

St. Xavier's College, Calcutta

[The First Autonomous College in West Bengal
under University of Calcutta]



Department of Journalism

ANCILLIARY JO 1 - JO21012

Print Journalism 100 marks (70+30)

Theory (70 Marks)

Number of Credits: 4

History of newspapers in India.--

Definition of News – Elements/Determinants – Sources Intro – Lead – Different types of Lead - Inverted Pyramid Pattern vis-à-vis other structures – Narrative Journalism

Difference between news writing & fiction writing--Differences in style of reporting between vernacular and English dailies.

Editing–Role & Qualities of Editor, News Editor, Chief Sub Editor and sub-editors, Editing symbols. Proof Reading – proof reading symbols. Typography–Headline, Photo Selection & Editing Edit and Op-Ed pages.Columns & Columnists. Features & Articles: Types, Difference between Feature & Article-Recent Trends. Feature Supplements-Pullouts & Special Sections

Newspaper as a business enterprise and its public service role – Indian experience

Ownership of Newspapers – Different types in India – Main features

Various sources of revenue of a newspaper-

Advertising and Circulation

Media Laws:

Important Media Laws (Copyright Act, Working Journalist's Act, Defamation, Press Registration Act, Parliamentary Privileges, Official Secrets Act, RTI) – Brief Idea about Press Council & Press Commissions.

Practical(Print) (30 Marks)

Number of Credit: 1

- Reporting, Writing & Editing Practical
- Page Make-up & Layout using Quark Express system.
- Media Monitoring
- Viva based on Current Affairs

Suggested Readings

- Kumar, Keval J. 2000. *Mass Communication in India*. Mumbai: Jaico Pub. House.
- Wainwright, David. 1972. *Journalism Made Simple*. London: W.H. Allen.
- Kamath, M. V. 1980. *Professional Journalism*. New Delhi: Vikas Pub. House.
- Teel, Leonard Ray. 1983. *Into The Newsroom*. Prentice-Hall.
- Hohenberg, John. 1983. *The Professional Journalist*. New York: Holt, Rinehart, and Winston.
- Shrivastava, K. M. 1987. *News Reporting & Editing*. New Delhi: Sterling Publishers.
- Evans, Harold. 1973. *Editing and Design: Newsman's English*. Heinemann [for] the National Council for the Training of Journalists.
- Ward, Hiley H. 1985. *Professional Newswriting*. Cengage Learning.
- Neal, James M., and Suzanne S. Brown. 1976. *Newswriting and Reporting*. Iowa State University Press.
- Moitra, Mohit. 1969. *A History of Indian Journalism*. National Book Agency.
- Basu, Durga Das. 1982. *Introduction To The Constitution Of India*. Prentice-Hall of India Private.
- Basu, Durga Das. 1986. *Law of the Press*. Prentice-Hall of India.
- Rucker, Frank Warren, and Herbert Lee Williams. 1969. *Newspaper Organization and Management*. Iowa State University Press.

ANCILLIARY JO 2 - JO22022

Television & Radio Journalism 100marks (70+30)

Number of Credits: 4

Television

History of television in the world and in India. Its evolution. TV as a medium of mass communication-its Characteristics, Advantages and Disadvantages; -Impact of TV on print media- Recent trend in television: in India and across the world-

Modes of Transmission: Cable TV and satellite channels. Narrowcasting . - DTH - CAS - DAS- Convergence .

Television Reporting & Editing

Basic Shots - Basic Camera movements - Framing - Head Room - Nose Room - Aspect Ratio Principles of Visual Editing - Jump Cut - Cut Away Shot - Imaginary Line - Voiced Over News Capsule. Scripting for TV - writing for TV News; Differences in news reporting & presentation between newspapers, radio and TV

Television Reporting & Editing-Practical & Workshop

News Reading, Editing, Anchoring, Piece to Camera.

Media Monitoring

Workshops.

Suggested Readings:

- Kaushik, Sharda. 2000. *Script to Screen: An Introduction to TV Journalism*. New Delhi: Macmillan.
- Lewis, Bruce. 1966. *The Technique of Television Announcing*. Hastings House.
- Kaminsky, Stuart M., and Mark Walker. 1988. *Writing for Television*. Dell Pub.
- Douglas, Robert Livingston. 1988. *Satellite Communications Technology*. Prentice Hall.
- Tyrrell, Robert. 1981. *The Work of the Television Journalist*. Focal Press.

Radio:

- Understand Radio as a medium, its emergence in India, its strength and weaknesses as a medium of Mass Communication and its tremendous public service potentials.

Radio in today's mass media scenario

Strength and Weaknesses of Radio as a mass medium

Development of Radio in India: Pre and Post Independence period.

All India Radio and Public service Broadcasting

Community radio

FM – Changing Face of Radio Programmes –Interactive Radio

Radio and State

Radio and Popular Culture

- Nature and types of Radio Programmes
- Writing effectively for the ear.
Writing for Radio – News – Feature – Interview-commercials
- Programme presentation
- Devising programme schedule for radio stations- public service, local community and commercial.

Practical

Number of Credit: 1

- Individual social message of 30 sec each
- Cover Events; do spot commentaries and Interview celebrities, experts and ordinary people
- Final radio production in groups (Documentary/ feature/Play/spoken word programme etc.)

Suggested Readings:

- McLeish, Robert. 1988. *The Technique of Radio Production: A Manual for Broadcasters*. Focal Press.
- Siegel, E H.1992. *Creative Radio Production*, Focal Press
- Keith, Michael.1990. *Radio Production, Art and Science*. Focal Press
- Shrivastava, K. M. 1989. *Radio and TV Journalism*. Sterling Publishers.

ANCILLIARY JO 3 - JO23032

Mass Communication and New Media(70+30)

Number of Credits: 4

Mass Communication

Mass Communication – Definition – Scope – Functions
Mass Media - Recent Trends

Communication: Definition and functions; Types of Communication: Intra-Inter-Group-Mass Communication; Means of Communication: Press, Radio, Television, Film, Internet, Cable Network; Media-Society Theories: Mass Society, Mass Culture and Mass Audience; Mass Media in India. Effect of Mass Media in Indian Society. Role in Democracy.

Communication models: Aristotle's classical model; Laswell's model; Shannon-Weaver's Mathematical model; Wilbur Schramm's model; SMCR model; Newcomb's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Propaganda model; Dominant Paradigm; Uses & Gratification; Globalization and Mass Media.

New Media:

Introduction to New Media – Comparative Analysis – Web Media and its audience. Overview of different Websites – Internet as Resources; Cyber Law, Internet Censorship and Freedom of Speech, Convergence Journalism. Digital Culture, Mobile Phones

Practical

Number of Credit: 1

- Web hosting

Suggested Readings

- Kumar, Keval J. 2000. *Mass Communication in India*. Mumbai: Jaico Pub. House.
- Narula, Uma. 2006. *Handbook of Communication Models, Perspectives, Strategies*. Atlantic Publishers & Dist.
- McQuail, Denis. 2010. *Mass Communication Theory*. SAGE.
- Baran, Stanley J., and Dennis K. Davis. 2011. *Mass Communication Theory: Foundations, Ferment and Future*. Cengage Learning.
- Singhal, Arvind, and Everett M. Rogers. 2001. *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage.
- Bell, David John, and Barbara M. Kennedy. 2000. *The Cybercultures Reader*. (4 Volumes). Routledge.

