

TDC SYLLABUS FOR MASS COMMUNICATION

**The papers and marks distribution for TDC (Pass Course) with
Mass Communication as an elective subject**

First year

First Semester

		Full marks	Pass Marks
Paper 101 :	Introduction to Journalism & Mass Communication	35	12

Second Semester

Paper 201 :	Reporting and Editing	35	12
Paper 202 :	Practical based on Reporting and Editing	30	10

Second year

Third Semester

Paper 301 :	Indian Constitution and Press Laws	35	12
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Fourth Semester

Paper 401 :	Basics of Advertising and Public Relations	35	12
Paper 402 :	Practical based on Advertising and Public Relations	30	10

Third year

Fifth Semester

Paper 501 :	Development Journalism	35	12
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Sixth Semester

Paper 601 :	Introduction to Radio and Television	35	12
Paper 602 :	Practical based on Radio and Television	30	10

FIRST SEMESTER

Paper-101

Full Marks 35
Pass Marks 12

Paper 101

Introduction to Journalism and Mass Communication

Objective :

The objective of the course is to make the students aware of origin and growth of Journalism in India and to provide the students in depth knowledge of press and other media.

Unit-1 Journalism 90 Contact Hours/Classes (45 mins per class)

- Concept, Nature and Scope of Journalism 10 classes
- Origin and growth of journalism in India 05 classes
- Journalism in Independent India 05 classes

Unit-2 Communication

- Definition, characteristics, theories and models of communication 20 classes
- Communication and society 05 classes
- Mass Communication : definition, nature, characteristics and functions 15 classes

Unit-3 Media : Meaning and Scope

- Meaning, types of mass media, role of mass media 10 classes
- Media and society 10 classes
- Media and development 10 classes

Unit-4 Traditional and Modern Mass Media

- Evolution and growth of modern mass media : Press, Radio and Television 15 classes
- Modern mass media : meaning, definition, types. 50 classes
- Traditional/folk media (With special reference to the North-East) 10 classes

Reading List :

1. Journalism in India – Rangaswamy Partha Sarthi.
2. An Introduction to Journalism – Fraser Bond.
3. Mass Communication Theory : An Introduction – Denis Mc Quail.

4. Mass Communication Theory of Practice – Uma Narula
5. Traditional Folk Media in India – Shyam Parmar.
6. Festivals of Assam – Navin Chandra Sarma.
7. Traditional Media and Development – G. P. Pandey.

SECOND SEMESTER

Paper 201

Reporting and Editing

Full Marks 35
Pass Marks 12

Objective :

The main objective of this course is to develop the skill and aptitude of reporting, writing and editing and also an understanding of the structure of newsroom and its functions.

Unit-1 Reporting 90 Contact Hours/Classes (45 mins per class)

- News and news values 04 classes
- Components of news story/structure 05 classes
- Sources of news; qualities of a reporter 05 classes
- Different areas of reporting. 05 classes
- Principles of reporting and news gathering 06 classes

Unit-2 Specialized Reporting

- Investigative and interpretative reporting 05 classes
- Crime and court reporting 05 classes
- Sports and film reporting 05 classes
- Feature writing 05 classes

Unit-3 Editing

- General principles of editing 07 classes
- Structure and organization of news desk 03 classes
- Duties and responsibilities of editor, sub-editor and proofreader. 05 classes
- Desk copy editing; agency news editing; electronic editing. 07 classes
- Headline writing. 03 classes

Unit-4 Printing and Graphic Arts

- An overview of printing process 05 classes
- Emerging trends in printing technology 05 classes
- Colour printing process 05 classes
- Principles of newspaper design, makeup and layout 10 classes
- Picture selection, picture editing and picture story 05 classes

Reading List :

1. News Reporting and Editing – K. M. Shrivastava.
2. Professional Journalism – M. V. Kamath.
3. Reporting the News – Ault and Emery.
4. Reporting for Newspaper, Magazine, Radio and T. V. – B. N. Ahuja and S. S. Chabra.
5. Editing : A Handbook for Journalism – T. J. S. George.
6. Editing and Design (Five Volumes) – Harold Evans.

Paper 202

Practicals based on reporting and editing

Full Marks 35
Pass Marks 12

Objective :-

The objective of the course is to provide practical training to the students in order to develop their professional skills and make them employable in print media organizations.

- Making of a daily newspaper. 02 classes
- News gathering and reporting. 05 classes
- Editing (Translation and editing of teleprinter copy) 03 classes
- Dummy, page layout, makeup and design 10 classes

THIRD SEMESTER

Paper 301

Indian Constitution and Press Laws

Full Marks 35
Pass Marks 12

Objective :

The basic objective of this course is to give an overview of Indian Constitution and Press Laws.

Unit-1 A Brief Study of Indian Constitution 90 Contact Hours/Classes (45 mins per class)

- Preamble, salient features of Indian constitution 03 classes
- Powers and functions of Executive, Legislature and Judiciary 05 classes
- Citizenship, Fundamental Rights and Directive Principles of State Policy 05 classes

Unit-2 Selected Press Laws

- History of press laws in India. 10 classes
- Freedom of press, law of defamation 12 classes
- Registration of Newspapers and Books Act, Working Journalists Act. 10 classes

Unit-3 Parliamentary Privileges

- Privileges relating to publication of proceedings of the legislature 10 classes
- Rights, privileges and liabilities of the press. 15 classes
- Contempt of parliament by the press and punishment. 10 classes

Unit-4 The Press and the Legislature

- Right to information and right to know 10 classes
- Right to privacy 10 classes
- Access to criminal and judicial proceedings. 10 classes

Reading List :

1. Introduction to the Constitution of India – D. D. Basu.
2. Law of Press – D. D. Basu.
3. Press Laws of India – Ghosh.

4. History of Indian Journalism – Nadig Krishnamurthy.
5. Freedom of the Press : Political legal ASpects of Press Legislations in India – Sita Bhatia.
6. Media and Communication Management – C. S. Rayudu.

FOURTH SEMESTER

Paper 401

Basics of Advertising and Public Relations

Full Marks 35

Pass Marks 12

Objective :

The objective of the paper is to acquaint the students with concepts, techniques of advertising and facilitate an understanding of the concepts, methods and strategies for Public Relations and prepare the students for a career in the corporate sector.

Unit-1 Concepts of Advertising 90 Contact Hours/Classes (45 mins per class)

- Advertising : Definition, nature, kinds and functions. 15 classes
- Advertising and marketing. 05 classes
- Brand awareness and brand positioning 10 classes

Unit-2 Advertising Agency

- Advertising Agency : Functions and structure. 08 classes
- DAVP (Directorate of Audio-Visual Publicity) 02 classes
- Advertising Copy : Basic principles of copy, text and visual elements in advertising 10 classes

Unit-3 Laws and Ethics of Advertising

- Advertising ethics and regulation 10 classes
- Social effects of advertising. 10 classes

Unit-4 Concept of Public Relations

- Definition, nature and objectives of PR. 05 classes
- Tools of public relations. 10 classes

- Role of public relations in government, industry, public and private sectors 10 classes
- Codes and ethics of PR, Qualities of a good PRO. 05 classes

Reading List :

1. Advertising : Wright, Warner and Winter.
2. Advertising Made Simple : Frank Jeffkins.
3. Advertising : Kaneth S. Longman.
4. Advertising Management–Colin Gilligan & Geoffrey Crowther
5. Public Relations Today-Subir Ghosh.
6. Public Relations and Applied Communication – K. R. Balan.

Paper 402

Practicals based on Advertising and Public Relations

Full Marks 35

Pass Marks 12

Objective :-

The objective of the course is to provide practical training to the students in order to develop their professional skills and make them more employable in Ad agencies or corporate sector.

- Copy writing. 05 classes
- Designing ads for newspaper, hoardings, posters, bus panels. 05 classes
- Organisation of press conference. 05 classes
- Preparation of press release and programmes on event management. 05 classes

FIFTH SEMESTER

Paper 501 Development Journalism

Full Marks 35
Pass Marks 12

Objective :

The objective of this course is to enable the students to wield pen on contemporary issues and provide opportunity in real terms.

Unit-1 Development 90 Contact Hours/Classes (45 mins per class)

- Meaning, definition and characteristics of development 05 classes
- Indicators and barriers of development. 10 classes
- Development and types of society. 10 classes.

Unit-2 Development Journalism

- Concept and meaning. 05 classes
- Need and impact of development journalism. 10 classes
- Development journalism and government, development journalism and rural development 10 classes
- Development journalism in developing societies. 10 classes

Unit-3 Media and Development

- Role of mass media in development. 10 classes
- Socio-Cultural changes and electronic media.
- Krishidarshan of DDK and developmental programmes of AIR. 10 classes

Unit-4 Sustainable Development

- Meaning and concept 10 classes
- Sustainable development and environment 10 classes
- Sustainable development and modern technology. 10 classes

Reading List :

1. Five Years Plan, Year Books.
2. Development Communication – Uma Narula.
3. Broadcasting in India – P. C. Chatterji.
4. Mass Media and National Development – W. Schramm.

SIXTH SEMESTER

Paper 601 Radio and Television Production

Full Marks 35
Pass Marks 12

Objective :

The objective of this course is to make students aware of growth and development of television and radio in India, to understand the organization and structure of Doordarshan and AIR.

Unit-1 Introduction to Radio and Television 90 Contact Hours/Classes (45 mins per class)

- Origin and growth of radio and television in India. 05 classes
- AIR : structure, programme and role. 05 classes
- Television : structure, programmes and functions. 05 classes

Unit-2 Basics of Audio-Visual Media Writing

- Script writing for radio and television. 15 classes
- News writing and presentation techniques for radio and T.V. 10 classes
- Basics of T.V and News Anchoring, PTC. 10 classes

Unit-3 Introduction to Audio-Video Technology

- Basic camera movements and shots, lights, filters, lens. 10 classes
- Basic of sound : characteristics of sound. 05 classes
- Microphones : types and their uses. 05 classes

Unit-4 Electronic Media and Indian Society

- Social responsibility of radio and television. 10 classes
- Role of radio in socio economic change. 10 classes
- Impact of T.V on Indian society, autonomy : issues of Broadcsating. 10 classes

Reading List :

- a. Indian Broadcasting – H. R. Luthra.
- b. Broadcasting in India – G. C. Awasthi.
- c. Radio, T. V. Journalism – K. M. Srivastava.
- d. Broadcsat Journalism : Basic Principles – S. C. Bhatt.
- e. Writing for Radio and Television – Robert Hilliard.

Paper 602
Practicals based on Radio and Television

Full Marks 35
Pass Marks 12

Objective :-

To familiarize with TV and radio technologies and production techniques

- Preparing a TV news bulletin (Practical) 10 classes
- Preparing a radio news bulletin (Practical) 10 classes

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