT 150 WORDS FROM GIVEN POINTS	6
3.PUBLICS IN PR	1	3.WRITING HEADLINES FROM NEWS STORIES	5
4.IMPORTANCE OF PR	1	4.WRITING INTRO	5
5.PRO : QUALITIES AND DUTIES	2	5.WRITING ANCHOR STORY	6
6.PR IN PUBLIC SECTOR / PR FOR PRIVATE SECTOR	2	6.WRITING ARTICLE	6
7.PR TOOLS : PRESS RELEASE / PRESS CONFERENCE / PRES SREJOINDER	3	7.CREATING A DISPLAY ADVERTISEMENT ON PHOTO EDITING SOFTWARE	14
8.COMMUNITY RELATIONS / MEDIA RELATIONS	3		
9.CORPORATE PR	1		
10.HOUSE JOURNAL	2		
11.PR INSTITUTIONS : PRSI /IPR	1		
12.CRISIS IN PR : CORPORATE SOCIAL RESPONSIBILITY (CSR)	2		
TOTAL	20	TOTAL	56

Readings:

- (1) AlokBajpaye: Advertising Management;
- (2) SarojitDutta: 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.

SEC-1 (2 HRS./WEEK- 28 HRS.) 28 CLASSES OF 1HR. DURATION.

<u>JOURNALISTIC WRITINGS</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES ALLOTTED TO EACH</u> <u>TOPIC</u>
1.WRITING NEWS : HARD NEWS / SOFT NEWS / ANCHOR NEWS	14
2. FEATURE (NEWS FEATURE)	7
3.EDITORIAL	7
TOTAL	28

PART-3

PAPER-4 (8 HRS./WEEK-112 HRS.)112 CLASSES OF 1HR. DURATION.

<u>UNIT-1</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>	<u>UNIT-2</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>
1.COMMUNICATION : DEFINITION /SCOPE /FUNCTIONS	2	1.PRESS CONFERENCE & INTERVIEW / HOW TO HANDLE AN IMPORTANT SOURCE OF NEWS / NEED FOR PREPARATION / HOW TO CONDUCT / DIFFERENT TYPES OF INTERVIEW	7
2.MASS COMMUNICATION : DEFINITION / SCOPE /FUNCTIONS / THEORIES & MODELS	4	2.WOMEN & MASS MEDIA / WOMEN'S PAGE / WOMEN'S MAGAZINE / SCOPE IN INDIA	4
3.MASS MEDIA ; DEFINITION / DIFFERENT TYPES / FUNCTIONS /RECENT TRENDS / IMPACT OF NEWS TECHNOLOGIES / FILM & VIDEO	3	3.RADIO : DEVELOPMNET OF RADIO BROADCASTING IN INDIA / RECENT TRENDS IN RADIO JOURNALISM / RADIO & SOCIETY / ELEMENTS OF RADIO NEWS / DIFFERENCES IN REPORTING & PRESENTATION BETWEEN Radio & TELEVISION	11
4.SPECIALIZATION IN REPORTING : SCIENCE / POLITICAL / ADMINISTRATION / CRIME / FASHION / FINANCIAL & AGRICULTURE JOURNALISM /SPORTS JOURNALISM / COVERAGE OF ENVIRONMENT / HUMAN INTEREST	9		
5.INTERPRETATIVE & INVESTIGATIVE REPORTING : IMPORTANCE & SCOPE / BASIC QUALITIES / PLANNING & STYLE	4		
TOTAL	22	TOTAL	22

<u>UNIT-3</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED TO</u> <u>EACH TOPIC</u>	<u>UNIT-4</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 CHANNELS / TV AS NEWS MEDIUM & ENTERTAINMENT MEDIUM / AUTONOMY OF INDIAN BROADCASTING / IMPACT OF TV ON PRINT MEDIA / DIFFERENCES IN NEWS REPORTING AND PRESENTATION BETWEEN RADIO & TV	11	1.WRITING AD COPY BY COMPUTER APPLICATION : DISPLAY	20
2.MAKING OF FRONT PAGE OF A DAILY NEWSPAPER	5	2.FRONT PAGE LAY OUT IN COMPUTER	10
3.REVIEW : STYLE AND PRESENTATION / TECHNIQUES / FILM REVIEW / BOOK REVIEW / MUSIC REVIEW / RADIO AND TELEVISION REVIEW	6	3.HEADING & INTRO WRITING	6
	4	4.WRITING CLASSIFIED AD	10
TOTAL	22	TOTAL	46

Readings:

- (1) Radio and Television: K.M. Srivastava
- (2) Television Sambadikata: Sisir Bhattacharya
- (3) Professional Journalism: M.V. Kamath
