

NORTH MAHARASHTRA UNIVERSITY,

JALGAON. 425 001

SYLLABUS FOR

BACHELOR OF COMMUNICATION AND

JOURNALISM COURSE

(With Effect From June, 1987)

**NORTH MAHARASHTRA UNIVERSITY, JALGAON.**

**SYLLABUS FOR BACHELOR OF COMMUNICATION AND JOURNALISM COURSE.**

(With Effect From June, 1987.)

**1. OBJECTIVES OF THE COURSE :**

- \* To produce competent professionals who will be livewire, dynamic and responsible journalists capable of working at every level of the profession.
- \* Focus of teaching will be on newspaper, magazine and broadcast journalism with significant emphasis on practical assignments, street level training and working under simulated deadline pressure conditions.
- \* To provide for class-room teaching in theories, practices and research methodologies in the field of communication and journalism so that the students receive a sound theoretical background to build up their careers. However, the guiding principle will be students learn better and understand quicker theories and evolution of theories by actually working in the field.
- \* To provide a broad vision and depth of understanding of public affairs, philosophy and functioning of public institutions and legislative bodies as also to acquaint students with legal, ethical and moral issues they will encounter in profession.
- \* To acquaint students with modern communication technologies, particularly those employed in mass media with emphasis on print journalism functioning and practical uses of multi-media concepts with reference to future of journalism and other mass media.
- \* On the whole, the course is aimed to be a challenging and stimulating experience for students to make them critically responsive to happenings in the world around them.

**2. RULES OF ADMISSION :**

- 1) Candidates applying for the Bachelor of Communication and Journalism Course must have a Bachelor's Degree in any faculty from a statutory University. Those who have appeared for their final degree examination may also apply, but their admission (in case they are selected on the basis of performance in the Aptitude Test) will be confirmed only after they submit the final degree examination marklist.
- ii) Employed students, if selected, must submit a No Objection Certificate from their employers at the time of taking admission.
- iii) a) All candidates must appear for the Aptitude Test on the date specified in the admission notice. Admission is strictly on merit in the Aptitude Test in their respective categories. Candidates in the Open and the Reserved categories must score a minimum of 45 % AND 30 % marks respectively in the Aptitude Test to be considered for admission.
- iii) b) The Aptitude test for the Bachelor of Communication and Journalism Course candidates seeks to assess their ability, aptitude and media awareness. It consists of a written test (100 marks), a personal interview (45 marks) and earlier curricular as well as co-curricular achievements (5 marks). The written test consists of questions on composition

(essay, precise, comprehension / translation) carrying 60 marks, and questions on current events, general knowledge, and media awareness carrying 40 marks. The personal interview is conducted by a panel of three experts including the Head of the Department.

- iv) If any of the selected candidates fails to report in time or pay the respective fees, it will be assumed that they are not interested in joining the Course and their seats will be offered to candidates on the waiting list.

3. SEATS : 30

4. Medium of Instruction and Examination : English

However, the candidates are allowed to answer the questions in the examination in Marathi.

5. FEES:

	Rs. P.
Admission Fee	25.00
Tuition Fee	1000.00
(To be paid by notified dates)	
Other fees :	
Medical Inspection fee	10.00
Magazine and other activities of students	20.00
Examination and Tutorial	40.00
Students Aid Fund	20.00
Students Welfare Fund	30.00
Library Fee	100.00
Computer Record Fee	15.00
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	1260.00
	-----
Laboratory charges	500.00
Stationery charges	250.00
Examination Fee	---
Study Tour Expenses (approximately)	1200.00
Library Deposit (per book)	50.00

6. INSTRUCTIONS ABOUT ELIGIBILITY :

1. The Application form for an Eligibility Certificate is available in the University Office on payment.

Fees for regional University	Rs. 50.00
For Universities outside Maharashtra State	Rs. 120.00
For Foreign Nationals	\$ 300.00

- ii. Students who have not passed from the North Maharashtra University, Jalgaon the examination on the basis of which they seek admission to the course will be required to produce from the Registrar, North Maharashtra University, Jalgaon in cases where it is necessary, a Certificate of Eligibility for the Course.

- iii. The Original copy of the statement of marks obtained at the examination on the basis of which the admission is sought must be attached to application for admission to the course together with an attested copy thereof. The original will be returned to the applicant and the copy will be retained for the records of the University.

- iv. Students admitted to the course will be required to pay their fees on or before the dates notified by the college.

- v. Applications for admissions to the Course will not be considered if the required information is not given in the prescribed form
- vi. Students who have passed their degree examination from the North Maharashtra University, Jalgaon should submit a Transference Certificate from the College last attended by them.
- vii. Students who have passed their degree examination from a University other than the North Maharashtra University, Jalgaon will be required to produce the following certificates with their true copies.
- a) Transference Certificate, from the authorities of that college last attended by them.
- b) Migration Certificate.. from the Registrar of the University under which the student passed his degree examination, permitting him to undertake his studies in the North Maharashtra University, Jalgaon.
- (Original Transference and Migration certificate will not be returned.)

#### 7. STANDARD OF PASSING:

- i) The minimum standard of passing and marks required for exemption in any part of examination are indicated below.

	Minimum Passing in each subject	Exemption in each subject.
Background and Ancillary subjects	40%	55%
Core Subject	50%	55%
Term Work (including experiential subjects)	40%	40%

- ii) Successful completion of Term Work will be a pre-condition for the grant of terms.

#### iii) AWARD OF CLASS

First Class with Distinction	70% and above in the aggregate
First Class	60% to 69% in the aggregate
Second Class	50% to 59% in the aggregate
Pass Class	40% to 49% in the aggregate

- iv) Candidates availing the benefit of exemption will not be eligible for the award of First Class or Second Class. If successful, they will be declared to have passed the examination in pass class.
- v) The exemption in any one or more heads of passing will be available, according to the rules, for a period of six academic years only.

### Outline of the Syllabus

Sr. No.	Paper No.	Theory	Practical	Term Work	Total	Minimum Periods
<b>Background Subjects</b>						
1.	Mass Communication & Society : An Introduction	I	100	-	-	100 50
2.	History of the Press and the Independence Movement	II	50	-	-	50 30
3.	Media, Ethics and Issues	III	50	-	-	50 30
4.	Media Management & Newspaper production	IV	50	-	-	50 30
<b>Core Subjects</b>						
5.	News Reporting and Writing	V(a)	50	-	25	125 60
6.	News Reporting and Writing	V(b)	-	50	-	-
6.	News Editing and Graphic Communication	VI(a)	50	-	25	125 60
7.	Feature and Editorial writing	VI(b)	-	50	-	-
8.	Current Affairs	VII	50	-	50	100 30
		VIII	50	-	50	100 100
<b>Ancillary Subjects</b>						
9.	Advertising and Public Relations	IX	75	-	25	100 50
10.	Broadcast and Film Journalism	X	75	-	25	100 50
<b>Experiential Subjects</b>						
11.	Basic Writing Skills, Comparative Study of Media and Newspapers, Computer literacy	-	-	-	50	50 50
12.	Vritta Vidya	-	-	-	100	100 2 Periods daily
13.	Internship	-	-	-	25	25 100 hrs.
14.	Study Tour	-	-	-	25	25 one week
15.	Viva Voce	-	-	100	-	100
<b>Total</b>		-	<b>600</b>	<b>200</b>	<b>400</b>	<b>1200</b>

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**Bachelor of Communication and Journalism**

**Paper I : MASS COMMUNICATION AND SOCIETY : AN INTRODUCTION**

1. (a) Nature, scope, meaning and significance of communication.  
(b) Means of communication—Oral, aural and visual symbols, signs, language, writing, post, telegraph, telephone, radio, film, television, computer, satellite.  
(c) Types of communication based on
    - (i) The number of participants
    - (ii) Use of media
    - (iii) Use of language
    - (iv) Intended function.
  - (d) Communication and Society
  - (e) Uses and limitations of models : Basic models of communication :
    - (i) Lasswell's verbal model
    - (ii) Stimulus-response model
    - (iii) Osgood and Schramm model
    - (iv) Shannon and Weaver model.
2. (a) How mass communication differs from communication.  
(b) Mass media as extension of man.  
(c) The role of mass media : Public opinion formation, social change and development.  
(d) Media and environment, controls : Self control, Internal control, monopoly control, advertiser control, source control, government control, public control.  
(e) Models of mass communication :
  - (i) Katz and Lazarfield's two step model
  - (ii) Ball-Rockeach and Defleur's dependency model
  - (iii) Models of agenda setting and uses and effects
  - (iv) Models of gatekeeping by White and Galtung and Ruge.
3. (a) Traditional/Folk media with special reference to Maharashtra.  
(b) Use of Folk media genres in modern mass media.  
(c) Comparative reach and credibility of folk-media and modern mass media.
4. (a) Conflicting perspectives on development.  
(b) Brief history of development communication.  
(c) Roger and Shoemaker's model of innovation diffusion.  
(d) Distinction between development communication, development support communication and development journalism.  
(e) Indian experience of using modern mass media for development purposes such as family welfare, health agriculture and environment; Radio Farm forum, SITE, the Kheda project, the Chattera experiment.
5. Modern communication technologies : Telegraph, telephone, radio, television, satellites, computers, facsimile transceiver, antennas, fax, modem, optical fibers, cable TV, cellular phone, pager, interactive media, multimedia, CD Rom.
- Issues in the field of communication
- (i) New world of communication order recommended by the McBride Commission
  - (ii) Media imperialism
  - (iii) Democratization
  - (iv) Communication and Culture.

## Reading List

- DeFleur ML, Everette Dannis : *Understanding Mass Communication*, Delhi, Goyal Sao, 1991
- Watson James & Anne Pill : *A Dictionary of Communication and Media Studies*, London, Edward Arnold, 1984
- Bittner, John. R. : *Mass Communication—An Introduction*, Prentice Hall, Englewood Cliffs, New Jersey, 1986
- DeFleur, M. L. & S. Ball-Rokeach : *Theories of Mass Communication*, Longman, New York, 1977
- Devito, Joseph : *The International Communication Book*, Harper and Row, New York, 1976
- Kumar, Keval J : *Mass Communication in India*, Jaico, 1981
- Malhan, P.V. : *Communication Media : Yesterday, Today and Tomorrow*, Publication Div., Govt. of India, 1985
- McBride, Sean : *Many Voices, One World*, UNESCO, 1980
- McQuail Denis : *Mass Communication Theory : An Introduction*, Sage, London, New Delhi, 1987
- McLuhan, Marshall : *Understanding Media*, Routledge and Kegan Paul, 1964
- Schramm, Wilbur : *Mass Communication*, University of Illinois, 1960.
- Schramm, Wilbur (Ed.) : *The Process and Effects of Mass Communication*, University of Illinois, 1965.

## PAPER II : HISTORY OF THE PRESS &amp; INDEPENDENCE MOVEMENT

**Early Beginning of Journalism** : Pre-printing period : Word of mouth, handwritten newsheets etc., invention of printing and movable type in Europe (Gutenberg, Caxton etc.), newsbooks, corantos gazettes, early newspapers in England and America. Newswriters in the Moghul courts, the coming of the printing press to India.

- (a) **The Birth of Journalism in India** : Early Anglo-Indian Newspapers—Hicky's Gazette, Buckingham's Journal, newspapers in other presidencies, official press legislations from 1799 to 1878.
- (b) **Birth of language journalism** : Development of Bengali and Hindi newspapers, orthodox vs reformist newspapers; Social reform movement and journalism—Raja Ram Mohan Roy etc.
- (c) **History of Marathi journalism** : Bal Shastri Jambhekar, Lokahitawadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasahab Parulekar etc. Some significant Marathi newspapers : Kesari, Kal, Navakal, Sakal, Loksatta, Maharashtra Times etc.
- (a) **History of Independence Movement** : 1857-1885, 1885-1920, 1920-1947.
- (b) **Role of the Press during the Freedom Struggle** : National leaders and newspapers—Tilak (Kesari, Maratta), Surendranath Banerjee (Bengali), Mahatma Gandhi (Harijan), Ghose brothers (Amrit Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Jawaharlal Nehru, Kasturi Ranga (Hindu), Lala Lajpat Rai, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman) etc.

**The Press in India After 1947** : Development of news agencies, changing role and nature of the press, Government newsprint policy; Emergency and the press; reports of the Press Commissions; prominent institutions and organizations connected with the press; current trends in English and language journalism in India.

## Reading List

- Bhargava, Motilal : *Role of Press in the Freedom Movement*, Reliance Publishing House, New Delhi, 1987
- Kanade, R. G. : *Marathi Niyatkalikancha Itihas*, Karnataka Publishing House, Bombay, 1938
- Lele, R. K. *Marathi Vrittapatracha Itihas*, Continental Prakashan, Pune 1984
- Joshi V. K. & Lele, R. K. : *Vrittapatracha Itihas*, (Vol. I & II), Yugawani Prakashan, 1951
- Natarajan J. : *History of Indian Journalism* (Part II of the Report of the First Press Commission), Publication Division, Govt. of India, 1955
- Parthasarathy Rangaswamy : *Journalism in India (From the earliest times to the present day)*, Sterling, New Delhi 1989
- Rao Chalapathi : *The Press*, National Book Trust, Delhi, 1971
- Padhy K. S. : *Battle for Freedom of the Press in India*, Academic Foundation, New Delhi, 1991
- Parvate T.V. : *Marathi Journalism*, Maharashtra Information Centre, 1969

## PAPER III : MEDIA LAWS, ETHICS AND ISSUES

1. **Indian Constitution and Freedom of the Press** : Constitutional guarantees of freedom of speech and expression; right to publish and right to privacy - Constitutional restriction on the press freedom - Privileges of media personnel - rights of public : right to reply, right to correction, right and access to information - need for press reforms.
2. **Legal Restriction on Press/Media in India** :
  - (a) Indian Penal Code (1860) and the Laws of Libel, Slander and Defamation.
  - (b) Contempt of Courts Act (1971), Parliamentary Proceedings (Protection of Publications) Act, 1956, Contempt of Legislature, Parliamentary Privileges.
  - (c) The Press and Registration of Books Act (1867), The Delivery of Books and Newspapers (Public Libraries) Act (1954), The Publications Act (1956), The Indian Copyright Act (1957), The Press Council Act (1978), The Working Journalist Act (1955), The Industrial Disputes Act (1958), The Indian Official Secrets Act (1923), The Drug and Magic Remedies (Objectionable Advertisement) Act (1954 & 1963), The Young Persons (Harmful Publications) Act (1956), The Indecent Representation of Women Act (1986), The Indian Cinematography Act (1958), The Cinematography Act (1958), AIR code for Commercial Broadcasting, The Cable Regulations Act (1995).
3. **Principles** : Theories of the Press - Role of the press as watchdog, advocate, adversary - press and social responsibility, media reporting of terrorism, communal riots, scandals, rapes, crimes - Yellow journalism and cheque book journalism - censorship - self regulation - relationship of the media with the government, business, advertisers.
4. **Media Codes and Ethics of Journalism** : Need for a code of ethics - role of the Press Council and guidelines for journalistic ethics - MRTPC - effectivity of codes of ethics.

## Reading List

- Gokhale, L. N. : *Patrakaritecha Swabhav*, University of Pune, 1983
- Kelkar, N. C. : *Vrittapatra - Mimansa*, Nilkanth Prakashan, Pune, 1965
- Mills, Nicolaus : *The New Journalism (A Historical Journalism)*, McGraw Hill, New York, 1974
- Joshi, Vijayanti : *Vrittapatra Aani Kayada*, Mehta Publishing, Pune, 1992
- Natarajan, S. : *Lokshahee and Vrittapatravavyavasay* Samaj Prabodhan Sanstha Pune
- Padhye, Prabhakar : *Principles of Journalism*, Popular, Bombay, 1991
- Paranjape, P. N. & Paranjape Vasudha P. : *Patrakaritechi Multattve*, Mehta, Pune 1991
- Teel, L. R. & Ron Taylor : *Into the Newsroom : An Introduction to Journalism*, Prentice Hall of India, New Delhi, 1985



- Wolesey, Ronald E. : *Journalism in Modern India*, Asia Publishing House, London, 1984  
 Wolfe, Tom Johnson, G.W. (Ed) : *The New Journalism*, Pan Books, London, 1977  
 Bakshi, P.M. : *Press Law : An Introduction*, TRF, ISSRE, 1986  
 Basu, Durga Das : *Laws of the Press in India*, Prentice Hall of India, New Delhi, 1980  
 Dhavan, Rajeev : *Only the Good News (On the laws of the press in India)*, Manohar Pub, New Delhi, 1987  
 Mc Nae, L.C.J. (Ed) : *Essential Law for Journalists*, IInd Edition, Staples Press, London, 1964  
 Radhakrishnamurti Buddepuddi : *Indian Press Laws*, India Law House, Guntur, India, 1986.

#### PAPER IV : MEDIA MANAGEMENT AND NEWSPAPER PRODUCTION

1. **How a newspaper is organized** : Types of ownership, newspaper as public service industry, newspaper staff, structural working of each department (editorial, circulation, management, advertising and production) and inter-relationships between departments.
2. **Factors that affect working of a newspaper** : Relationships between the editor and the management, service conditions, pressures to boost advertising and circulation, production values, monitoring readership profiles, needs and tastes.
3. **Financial and Legal Questions** : Newspaper accounting and cost control, legal questions, government policy. Organization like ABC, INS, RNI, Unions of working journalists.
4. **Production Technology** :
  - (a) History of printing—process of production—major printing techniques, printing machines, finishing operations.
  - (b) Introduction to halftone and colour photography, Colour separation, Desk Top Publishing.
5. **Organization of Broadcast Media** : Difference between state controlled and private networks—structure and functions of Doordarshan and AIR stations, private networks—introduction to media programming and management.

#### Reading List

- Goulden, John : *Newspaper Management*, 1967  
 Ed. Mehra : *Newspaper Management in the Multimedia Age*, 1988  
 Ruckert, F. W. & Williams, H.L. : *Newspaper Organization & Management*, 1961  
 Krishnamurthy S. : *Modern Trends in Printing Technology*  
 Simon Irving : *The Story of Printing*  
 Sellers, Laslie : *Doing it in Style*, Pergamon Press, 1968  
 Drucker, Peter : *Management Tasks, Responsibilities, Practices*, Allied Publishers, 1977  
 Tichy Joseph : *Newspaper Production Management & Techniques*, 1971

#### PAPER V : NEWS REPORTING AND WRITING

1. (a) Concept of news; defining news, purpose of news; importance of news in human communication
- (b) Qualities of news—accurate, balanced, clear, direct, fair and objectives; right and responsibilities of a reporter in reporting news.
- (c) Categories of a reporter—stringer correspondent, staff reporter, chief reporter, principal correspondent, special correspondent, special representative, bureau chief, foreign correspondent; their functions and responsibilities.
- (d) News sense and evaluating news : The six basic questions —who, what, when, where, why and how—people, processes, events and issues as news; nose for news.
- (e) A mobile reporter; cultivating the sources, grasp of local culture, milieu, geography, history and language; maintaining a diary, taking notes; computer literacy, competing with electronics media.

2. (a) Writing news reports; the inverted pyramid—asking the six basic questions and choice of one W or H for focus; focus and lead of news story, sharp leads, summary leads, lead of multi-dimensional story.
- (b) Writing techniques, choice of focus, lead, speed, decorum, brevity, precision, quoting the sources, style—individual and organizational, style books, chronology, paragraphing, slanting.
3. (a) Categorization of news coverage: on-the-spot coverage, advance write-ups, follow-ups, re-writes, post-event descriptive coverage, analytical coverage, etc.
- (b) Types of stories (i) General—Speeches, conferences, personal briefs, community activities, community grievances; Events—deaths, birth, marriages, crime, disaster, epidemics, seasons and weather, natural calamities, human interest stories.
- (c) Types of stories (ii) Legislative bodies, representative bodies, governments, semi-governments, political events and developments, elections.
- (d) Types of stories (iii) business, commerce, finance, industry and agriculture.
- (e) Types of stories (iv) arts and culture, literature, entertainment, science and technology, sports, academics, religion.
4. (a) Interviewing for news stories and features; on-the-spot interviews, profile interviews, interviewing a specialist, interviewing politicians, leaders, bigwigs and commoners.
- (b) Interviewing techniques; research, planning, questioning skills, extracting quotable quotes, notes-taking, audio-recording; bearing and confidence of interviewer.
5. Term Work :
  - (a) Students will prepare and update from time to time a source diary for news gathering.
  - (b) Students will be given assignments to gather and write news under specified deadlines. The assignments will be checked and assessed by a teaching member. News sense, news gathering skills and writing skills will be treated as three separate qualities for overall assessment.

#### Reading List

- Harris, J., Leiter & S. Johnson : *The Complete Reporter*, Macmillan Pub. Co., INC, New York, 1977
- Hodgson, F.W. : *Modern Newspaper Practice*, Heinemann, London, 1984
- Johnson, S. & Harris, J. : *The Complete Reporter*, The Macmillan Pub. Co., New York (16th printing), 1961
- Mansfield, F. J. : *Manfield's Complete Journalist (A study of the principles and practice of newspaper making)*, 3rd Edition, 1962
- Mollenhoff, Clark R. : *Investigative Reporting*, Macmillan Pub. Co., INC, New York, 1981
- Porter, Bruce and Ferris, Timothy : *Practice of Journalism (A guide to Reporting and Writing the News)*, Printice-Hall, New Jersey, 1988
- Tamhane, Chandrakant : *Vartasankalan*, Popular Prakashan, Pune, 1969.

#### PAPER VI : NEWS EDITING AND GRAPHIC COMMUNICATION

- A.1 (a) Organizational structure of an editorial department, office layout, division of work, deployment of shifts, co-ordination, edition planning.
- (b) Editor, Managing (Executive) editor, News editor, Chief Sub-editor, Sub-editor; their role as gate keepers.
- (c) Editor as policy-maker and keeper of public conscience, freedom of the editor, from various influences.
- (d) Need for editing and role of the news-desk, functions of a sub-editor, editing tools, editing and proof-reading symbols, house style and use of style book.

2. (a) Copy and schedule : Meeting deadlines checking facts for accuracy, correcting language-sentence structure, paraphrasing, avoiding repetition, spellings, punctuations.
- (b) Vetting the news-rewriting leads (introductory paragraphs), art of condensing copy, inserting background material, rearranging sequence of news in an item.
- (c) Editing copy with a view to its final display and layout, consistency of style, abbreviations, capitalization, numerals, continuation; integration of a developing story.
3. (a) Legal propriety, taste, fairness, concepts of news, slanting of news.
- (b) Editing different types of copy-news agencies, correspondents, local reporters, mofussil reporters, handouts and publicity materials, press releases, cables, telephone messages.
- (c) Specialised subbing : metro (city), sports, crime, commerce, science, columns, reviews etc.
- (d) Reader's letters, Reader's services, consumer contact, utilising feedback.
- B.1. Elements of type design : The language of type - various type faces—Roman—Sans serif. choosing a basic type—relationship between choice of type and news priorities—mixing type faces—spacing; elements lending typographic identity—continuity pages, folio, logo etc.
2. (a) Functions of design : Establishing identity - tabloid vs broadsheet—integration of content and presentation; common principles of newspaper design—page organization. Special features of the front page, centre page, back page and magazine pages.
- (b) Headlines : Typographic choices for the headlines and leads : kinds of headlines—single and double check headlines—anchor headline.
3. (a) Mechanics of newspaper design-dummies, placing ads—editorial sequence; features layout.
- (b) Page layouts—reflecting news priorities—consistency in signaling—basic grid—page sequencing—kinds of layouts; horizontal and vertical layouts, quadrants and diagonal frame layout, brace layout, circus layout, symmetrical and asymmetrical layout.
4. (a) Nature of photographic communication—concept of photojournalism—attributes of a news photograph—attributes of a "live" photograph; kinds of news pictures—hard, soft news pictures, fillers, picture sequence, picture stories, and pictures essays; basic principles of visual composition, status and responsibilities of photo-editor : creative and administrative functions co-ordination between sub-editors and staff photographers— instructing and guiding photographers—picture selection, picture cropping, picture toning and scalings—laying out picture pages—practice of group photo journal.
- (b) Caption writing : Function and significance of outlines, kinds of outlines—skeletal cutting.
- (c) Building up photo library and using it—choice of b/w vs colour photographs—graph illustration, information graphic and photo illustrations; use of electronic picture desk.
5. Ethic of photojournalism : Issues of invasion of privacy, portrayal of nudity, violence, bereavement and gruesome events etc. authenticity of electronically generated pictures; editor's responsibility - Ownerships—copyright invasion, photographer's civil rights, professional societies.
6. Term Work : Students will keep a file of all assignments given to them from time to time. The assignment and work will be duly countersigned by the teacher every week. The file shall be submitted on or before the date announced by the department.

#### *Reading List*

- Berner, R. Thomas : *Editing*, Published by Holt, Rinehart & Winston, 1982.
- Butcher, Judith : *Copy-Editing (The Cambridge Handbook, 2nd Ed.)*, Cambridge Univ. Press, 1983.
- Evans, H. : *News Headlines*, National Council for the Training of Journalists, 1974.
- George, T. J. S : *Editing : A Handbook for Journalists*, IIMC, New Delhi, 1989.
- Gehson, Martin L. : *Editing in the Electronic Era (2nd Ed.)*, Prentice Hall.
- George, T. J. S. : *Editing*, IIMC, New Delhi, 1989.
- Rogers, Geoffery : *Editing for Print (The Reference Handbook for all editors, designers and publishing personnel)*, Macdonlad & Co., London, 1985.

- Rystrom Kenneth : *The Why, Who and How of the Editorial Page*. Random House, New York, 1983.
- Stovall, James G., Self, Charles C. & Mullins, Edward : *On-line Editing*, Prentice Hall, New Jersey, 1984.
- Evans, H : *Newspaper Design*, National Council for the Training of Journalists.
- Turnbull, A. T. & Baird, R. N. : *The Graphics of Communications*, Holt Rinehart and Winston, New York, 1975.
- Edom, C. C. : *Photojournalism*, Brown Company, Publisher Iowa, 1980 (2nd Ed.).
- Evans, H. : *Pictures on a Page*, Heinemann, London, 1978.
- Rothstein, Arthur : *Photojournalism* (4th Ed.), Amphto, American Photographic Book Publishing Co., New York, 1979.

### PAPER VII : FEATURE AND EDITORIAL WRITING

1. (a) Differences between feature and news report.
- (b) Research—Looking for ideas - primary and secondary sources of information - use of library and other reference material - newspapers and magazines as resources: developing focus, themes and newspegs.
- (c) The market—looking for and understanding feature's market- the letter of query, syndicated feature services.
2. (a) Kinds of features—interview (Q/A format and QPQ format), utility, personal experiences, confessions, narrative; columns and columnists.
- (b) Types of features—human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories.
- (c) Feature leads—summary lead, narrative lead, descriptive, quotation lead, combination lead, teaser lead, question lead.
- (d) Structure of features—title, body, transitions, closing features
- (e) Tools and techniques of feature writing—focus, anecdotes, description, quotations.
3. (a) Place of opinion in a newspaper : importance of edit page.
- (b) Form, purpose and style of editorial writing; tools of editorial writing—reading, library, clippings and research.
- (c) Kinds of editorial writing - leaders, opinion articles, analytical articles, current topics: concept of op-ed page.
- (d) Comparative study of editorials in various newspapers.

#### Reading List

- Nicolls, Brian : *Features with Flair*, Vikas Publ., 1972.
- Stonecipher, Harry : *Editorial and Persuasive Writing* (Opinion Functions of the News Media), Communication Arts Books, Hastings House, New York, 1979.
- Talwalkar Govind : *Agralekha*, Prestige, Publication, Pune, 1981.
- Williamson, Daniel R. : *Feature Writing for Newspapers*, Communication Arts Books, Hastings House, New York, 1975
- Rystrom, Kenneth : *The Why, Who and How of the Editorial Page*, Random House, New York, 1983.

PAPER VIII : CURRENT AFFAIRS

1. (a) Milestones in World History.  
World War I & II.  
End of Imperialism and colonisation.  
Emergence of new nations post War II.
- (b) International organizations, institutions and movements—UNO, UNESCO, WHO, EEC, SAARC, OPEC, GATT, WTO, ASEAN, Commonwealth, NAM, G7.
- (c) International relations - changing concept of superpowers, emergence of economic powers, shifting regional balances and patterns; developments during the last decade (e.g. changing face of Europe, EEC, disintegration of Soviet Union, fall of Soviet Block, emergence of Pacific rim region, changing face of China, etc.). Arab World and Israel, South Africa and Africa, South Asia, South-East Asia and Far East, Latin America.
2. (a) International issues - International terrorism, wave of fundamentalism, racism, North vs South, Environmental issues, and Green movement, nuclear non-proliferation, oil and energy, drug menace, computer revolution and globalization, special problems of developed and developing countries, human rights, international women's movement and recurring strife areas.
- (b) Coverage of current international events of importance.
3. (a) State of the Nation; national parties, alliances and ideologies, shifting power equations; impact of globalisation and liberalization on Indian political scene; a broad perception of national issues of significance; unity and diversity; pressures on the Republic; linguistic and regional complications and problems of imbalanced development.
- (b) Regional power structure and regional power centres; regionalism, language barriers; Changing role of regional parties and their impact on national politics; Centre-State relations.
- (c) Important political personalities and their impact on the national polity.
- (d) Domestic issues—social and religious: casteism, communalism, fundamentalism; problems of law and order, criminalisation of politics; decadence of polity.
- (e) India's defence and foreign policies, relations with neighbours and superpowers; impact of disintegration of the Soviet block on Indian foreign policy, impact of liberalization; status of NAM and its impact on India's foreign policy framework.
- (f) Coverage of important events and developments at national, regional and local levels.
4. (a) Economics issues—NEP and economic liberalization and its impact; poverty, population, inflation, agriculture, speed of industrialization, competition with multi-nationals; budget, planning commission and five-year plans.
- (b) NEP and status of marginalised and minority groups—women, children, bonded labourers, backward classes and reservations; India as future economic power.
- (c) Health, social welfare and education; advance in different fields - science, technology, medicine, music, sports, literature, entertainment industry.
5. Current Affairs—Term Work
- (a) Students will maintain a file of press clippings and other material on a topic of current affairs of their interest. The file is to be maintained right from the beginning of the academic year and will be checked by a teaching member from time to time. For final assessment, the file will be submitted by the students on or before a date specified by the department.
- (b) Students will do research and hold at least five seminars in the class room on the topics of interest chosen in consultation with a teaching member.  
Marks will be given on the basis of performance of the students in these two areas.

*Reading List*

All periodicals (Newspapers and Magazines) in the Departmental Library  
 E.g. The Times of India                      India Today  
 Indian Express                                  Sunday  
 The Hindu                                        Frontline  
 The Asian Age                                 Outlook, TIME, Newsweek, Economist, etc.  
 Sakal, Kesari, Lokshata.  
 Maharashtra Herald, Pioneer.  
 Statesman.

Calvocoressi, Peter : *World Politics Since 1945*.

*World Focus* : Publication Division, Govt. of India.

*Asian Recorder* : General Journals Data India UNI Background.

Sahasrabudhe, Shirish : *Bakhar Congressachi*, Rajhans Prakashan, Pune, 1985.

Jawadekar, S. D. : *Adhunik Bharat*, Continental Prakashan, 1938.

Padhye, Prabhakar : *Manav aani Marx*, Shri Vidya Prakashan, 1980.

**PAPER IX : ADVERTISING AND PUBLIC RELATIONS**

1. (a) **Brief history and development of advertising in India and abroad** : Advertising as an industry, profession and art form—current trends in India - the social and cultural context of Indian Advertising - International advertising.  
 (b) **Advertising and marketing** : Role of advertising in the marketing mix - creating brand image, advertising as product communication.  
 (c) **Organization of advertising** : Ad. departments, ad. agencies - structure and functions, client-agency relationships, types of agencies.
2. (a) **Types of advertising** : Consumer, industrial, financial corporate, service, political, idea based, social marketing, etc. Advertising to national, regional, local audiences-and rural marketing.  
 (b) **Advertising media** : Mass media (Newspaper and magazines, radio, TV, film), other print media, outdoor media, traditional/narrowcast media, point of purchase advertising, packaging as an ad medium.
3. (a) **Advertising planning and execution** : Research inputs (product, market, consumer and media), setting goals and budgeting, creative and media planning strategies.  
 (b) **Introduction to copywriting** : Importance of psychological appeals, types of headlines and bodycopy, slogans, importance of visuals/graphics. Difference between writing for print and electronic media.  
 (c) **Advertising ethics and social responsibility** : Code of ethics, consumer awareness and rights, organizations promoting / safeguarding/ regulating growth of advertising; ASCI, AAAI, Ad Clubs, INS, Lok Seva Sanchar Parishad, etc.
4. (a) **What PR is** : Definition, difference between PR, advertising and propoganda; brief history and present status in India, skills and qualities of good public relations practitioners.  
 (b) **Role of PR in different sectors** : Private, public sector, government, defence, NGOs, education, etc.  
 (c) **PR and Public opinion** : Monitoring public opinion, code of ethics and social responsibilities of PR, PR organizations and societies (PRSI), etc.
5. (a) **Type of PR** : Internal, external, different PR publics.  
 (b) **PR tools** : Controlled and uncontrolled media - Internal (house journals, bulletin boards, events, etc.) - External (exhibitions and trade fairs, meetings, external journals, programmes and events).  
 (c) **Media Relations** : Infulence of PR on media—building and maintaining media relations; organizing press conferences and visits, writing good press releases, PR and press advertising.

*Reading List*

- Chunawala, S. A. & Sethia, K. C. : *Foundations of Advertising Theory & Practice*, Himalaya, 1986.  
 Burton, Philip Ward : *Principles of Advertising*, Prentice Hall, INC. 3rd Ed., 1981.  
 Sandage & Frybyrger : *Advertising Theory and Practice*, Richard D. Irwin, INC, Illinois, 1967.  
 Wright, Winter & Zeigler : *Advertising*  
 Black, Sam : *Practical Public Relations*, Pitman, 1970  
 Blumenthal, L. Roy : *The Practice of Public Relations*, Macmillan, 1972.  
 Ghosh Subir : *Public Relations Today*.  
 Jeffkins, Frank : *Planned Press and Public Relations*.  
 Wilcox, Auld & Agee : *Public Relations Strategies & Tactics*, Harper & Row, 1986.  
 Arya Ashok : *Dynamics of Public Relations*, Manas, 1993.  
 Cutlip, M. S., & Centre A. H. : *Effective Public Relations*, Prentice Hall, 1982.

**PAPER X : BROADCAST AND FILM JOURNALISM**

1. **Radio and TV Journalism** : Gathering, processing and production of news for radio and television-ENG-comparison with practices in print journalism-news and current affairs-broadcasting code-broadcasting policy-Chanda Committee report, Verghese Committee report - Joshi Group on Television Software.
2. **Radio Broadcasting in India** : History and development-All India Radio Services-Vividh Bharati - Radio genres (e.g. news bulletins, radio, features/documentaries, talks, interviews, Disc Jockey Programme, Quiz)-organization and management of AIR-audience research units-international radio broadcasting (BBC VOA. etc.)-writing radio reviews.
3. **Indian Television** : History and development-television genres (e.g. soap operas, sitcoms, interviews, game shows, film music programme, news, ETV)-analysis of TV serial and news/current affairs programmes-writing television reviews-critical analysis of radio and TV columns in the press-international satellite television - direct broadcasting-cable television.
4. **The Indian Film Industry** : History and development (from Phalke to Manmohan Desai)—the "Regional" cinema-documentary films-film genres based on (i) content (ii) treatment - film censorship -The Films Division-NFDC-FTII, NFAL, etc.-film society movement- alternative cinema.
5. **Introduction to Film Language** : Stages of film production- economic of film making in India- sociology of popular Indian cinema-film criticism and film reviewing - critical analysis of film review columns in the press-practical exercise in writing film reviews, features on films, gossip columns, interviews, etc.

*Reading List*

- Awasthy, G. C. : *Broadcasting in India*, Allied Publication Pvt. Ltd., 1965.  
 Chatterji, P. C. : *Broadcasting in India*, Sage, New Delhi, 1987.  
 Horace, Newcomb (Ed.) : *Television : The Critical View* (4th Ed.), Oxford University Press, New York, 1987.  
 Hunter J. K. & Gross L. S. : *Broadcast News—The Inside Out*, The C.V. Mosby Co., St. Louis, 1980  
 Luthra H. R. : *Indian Broadcasting*, Publishing Division, Govt. of India, 1986.  
 Steghens, Mitchell : *Broadcasting News-Radio Journalism & Introduction of TV*, Holt, Rinehart and Winston, New York, 1980.  
 Wallers, Roger L. : *Broadcast Writing*, Random House, New York, 1989.  
 Lyhod, Ann (Ed.) : *Good Guys and Bad Guys*, Galahad Books, New York, 1982.  
 Metz Christian : *Film Language*, Oxford University Press, New York, 1974.  
 Quick, John & Tom LaBau : *Handbook of Film Production*, Macmillan, New York, 1972.  
 Ray Satyajit : *Our Films, Their Films*, Orient Longman Ltd., 1976.

## ITEM NO. 11 : BASIC WRITING SKILLS

1. (a) Language and Meaning : Difference between spoken and written. ||  
 (b) Language functions : Expressive, informative, vocative.  
 (c) Qualities of good writing : Clarity, brevity, sincerity, flow, readability, style.
2. Sentence, paragraph and linking :
  - (a) Types of sentences
    - (i) simple, complex, compound
    - (ii) balanced periodic
  - (b) Structure of paragraph
    - (i) topic sentence
    - (ii) argument
    - (iii) illustration
    - (iv) conclusion/summing up.
  - (c) Linking devices and their significance : Linking sentences, linking paragraphs, pronominals, conjunctions, expressions relations of addition, oppositions, modifications, etc. moreover, in addition, also, too, etc.
  - (d) Lexis, collocations.
3. (a) Structure : Beginning, development, focusing, conclusion  
 (b) Use of quotations, referencing, footnotes.  
 (c) Narrative techniques : Suspense, dramatization, interior monologue, authorial voice.
4. Various scales of style :
  - (a) Formality : Officialese, official, formal, neutral, informal, colloquial, slang, taboo.
  - (b) Emotional tone : Intense, warm, factual (=cool), understatement.
  - (c) Generality/Difficulty : Simple, popular, neutral, educated, technical, opaquely technical.
5. Evolution of prose style in English and Marathi :
  - (a) English-Dr. Johnson, Addison, Steele, Ruskin Arnold, Russel, G. P. Snow, Orwell.
  - (b) Marathi-Influences of Sanskrit, Persian and English. Gopal Hari Deshmukh (Loknitwadi), Chiplunkar, Tilak, Agarkar, A. B. Kolhatkar, N. C. Kelkar, Atre, Talwalkar.
6. Comparative study of media and newspapers.
7. Computer literacy.

## Reading List

1. Vrooman Alan H : *Good Writing-An Informal Manual of Style*, Atheneum, New York, 1972.
2. Callihan : *Grammar For Journalists*, Chilton Book Company, Philadelphia, 1969 (Revised Edition).
3. Bushman John C. et al. : *Read and Write*, Harper & Row Publishers, New York, 1972. (Third Edition).
4. Morgan William S. : *Writing and Revision*, The Macmillan Company, New York, 1957.
5. Eckersley C. E. & Cekersley J. M., *Comprehensive English Grammar For Foreign Students*, Longmans, London, 1960.
6. Egri Lanos. : *The Art of Dramatic Writing—Its Basis in the Creative Interpretation of Human Motives*, Sir Isaac Pitman & Sons Ltd., London, 1950.
7. Arora & Chandra : *Improve Your Writing (From Comprehension to Effective Writing)*.
8. Crystal & Davy : *Investigating English Style*.



### ITEM NO. 12 : LABORATORY JOURNAL

Bringing out an experimental journal on a regular basis will be the core activity of students. A simulation of operational news-room is being set up where students will work in groups to bring out the journal *Vritta Vidya* under deadline conditions.

Till the regular DTP facilities are available, students in groups would bring out a daily bulletin board, a simulation of newspaper front page. *Vritta Vidya* carries 100 marks and students are assessed on the basis of their contribution in terms of initiative, news sense, reports/features written, subbing, proof-reading, page-making, layout and general participation.

Each student will maintain a journal of *Vritta Vidya* work which will contain the following :

1. In case of the daily bulletin board, contribution made on each day.
2. Copies of original, unedited articles, submitted for each issue of *Vritta Vidya*.
3. A written report of news writing, subbing, layout and other work done for each issue, duly counter-signed by the teacher-in-charge.

The students will submit the journal on a date announced by the department.

Faculty members will jointly assess performance of each student during the year and allot marks on the basis of the student's overall performance in bringing out the bulletin boards, *Vritta Vidya* and the journal submitted by him/her.

### ITEM NO. 13 : INTERNSHIP

Every candidate shall complete internship of 100 hours (not more than 4 hours per day) before appearing for the BCJ exam. The period of internship (which is usually during the Diwali vacation) and the place/s of internship will be decided by the Department.

Students are required to maintain and submit the following details of internship :

- i. Internship card duly filled in and countersigned.
- ii. Daily diary of activities to be maintained during the internship period.
- iii. A file containing reports written, materials subbed, etc. during this period.
- iv. Students will also have to write a report of about 1000 - 1500 words describing and evaluating their experiences during internship.

### ITEM NO. 14 : STUDY TOUR AND LOCAL VISITS

Students participation is compulsory. Evaluation is done on the basis of the reports submitted (topics to be announced by the Head), performance during the visits and general participation in the group.

### ITEM NO. 15 : VIVA-VOCE

**Purpose :** To judge objectively the journalistic aptitude of the candidate, his/her grounding in and preparation for the profession and to assess facets which otherwise may not come out in written exams.

Like in all professional selection systems, this is also meant to check back on the authenticity of internal assessment.

Viva-Voce would be conducted by a panel of three, one of them being the HOD. The Board of Studies to suggest a panel of ten from which the Vice-Chancellor will select two - an eminent person from the field (journalist) and a person of professorial rank from the University department of anthropology/sociology/political science/history.

Viva-Voce is expected to cover a wide spectrum. Therefore, each candidate will be allocated adequate time by the panel - usually not less than 20 minutes. If the total number of candidates is large enough, the exercise would be spread over two days.

Candidates would be judged on following parameters each carrying 10 marks :

1. Quality of published material if any.
2. General knowledge and current affairs
3. News sense testing
4. Grasp of current issues and debates and ability to ask questions.
5. Social awareness
6. Knowledge of institutional working-legislature houses, governments, corporations, world bodies, etc.
7. Knowledge of modern techniques in journalism, communications, computers, DTP, modem, etc.
8. Extra-curricular activities and hobbies-theatre, literature, music, fine arts, films, sports
9. Journalistic confidence
10. Understanding of the role of media and media ethics.

#### TERM-WORK

All Core subjects, Ancillary subjects, and Experiential subjects (except viva-voce) have term work. Unless otherwise specified at the end of each paper in detailed curriculum (as in Papers V, VI & VII) term-work will consist of practicals and assignments. Assignments may take the form of field work, writing of Editorials and Features under deadlines, mock radio/TV News bulletins and media campaigns. The teaching faculty members will evaluate student's performance during the year and assign marks in consultation with the Head of the Department.