**St. Xavier’s College, Calcutta**  
[The First Autonomous College in West Bengal under University of Calcutta]

Department of Mass Communication and Videography  
NEW SYLLABUS FOR TWO Year's Elective course in Journalism

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<td>100 Marks (70+30)</td>
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Paper 1
Print Journalism 100 marks (70+30)

Module: I Theory 70 Marks
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.

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:


Module: II Print Practical 30 Marks
Reporting, Writing & Editing Practical
Page Make-up & Layout using Quark Express system.
Media Monitoring
Viva based on Current Affairs
Sem 2
Television & Radio Journalism 100 marks (70+30)

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–


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 25 Marks

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

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

- 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.)

Books

- Techniques of Radio Production by Robert Mc Leish( Focal Press, London 1988)
- Creative Radio Production by E>H Siegel ( Focal Press London 1992)
Sem 3
Mass Communication and New Media 70 +30 Marks

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


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.

Practical: hosting a website