

St. Xavier's College, Calcutta

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



Department of Journalism

NEW SYLLABUS FOR THREE-YEAR GENERAL COURSE OF STUDIES IN JOURNALISM

- PAPER I : PRINT JOURNALISM**
[Three Modules] Theoretical 50, Practical 25
- PAPER II : MASS COMMUNICATION & NEWSPAPER
MANAGEMENT**
[Three Modules] Theoretical 50, Practical 25
- PAPER III : TELEVISION JOURNALISM**
[Three Modules] Theoretical 50, Practical 25
- PAPER IV : RADIO & WEB JOURNALISM & MEDIA LAWS**
[Three Modules] Theoretical 50, Practical 25
- PAPER V : PUBLIC RELATION**
[One Module] Theoretical 20, Practical 5
- ADVERTISING**
[One Module] Theoretical 20, Practical 5
- PROJECT PAPER**
[One Module] Project Paper 20, Viva based on Project Paper 5
- INTERNSHIP**
[One Module] 25 marks

Each paper carries 75 Marks. Year one and two will have 150 marks in six modules and two semesters each. Year three will have 100 marks in four modules in two semesters.

PRINT JOURNALISM (1ST PAPER)

GROUP – A: PRINT JOURNALISM

***Module: I Newspaper & Society* 25 Marks**

History of newspapers in India. The evolution. From pre-independence to current status. Newspaper as a recorder of news and events – as an organ of public opinion – as an instrument of social service and as a promoter of democracy- impact of newspaper on society.

***Module: II Reporting, Writing & Editing* 25 Marks**

Importance of Editorial policies
Differences in the style of reporting between vernacular and English dailies.
Edit and Op-Ed pages – Columns & Columnists.

Definition of News – Elements/Determinants – Sources - Intro – Lead – Different types of Lead - Inverted Pyramid Structure vis-à-vis other structures –Difference between news writing & fiction writing.

Editing – editing symbols – Role & Qualities of sub-editors – News Editor, Editor - Proof Reading – proof reading symbols – Typography - Headline – Photo Selection & Editing

Features & Articles: Types, Difference between Feature & Article – Recent Trends – Feature Supplements Pullouts & Special Sections

***Module: III Print Practical* 25 Marks**

Reporting, Writing & Editing Practical
Page Make-up & Layout using Quark Express system.
Media Monitoring
Visit to Print Media Houses (Students will be taken in groups to various media houses to get first-hand account of how they function.)

Viva based on Current Affairs

Booklist

<i>Title</i>	<i>Author</i>
Journalism Made Simple	David Wainright
Banjya Sambadikata	Somesh Dasgupta
Editing Manual	S. Banerjee
News Editing Theory & Practice	S. Banerjee
Professional Journalism	M.V. Kamath
Into The Newsroom	Leonard Ray
Professional Journalist	John Hohenberg

News Reporting & Editing	K.M. Srivastava
Basic News Writing	Melvin Mencher
Basic Journalism	R. Parthasarathy
Editing – A Handbook for Journalism	T.J.S. George
Modern Journalism	C.G. Miller
The Art Of Modern Journalism	J.J. Aster
The Technique Of Clear Writing	Robert Cuning
Newspaper Design	E.C. Arnold
Editing & Design	Harold Evans
Professional News Writing	Hiley H Ward
Journalist's Handbook	M.V. Kamath
News Writing & Reporting	Neal & Brown
A History Of Indian Journalism	Mohit Moitra
History Of Indian Press: Growth of Newspapers in India	B.N. Ahuja
Introduction to The Constitution Of India	D.D. Basu
Bharater Press Ain	Banshi Manna
Bharater Sashan Byabastha O Rajniti	Satya Sadhan Chakraborty
Arthanaitik Parikalpana	A. Basak & A. Chakraborti
Press Laws	N.K. Bhattacharyya
Indian Economics	K. Sundaram
Laws of The Press to India	D.D. Basu
Reports of the First and Second Press Commission	
Newspaper Organisation & Management	H.L. Williams
Sangbadpatra Sangathan O Parichalana	P.K. Mukherjee
Newspaper Circulation	J.S. Davenport

GROUP – B: MASS COMMUNICATION and Media Management 2nd Paper

Module: I Media & Society 25 Marks

Mass Communication – Definition – Scope – Functions. Mass Communication –Theories & Models. Communication through Print Media. Mass Media - Recent Trends – Impact of New Technologies - TAM & TRP. TV as a medium of mass communication-its characteristics – Modes of Transmission – DTH – CAS – Convergence.

Module: II Newspaper MANAGEMENT 25 Marks

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 - Circulation factors -Promoting Circulation- Newspaper's policy.

Module: III (Practical) 25 Marks

Production of a Newsletter

At the end of the second semester students would have to bring out a newsletter in the form of a page of a newspaper. Each student will choose a page of their choice and produce it individually.

Preparing a Communication Package.

Booklist

Title

Author

Mass Communication In India

Keval J. Kumar

Introduction to Mass Communication

Agee et al

Mass Communication Theory

Stanley J. Baren and Dennis

K. Davis

Communication Media

P.N. Malhan

2ND YEAR TELEVISION, RADIO & WEB JOURNALISM

GROUP- A - TELEVISION JOURNALISM (3rd PAPER)

Module – 1 Television as a Medium of Communication 25 Marks

TV as a medium for news and entertainment - Impact of TV on print media- Recent trend in television – Cable TV and satellite channels. Narrowcasting

Module – 2 Television Reporting & Editing 25 Marks

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 – Differences in news reporting & presentation between newspapers, radio and TV

Module 3 Television Reporting & Editing-Practical & Workshop 25 Marks

News Reading, Editing, Anchoring, Piece to Camera.
Media Monitoring
Workshops.

Booklist

Title
Author

Script to Screen : An Introduction To TV Journalism	Sharda Kaushik
Radio & Television	K.M. Srivastava
Television Sambadikata	Sisir Bhattacharyya
The Technique of TV Announcing	Bruce Lewis
Writing for Television	Kaminsky
Satellite Communication Technology	Robert L. Douglas
The work of a Television Journalist	Tyrrel
The Age of Television	Carl Bode
Television – A Critical View	Horace Newcombe
Writing for Television	Kaminsky

GROUP- B - RADIO & WEB JOURNALISM and Media Laws (4th PAPER)

Module – 4 Radio and web Journalism 25 Marks

The history of Radio. Its social role. Radio as a medium – Its scope & function – Comparison with other media – FM – Changing Face of Radio Programmes –Interactive Radio – Community Radio. Satellite Radio. AIR Committees. Writing for Radio – News – Feature – Interview. Introduction to New Media – Comparative Analysis – Web Media and its audience. Overview of different Websites – Internet as Resources

Module –5 Media Laws 25 Marks

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

Module –6 Practical 25 Marks

Preparing a Radio Spoken Word programme.
Compering – Radio Jockey
Web Hosting

Booklist

<i>Title</i>	<i>Author</i>
Broadcast News: Radio Journalism and an Introduction to Television	Rinehart & Winston, N.Y., 1980
Broadcast News Writing, Reporting and Production	White, Ted et al: N.Y. 1984

3RD YEAR PUBLIC RELATION, ADVERTISING, (5TH PAPER)

GROUP – A: PR& ADVERTISING

Module I: PUBLIC RELATIONS 25 Marks

What is PR – its relevance – Publics in PR – PR Tools Press Release – Press Conference - Corrigendum – Follow-up steps - Public Sector vis-à-vis Private Sector PR - Crisis Management in PR - Event Management -Corporate PR – CSR - House Journal : step-by-step into production & distribution – Feedback- PR Audit. **20 Marks**

Writing Press Release.

Making project report after visiting PR Agencies/Corporate PR units. 5 Marks

Module II: Advertising 25 Marks

Different types of advertisements- Relative advantages- Selection criteria- Relationship between advertising and circulation - Ad vis-à-vis propaganda, publicity, marketing. Direct Mailing.

Principles of Advertising – Ad design – Ad Agency - DAGMAR & AIDA: USP – Brand – Brand Management & Positioning. Ethics of advertising. 20 Marks

Preparing Advt Copy. 5 Marks

GROUP – B: PROJECT PAPER and Internship

Module I: PROJECT PAPER 25 Marks

Each student will have to prepare a project paper of 3 thousand words on any Media related Topic.

Project paper 20 Marks

Viva on Project Paper 5 Marks

Module II: Internship 25 Marks

Each student will have to complete 45 hours of internship with either a newspaper house, or a television channel, or a radio station or an ad agency or a PR agency.

Internship : 20 Marks

Viva on Internship : 5 Marks

Booklist

<i>Title</i>	<i>Author</i>
Advertising Made Simple	Frank Jefkins
Creative Advertising	H.M. Hopner
Creative Advertising : Theory & Practice	Sandra E. Moriarty
Public Relations In India	J.M. Kaul
Practical Public Relations	Sam Black
Applied Public Relations	K. R. Balan
Jana Sanjog	Samar Basu
This is P.R. – The Realities of Public Relations	Newson, Turk & Kruckenberg
Effective Public Relations	Catlip, Center, Allen
Corporate Public Relations	Balan, K.R.
Public Relations for your Business	Jefkins, Frank
Public Relations, Business Concepts, Strategies and Tools	Jethwani Jaishri, Verma A.K. & Sarkar N.N.