

**Syllabus for Three- year B.A.(Honours) Course
In**

Journalism and Mass Communication

effective from the Academic Session 2006-07
under 1+1+1 Examination System.
Professional Practical based and Media Lab Oriented Course

Part I

Paper I (Print Journalism) — 100 Marks

First Half	: Reporting	50 marks
Second Half	: Editing	50 marks

Paper II - 100 Marks

First Half	: History of Journalism	50 marks
Second Half	: Practical	50 marks

Part II

Paper III - (Mass Communication, Media Management, Media laws and ethics) - 100 marks

First Half	: Mass Communication	50 marks
Second Half	: Media Management, Media Laws and Ethics (25 marks+ 25marks)	50 marks

Paper IV – International Communication and Current International Affairs And Practical (50marks + 50 marks)– 100 Marks

First Half	: International Communication and Current International Affairs	50 marks
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Second Half : Practical

50 mar.

Part III

Paper V - (National Affairs and Visual Media)

100 Marks

First Half : National affairs

50 marks

Second Half : Visual Media

50 marks

Paper VI - (Audio Visual Journalism)

100 Marks

First Half : Radio Journalism

50 marks

Second Half : Television Journalism

50 marks

Paper VII - Advertising and Public Relations

100 Marks

First Half : Advertising

50 marks

Second Half : Public Relation

50 marks

Paper VIII - Practical

100 Mar

(ii)

Detailed
Syllabus for Three-Year Honours Course(1+1+1 scheme)
University of Calcutta
From the Academic Session 2006-2007

Journalism & Mass Communication (Honours)

Part I

Paper I (Print Journalism) — 100 marks

FIRST HALF: REPORTING

50 MARKS

News — News Values — Objectivity — Elements of News — Reporters — Chief Reporters — News Boats — News Sources — Special Correspondent — Parliamentary Correspondent — Foreign Correspondent — Specialisation in Reporting: Administrative and Political ; Crime and Legal Reporting ; Public Affairs Reporting ; Human Interest stories; Business Reporting ; Agriculture & Rural reporting; Reporting for women and children ; Science, Cinema, Sports reporting ; Environment & Human Rights ; Page 3 reporting — Interpretive and Investigative Reporting — Interviewing — Online Reporting — Different Types of Features — Yellow Journalism — Photo Journalism — Web Journalism.

List of Books:

Reporting

1. Professional Journalists — John Hohenberg
2. Into the Newsroom --- Leonard Ray Teel and Ron Taylor
3. Professional Journalism --- MV Kamath
4. Basic Newswriting --- Melvin Mencher
5. The Universal Journalist --- David Randall
6. Journalism: Principles and Practice — Tony Harcup
7. News Reporter and News Sources — Herbert Strentz
8. Understanding Journalism — Lynette Sheridan Burns

9. Sports Journalism: A Practical Introduction — Phil Andrews
10. Key Concepts in Journalism Studies — ed Bob Franklin et al
11. Feature Writing: A Practical Introduction — Susan Pape and Sue Featherstone
12. Reporting — M.V. Charnley
13. Guide Line for News Reporters — Sol Robinson
14. Investigative and In Depth Reporting — J. Bolch and K. Miller

SECOND HALF : EDITING

50 MARKS

Principles of Editing — Editor — News Editor — News Coordinator — Chief Sub-Editor — Sub-Editors — Headlines : types and characteristics — Typography — News compilation: Developing stories and Follow-up — Lead writing - Proof Reading — Copy Testing — Editing agency copies — Page planning — Layout: different types and general principles — Photo editing — Use of graphics and illustrations — Use of info-graphics — Use of cartoons — Use of computer software in editing and page designing — Magazine editing — Recent trends in editing and layout — Editorial Writing — Column Writing — Web Editing.

LIST OF Books

Editing

1. News Editing — Bruce Westley
2. Editing and Design — Harold Evans
3. Editing in the Electronic Era — M.L. Ginson
4. Modern Newspaper Design — E.C. Arnold
5. The Sub-editors companion — M. Hides
6. Simple Subs Book — Leslie Sellers
7. Editing Manual — Sourin Banerjee
8. Digital Sub-editing and Design — Stephen Quinn
9. Headline Writing — Sunil Saxena
10. Handbook of Journalism & Mass Communication — D.S Mehta
11. News Reporting and Editing — K.M. Srivastav
12. Newspaper Design — Allen Hutt

Paper II

FIRST HALF: HISTORY OF JOURNALISM

50 MARKS

Origin of the Print Media in India and abroad — International Development of Press - James Augustus Hickey — James Silk Buckingham — Baptist Church Missionaries of Serampore — Raja Rammohun Roy — Young Bengal — Charles Metcalfe — Sambad Prabhakar — Iswar Chandra Gupta — Keshub Chandra Sen — Hindu Patriot and Harish Chunder Mukherjee — Tattwabodhini Patrika - Bengals Spectator - Samprakash — The Statesman — Amrita Bazar Patrika — Jugantar — Sandhya — Swadhinata — The Hindu — The Ananda Bazaar Patrika — Other Newspapers - Mahatma Gandhi as a Journalist — Tilak as a journalist — Gokhale — Jawaharlal Nehru - Subhas Chandra Bose as journalist — Stalwarts of the 19th & 20th Century - Development of Indian News Agencies — Genesis and Growth of News agencies In India - History of Radio and Television in India.

List of Books:

(History of Journalism)

- History of Indian Press — S Natarajan
- History of Indian Journalism — J Natarajan
- The Press — Chalapati Rao
- The Press in India: An Overview — G.S. Bhargava
- Romance of Indian Journalism — J.N. Basu
- Report of the First Press Commission
- Communication: Yesterday, Today and Tomorrow — P.N. Malhan
- Bengali Press (1818-1868) — Smarajit Chakraborty
- Critique of Colonial India — Sumit Sarkar
- Journalism in India — Rangaswami Parthasarathi

- The story of Newspaper — Chanchal Sarkar
- This is All Indian radio — U.L. Baruah
- History of Journalism — Aurobindo Majumdar
- PTI story — S. Raghavan
- Press in India — Annual report of the Press Council of India
- Indian Broadcasting — H.R. Luthra
- The Global Media — Herman & Ue Chesrey
- The Press At Cross Roads — S.K. Agarwal
- Broadcast Journalism — S.C. Bhatt

SECOND HALF: PRACTICAL

50 MARKS

First Part (Written) (25 marks)

1. Compiling a report in about 150 words from given points
2. Writing a news feature
3. Prioritization ~~the~~ importance of news from a given set of headlines, asserting reasons.
4. Writing different ~~ent~~ Headlines from a particular report.

Second Part (Computers) (20 marks)

1. Editing a given piece of news report or wire copy using a word-processing software (including writing lead and headline)
2. Drawing a dummy for a front-page ~~version~~ daily using a page-making software
3. Rewriting and Summarizing a given piece with headlines using a word-processing software.

Third Part (Viva-Voce) (5 marks)

Viva Voce on Media related general Knowledge and Current Affairs

**Compulsory Practical Written Examination will be held at the examination centre

**Compulsory Viva-Voce (5 marks) to be conducted at the examination centre in the day of Practical Examination of Second Part of Computers Application of (20 marks).

Part II

Paper III

(Mass Communication, Media Management, Media laws and ethics) — 100 marks

FIRST HALF: MASS COMMUNICATION

50 MARKS

Communication — Definition and Functions — Types of Communication — Intrapersonal — Interpersonal — Group — Mass Communication — Means of Communication — Press — Radio — Television — Film — Internet — Multimedia — DVD — Smart Radio — Cable Channel — Mass Media In India. Characteristics of Mass Communication as a process — Characteristics of Mass Society, Mass Culture and Mass Audience — Theory of Media-Society Relations: Normative, Mass Society, Functionalist, Critical Political-Economic, Marxist, Information Society. Theories and Models of Mass Communication : Lasswell, Shannon & Weaver, Schramm, Gerbner, Newcombe, Shaw & McComb, Shoemaker, Noelle-Neumann, Westley-Maclean, Chomsky. Development Communication and Diffusion of Innovation. Critical Analysis of Dominant Paradigm — Theories of Media Effects — Theories of Media and Culture — Globalisation and the Media — New Media Theory.

List of Books

Mass Communication

1. Mcquail's Mass Communication Theory (5th Edition) — Denis Mcquail
2. Encyclopedia of New Media — Edited by Steve Jones
3. The Media and Globalization — Tehri Rantanen

4. Understanding Media Cultures — Nick Stevenson
5. The Network Society — Jan Van Duk
6. Many Voices, One World — Sean Mc Bride
7. Understanding Mass Communication — Melvin L. De Fleur, Everett E Denis
8. Foundations of Communication theory — Kenneth K Sereno, C David Mortenson
9. Mass Communication Effects — Joseph Klapper
10. Communication for Development in the Third World — Srinivas R Melkote and H Leslie Steeves
11. Critical Issues in Communication — Edited by Srinivas Melkote and Sandhya Rao
12. Media Analysis Techniques — Arthur Asa Berger
13. International and Development Communication — Edited by Bella Mody
14. Introduction to Mass Communication — Agee, Ault and Emery
15. The Process and Effects In Communication — Schramm And Roberts
16. A Taxonomy of Concepts In Communication — Read H, Blake and Edwin O. Haroldsen
17. Mass Communication In India — D.S.Mehta
18. Media Education Communication and Public Policy — Keval J. Kumar
19. Communication and Change — The Last Ten Years — Wilbur Schramm and Daniel Lerner
20. Mass Communication — Carter Martin D
21. A History of Communication Study — Everette M. Roges
22. Communication Media — Yesterday ,Today and Tomorrow — Mallam.
23. Mass Communication Theory — Stanley J. Baren and Dennis K. Devis.

SECOND HALF: MEDIA MANAGEMENT, MEDIA LAWS & ETHICS
(25 MARKS + 25 MARKS)

MEDIA MANAGEMENT

25 MARKS

Definition and theories of Media management — Ownership patterns of Newspaper in India and Abroad — Cross-media ownership — Corporatisation — Recent trends of newspaper management and the effect of Globalization — FDI in media — Media Economics — Different departments of a newspaper — Dual economy of a newspaper — Circulation and Advertising — Audit Bureau of Circulation and National Readership Survey — Readership Surveys — Use of Online Editions.
— Management of Electronic Media — Private Control — Public Control — Autonomous Model — Sources of Revenue of Electronic Media — TRP and Television Audience Measurement — DTH — Cable TV Regulation Act — Prasar Bharati Corporation — Organisational structure of Doordarshan and All India Radio — Different Private Satellite Channels - Convergence.

List of Books

Media Management

1. Newspaper Organisation and management — Herbert Lee Williams
2. Newspaper Management in India — Gulab Kothari
3. The Indian Media Business — Vanita Kohli
4. Media, Organisation and Production — Edited by Simon Cottle
5. Media Ownership — Gillian Doyle
6. The Business of Media — David Croteau and William Hoynes
7. Understanding Media Economics — Gillian Doyle
8. Dictionary of Marketing Communications — Norman A Govoni
9. India's Communication Revolution — Arvind Singhal and Everett M Rogers
10. Print Media in India — Press Council of India
11. Sangbadpatra Sangathan O Parichalana — Pabitra Mukherjee
12. Principles of Newspaper management — P. L. Edward
13. Media Ownership and Control in the Age of Convergence — Elizabeth Fox
14. Broadcasting and the People — Mehra Masani

Media Laws and Ethics:

25 MARKS

Freedom of Information — Philosophies of Media Freedom —
Freedom of the Press with special reference to India — Press
Commissions — Press Councils — Media Council.
Important Press Laws: Defamation — Contempt of Court Act—
Sedition — Official Secrets Act — Press and Registration of Books
Act — Parliamentary Proceedings (Protection of Publication) Act —
Copyright Act — Drugs and Magic Remedies (Objectionable
Advertisement Act) — Working Journalists Act — Right to Information
Act, 2005 — Codes of Ethics.

List of Books

(Media Laws and Ethics)

1. Laws of the Press in India — Justice Durgadas Basu
2. Press and Press Laws in India — H.P. Ghosh
3. Essential Laws for Journalism — R.M Taylor
4. Report of the Second Press Commission of India — Vols I & II
5. Press Laws — Nirod Kumar Bhattacharya
6. Press Laws — Press Institute of India
7. State Against Democracy — Rajni Kothari
8. Mass Media Code of Ethics and Councils — Jones R
Claments(UNESCO)
9. Gaping for ethics in Journalism — Eugene H Goodwer
10. Annual Report — Press Council of India.

Paper IV

FIRST HALF: INTERNATIONAL COMMUNICATION AND CURRENT
INTERNATIONAL AFFAIRS

50 MARKS

Role of UNESCO — MacBride Commission — Imbalances in International News Flow — NIEO & NWICO — Role of NAM — NANAP — Recent trends in the International flow of cultural goods and services — Recent trends in International Journalism. Models of International News Flow.

Theories of Intercultural effects. Multiculturalism - United Nations and its different Organs — Objectives of the UN — International Diplomacy — Decline of Socialism in East Europe and USSR — Unipolar World — India's Foreign Policy — Indo-Pak and Indo-Sino Relations — India's relations with other neighbouring countries — ASEAN — SAARC — EEC — Other regional groupings — UNDP and India — India's nuclear policy — India and G-8 — India's international agreements — Development Indicators in India and other countries — Foreign Policies of USA, China, Russia, Britain, France and India in current perspective — Role of International News Agencies in Developing Countries - Changing Economic and Political Scenario of Developing Countries.

List of Books:

(International Affairs)

1. The making of India's foreign policy — J Bandopadhyay
2. International Relations — Joseph Frankell
3. United Nations as Political Institution — H.G. Nicholas
4. An introduction to World Politics — W. Friedman
5. World Politics — Organsky
6. Ek Dashak Dui Bishwa — Anil Biswas
7. International Relations in the Twentieth Century — DC Bhattacharya
8. Interpreting World Politics — Bajpai and Sukul
9. Politics Among Nations — H. J. Morgenthau

10. World Politics Since 1945 – Peter Calvocorossi
11. Third World – Peter Worsaley.

SECOND HALF: PRACTICAL

50 MARKS

(15 marks)

1) (Written Part)

- i) Writing A Book Review
- ii) Writing A Film Review
- iii) Writing A Cassette Review
- iv) Review of All India Radio's Programmes
- v) Review of Television Programmes
- vi) Writing An Editorial
- vii) Writing An Post Editorial
- viii) Writing the Anchor Story
- ix) Writing Report and Editorial On Current International Affairs.

2 (Project work on Media Related Topics)

(15 marks)

Words — 4000

Marks — 10

Viva: — 5

3) (Computers)

(20 marks)

i) Advanced page-designing of a broadsheet daily using a page-making software and picture-editing software. Candidates will be expected to know various elements of page-design including incorporating slug, info-graphics, blurbs, shoulder, reverse etc.

ii) Designing the web-page of a daily newspaper using page-making software.

- iii) Preparation of the International Page of A Daily Newspaper.
- iv) Designing of International Stories In Different Magazines.

** The Practical Written part and the compulsory Viva Voce (5 marks) and computer applications to be conducted at the examination center on the day of Practical Examination.

Part III

Paper V

(National Affairs and Visual Media) 100 Marks

FIRST HALF : NATIONAL AFFAIRS 50 MARKS

Indian Constitution — Preambles - Fundamental Rights and Duties — Powers and Position of President — Powers and Position of the Prime Minister — Supreme Court and High Courts — Parliament — Parliamentary Committees — Rajya Sabha and Lok Sabha — Speaker — Privileges of the Members — Cabinet - State Legislatures — Position and Power of the Governor — Powers and Position of the Chief Minister — Local Self Government — Major Political Parties in India — Pressure Groups — Election Commission — Five-year plans — Current Economic Policy — India's Industrial policy — Education policy — India's Environmental issues and regulations — Role of the Comptroller and Auditor General — Other constitutional posts — Commissions and Tribunals — Current Foreign Policy — Contemporary national events and issues.

List of Books

(National Affairs)

1. Introduction to the Constitution of India — Justice Durga Das Basu
2. Prime Minister and The Cabinet In India — S.C. Ganjal
3. Indian Government and Politics — J.C. Johari
4. Indian Administration — S. Maheswari
5. Bharater Shason Byabastha O Rajniti — Satya Sadhan Chakraborty
6. Indian Economics — K Sundaram
7. The making of India's foreign policy — J Bandopadhyay
8. Some Problems of India's Economic Policy - Wardhva
9. The Argumentative Indian -- Prof. Dr. Amartya Sen, Penguin Books Ltd, Farrar, Straus and Giroux, US, 2005
10. India: Economic Development and Social Opportunity, Oxford: Clarendon Press, 1995. Jean Drèze and Prof. Dr. Amartya Sen.

SECOND HALF : VISUAL MEDIA

50 MARKS

Film As A Medium Of Mass Communication — History of Documentary and Motion Pictures — Visual Literacy — Language of Film — Basic Visual Media Production — Writing for Visual Media — Location — Production — Direction — Lighting and Exposure — Basic Shots and Terminology — Narrative Styles, Fictions — Post Production — Editing — Dubbing — Laying Tracks — Mixing of Sounds — Digital Film Making — Recording Narration — Collection / Recording Sound Effects and Music — Making of a Film Script — Writing for Camera — Basics of Film Production and Direction — Censorship and Media — Cross-cultural cinema — Film and Literature — Film and Culture — Film and Music — New Wave Cinema. Major Filmmakers: Griffith, Flaherty, Welles, John Ford, Eisenstein, Pudovkin, De Sica, Fellini,

Chaplin, Bazin, Goddard, Truffaut, Kurusawa, Satyajit Ray, Mrinal Sen, Ritwick Ghatak, Tapan Sinha, Shyam Benegal, Aparna Sen, Kalpana Lajmi and Mira Nair — Major National and International Films - Recent Developments of Film in Developed and Developing Countries – Recent Trends of Indian Cinema.

List of Books
(Visual Media)

1. Understanding the visual — Tony Schirato and Jen Webb
2. Movies as Mass Communication — Garth Jowett
3. Our films, their films — Satyajit Ray
4. Rethinking third cinema — Dissanayake
5. The Movies — Griffith and Meyer
6. An introduction to films — Sobchak
7. The Inner Eye — Satyajit Ray
8. Bengali Cinema — Kironmoy Raha
9. Understanding video application, impact and theory — Jarice Hansen
10. Preparation and Use of Audiovisual aids — Hass and Packer
11. Bollyworld: Popular Indian Cinema through a transnational lens — edited by Raminder Kaur and Ajay J Sinha
12. Film Cultures — Janet Harbord
13. Bollywood — Sociology goes to the movies — Rajinder Dudrah
14. A Short History of Movies – Gerald Mast
15. An Introduction to Film – Sobchack
16. Media Planning and Production – Simonson and Volker
17. Cyberbani, being a human in the new media environment, 2005, Gujarat Sahitya Prakash, Anand - Gaston Roberge.
18. Another Cinema for Another Society - Gaston Roberge. Kolkata. Seagull Books. [also in Bengali, *Natun Cinemar Sandhane*] (reprinted 2005)

Paper VI

100 Marks

(Audio-visual Journalism)

50 MARKS

FIRST HALF : RADIO JOURNALISM

History of Radio -- History of Broadcasting in India -- Radio News --
Functions of the Radio News Room -- News Editor -- Producer --
Radio reporter -- Radio Interview.
Techniques of Radio-editing -- Radio News Reels -- Application of
Audio equipments and software -- Station and Network management
-- Radio Talk - Language of Radio -- Radio Feature -- Radio
Specials -- SFX -- Sound Mixing System -- Preparation and
Treatment of complex form and content -- Concepts and Techniques
of Community Radio -- Educational Radio -- Radio Jockey --
Recent Developments in FM Broadcast -- Radio Programmes --
National Programmes of All India Radio and Different FM Stations --
BBC and Other International Radio Stations -- Their Programmes
and Functions - Radio and Newspaper: Comparative Discussion --
Advanced System Analysis.

List of Books:

(Radio Journalism)

1. Broadcast Journalism: An introduction to news-writing -- Mark W Hall
2. A Guide to Broadcasting -- Elwyn Evans
3. Handbook of broadcasting -- Abbot and Rider
4. The techniques of Radio Journalism -- Herbert
5. Newswriting for Broadcast -- Ed Bliss
6. Satellite Communication technology -- Robert L. Douglas
7. Writing and Producing Radio Dramas -- Esta D. Fossard
8. Broadcast News Producing -- Brad Schultz
9. Radio and Television -- K.M. Srivastav
10. Broadcasting and Audio Visual Policy In The European Single Market -- Richard Collins.

History of the Television in India — Organisational structure — Scope of TV journalism — TV newsroom — News Editor — Producers — TV Reporters and Correspondents — Television writing techniques — Anchoring — Use of clippings — Basic principles of camera work — Live coverage through satellites — Effects of Television on Society - Outside coverage — 'Non-fiction Television Programme — Documentaries, News magazines and News series — Ethical problems — Field Research — Reporting — Interviewing, — Pre-production — Problems of balanced presentation and selection of topics — Cable TV — Satellite Channels and Its Effect on society — Video editing — Use of software — Different Serials — Different Entertainment Programmes — National and International Satellite Channels.

List of Books

(Television Journalism)

1. The techniques of television production — G Millerson
2. Broadcast Journalism — Andrew Boyd
3. Television journalism — Ivor Yorke
4. The work of a television journalist — Tyrrel
5. Television newsfilm techniques — Stone and Henson
6. The Age of Television — Carl Bode
7. Participatory Video — Shirley A White
8. Television — A critical review — Horace newcomb
9. Writing for television — Kaminsky
10. Prime Time television content and control — Muriel G Cantor
11. An Indian Personality for Television — Publications Division
12. Transnational Television, Cultural Identity and Change — Melissa Butcher
13. Ordinary Television — Francis Bonner

14. Television Commercials – Wain Wright
 15. Audience for Public Television – Frank Grenberg

Paper VII

(Advertising and Public Relations)

100 Marks

FIRST HALF : ADVERTISING

50 MARKS

Advertising — definition, historical development; social and economic benefits of advertising — criticism — types of advertising — Consumer — Corporate — Industrial — Retail — National — Trade — Professional — Social - Product Advertising — Target audience — Brand positioning — USP — Advertising strategies; appeals, market and its segmentation; - Sales Promotion - Creative strategy — Purchase Proposition -Creative execution — Copywriting — Slogan writing — Ad layout — Use of software in print advertisement — Television Advertisement — Storyboard — Radio Advertisement — Outdoor Advertisement — Research in Advertising — Advertising Agencies — Media strategy — Planning of Ad Budget for Newspapers, Magazines, Radio, Television, Outdoor — Other Promotional Media - Budget — Content of Advertisements — Surrogate Advertisements — Advertising and the Internet — Advertising and ethics — Emerging trends and issues — Advertising, Children, Women and Celebrity — Impacts of Advertisements in Society — National and International Advertisements In Newspapers, Magazines, Radio and Satellite Television Channels — Advertising and Law — Changes of Advertisements.

List of Books

(Advertising)

1. Advertising — Frank Jefkins
2. Ogilvy on Advertising — David Ogilvy
3. Advertising — James S Norris
4. Advertisement Management — Chunawalla and Sethia
5. Creative Advertising — H.H. Hepner

6. Advertising as Communicator — Gillian Dyor
7. Creative Advertising Theory and Practice — Sandra E Moriarty
8. Brand Positioning — Subroto Sengupta
9. Effective Advertising — Gerard J Tellis
10. Advertising Strategy — Tom Alstiel and Jean Grow
11. 24 Brand Mantras, 18 Brand Astras and 9 Brand Shaastras —
Jagdeep Kapoor
12. Global Marketing and Advertising — Marieke De Mooij
13. Advertising : A cultural Economy — Liz Mcfall
14. Fables, Fashions and Facts about Advertising — John Philip
Jones
15. Advertising as Service to Society — Mac Iwan John.

SECOND HALF : PUBLIC RELATIONS

50 MARKS

Public Relations — History of PR — Defination — PR Publicity, Propaganda and Public Opinion - Growth as a communication function — PR as a management function — PR and marketing — Image management — PR principles — Planning, Implementation, Research and Evaluation — PRO — Qualification and Functions — Tools of Public Relations — Media Relations — Press Releases — Press Conference — House Journal — Corporate Films — Other PR Tools - Internal and External Publics — Crisis management — Corporate Public Relations — Financial PR — Employee Relations — Public Relations in the public sector — DAVP — PR by Government Departments — PR in India — PR counseling — PR agencies — PR specialization — Marketing Communications — Editorial Services — Speech Writing, Development of Writing Papers and Backgrounders —

Share Holders and Dealer Relation - PR for Hospitals - Charitable Institution - NGO Political Parties - National and international PR - Event management - Use of Internet as a public relations tool - International public relations - Public Relation Research Techniques - PR Laws and Ethics - International PR Institutions- PR and New Technology - Emerging Trends In PR.

List of Books

(Public Relations)

1. Practical Public Relations — Sam Black
2. Public Relations in India — JM Kaul
3. Applied Public Relations — K.R. Balan
4. Planned Press and Public Relations — Frank Jefkins
5. PR: A scientific approach — Baldeo Sahni
6. Effective PR — Culp and Center
7. Lesly's Handbook of Public Relations — Philip Lesly
8. JanaSanjog — Samar Basu
9. Public Relations Handbook — Dilenschneider
10. Today's Public Relations — Robert L Heath and W Timothy Coombs
11. Public Relations Writing — Donald Treadwell and Jill B Treadwell
12. Presenting at Conferences, Seminars and Meetings — Kerry Shephard
13. The Effective Presentation — Asha Kaul
14. Handbook of Public Relations — Robert L Heath
15. Public Relations in Business and Public Administration In India — Dhen K Ney
16. This is PR: The Realities of Public Relations — Newson, Turk and Kruckeberg.

Paper VIII

100 Marks

(Practical)

40 Marks

1) Written Part

- a) Radio presentation
- b) Preparation of Radio News, Talks and Different Programmes
- c) Techniques Radio Script Writing
- d) News script writing for television
- e) Script Writing For Different Television Programmes *Talk show, Panel discussion*
- f) Press Release
- g) Press Rejoinder
- h) Slogan writing
- i) Making Different Illustrations
- j) Classified Advertisement
- k) Display Advertisements
- l) Writing for a House Journal
- m) Different Techniques of Preparing a House Journal
- n) Writing, Content, Layout of A House Journal
- o) Cinema Script Writing

- X 2) Television presentation (of 5 min. duration) 15 Marks
(Students will be asked to write a presentation on a contemporary issue for a TV broadcast adding voice-overs where necessary)

- 3) Video Documentary 25
20 Marks
(15 marks for documentary and 5 for viva voce)

- 4) Computers *print ad. using any software* 25 Marks
a) Preparing an advertisement using video-editing and photo-editing software. (10 marks)
- b) Preparing a slide-presentation about media-related events using a presentation software. (10 marks)
- c) writing for a house Journal As A PRO. (5 marks)

** The Practical Written part and the compulsory Viva Voce (5 marks), Television Presentation and Computer Applications to be conducted at the examination center on the day of Practical Examination.