

GOUR MAHAN SACHIN MONDAL MAHAVIDYALAYA

Department: Journalism and Mass

Year – 1st Year

Session : 2015-16

Communication

Teacher Name: BISWAJIT SAHA

Unit Name (Topic)	Paper-1	Sub Unit Name	Month	No. of Classes
Reporting	M-1	Newspaper as recorder of news and events; Newspaper as an organ of public opinion, Newspaper as an instrument of social service.	August	10
Reporting	M-1	Newspaper as prompter of democracy; Impact of newspaper and socio-economic and cultural development	September	8
Reporting	M-1	Remedial, Revision, Tutorial	September	4

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Unit Name (Topic)	Paper-1	Sub Unit Name	Month	No. of Classes
Print Journalism	M-3	Editing. Principles of Editing, Copy Testing Processing copies, Computer Editing	February	6
Print Journalism	M-3	Making headlines of News stories, Importance, Rules to be followed, Computer Applications	February	7
Print Journalism	M-3	Page make-up, Front pages and other pages, Principles to be followed, Typography, Main type group, Recent changes and development	February	6
Print Journalism	M-3	Photo Journalism, Definition, Importance	March	4
Print Journalism	M-3	Duties and qualities of news photographer, How to edit news photos, Caption Writing, Photo printing process, Dark Room processing	March	12
Print Journalism	M-4	Column and columnist, Importance of column, Different types, qualities of a good columnist	March	10
Print Journalism	M-4	Letters to the Editor, Importance, How to Edit, Proof reading, Symbols of Proof reading, Duties and responsibilities of proof reader	April	10
Print Journalism	M-4	Different international news agencies	April	3

SACHIN MANDAL MAHAVIDYALAYA

Department: Journalism and Mass

Year – 2ndYear

Session : 2015-16

Communication

Teacher Name: BISWAJIT SAHA

Unit Name (Topic)	Paper-II	Sub Unit Name	Month	No. of Classes
Media Management	M-I	Newspaper as a business enterprise and its public service role, Indian Experience, Ownership of newspaper, Different types in India, Main features	August	10
Media Management	M-I	Sources of revenue of newspapers, Scope in India, Circulation of newspapers, Circulation factors, geographical factor, Social factor, Economic, Technological factor, promoting circulation, Newspaper's policy	September	12
Newspaper Circulation	M-II	Circulation department; Organisation; Functions; Duties and responsibilities of the circulation manager;	September	7
Advertisement	M-II	ABC; Advertisement department of a newspaper, Administration of ad department, Duties and responsibilities; Different types of advertisement in newspapers; Classified and display; Newspaper as a medium of advertisement; advertising definition, types, Advertisement, medium different types and relative advantage, Selection Criteria	October	12
Advertisement	M-II	Ethics in advertising; Market Research; Brand Positioning; Creative Strategy; Market and its segmentation; Sales promotion	November	8
Advertisement	M-II	Advertising agencies; Structure, function functionaries, Client-agencies relationship, Copy writing, Types of copies, How to prepare, Principles of writing main features, Copy Writer, qualities Duties, Responsibilities, Copy for electronic and print media, Ad administration and Video Production	December	16

Public Relation	M-III	Public Relation, Definition, Publics, in PR, Importance of PR, PRO, Quality and duty, Pr in Public and Private sector, Press release, Press Conference, Press rejoinder Corporate PR	January	12
Media Management	II-	Media Management Revision, Tutorials, Remedial	January	4
Media Management	II-	Advertising Revision, Tutorial Remedial	February	6
Media Management	II-	Public Relation, Revision, Tutorial, Remedial	February	6
Teacher Name: BISWAJIT SAHA				
Unit Name (Topic)	Paper-III	Sub Unit Name	Month	No. of Classes
Indian Constitution, Economy, Press Law	M-I and II	Indian Constitution, Main Feature, Fundamental Rights, President of India, Power and Position, Prime Minister, Power and position, Chief Minister, Governor	February	7
Indian Constitution, Economy, Press Law	M-I and II	Supreme Court, High Court, Local Government	March	6
Indian Constitution, Economy, Press Law	M-I and II	Indian Foreign Policy	March	4
Indian Constitution, Economy, Press Law	M-I and II	National Economic Policy, New trends, Industrial policy New trends, Finance Commission and its Function, Five year plan, Objectives, Economic Policy and its impact on society	March	10
Indian Constitution, Economy, Press Law	M-I and II	Press Laws, Defamation, Contempt of Court, Parliamentary Privileges, Article 19 (1)A	April	6
Indian Constitution, Economy, Press Law	M-I and II	Freedom of Press, Copyright Act, Official Secrets Act, Working Journalists Act, Press Council of India, Constitution, objectives and guidelines, Media Council of India	April	10
Indian Constitution, Economy, Press Law	M-I and II	Ethics of Journalism, Freedom and responsibility of Press	April	4
Indian Constitution, Economy, Press Law	M-I and II	Revision, Remedial, Tutorials	May	6

GOUR MOHAN SACHIN MANDAL MAHAVIDYALAYA

Department: Journalism and Mass

Year – 3rd Year

Session: 2015-16

Communication

Teacher Name: BISWAJIT SAHA

Unit Name (Topic)	Paper	Sub Unit Name	Month	No. of Classes
Practical	IV-B			
Mass Communication	IV-Theory	Communication, Definition, Scope and Functions, Mass Communication Definition, Scope and functions	August	10
Mass Communication	IV-Theory	Theories and Models, Mass Media Definition types, Functions	September	12
Mass Communication	IV-Theory	Recent Trends, Impact of new technologies, Film Video	September	7
Mass Communication	IV-Theory	Specialisation in Reporting, Science Political, Administration, Crime, Fashion, Financial and Agriculture journalism, sports journalism, cover of environment.	October	12
Mass Communication	IV-Theory	Human interest, Interpretative and investigative reporting, Importance and scope, Basics qualities planning and style	November	8
Mass Communication	IV-Theory	Revision, Remedial, Tutorials	December	4
Practical	IV-B	Writing ad copy classified viva	December	4
Practical	IV-B	Ad. Layout in Photoshop	December	8

Mass Communication	IV-Theory	Revision, Remedials, Tutorials	January	4
Practical	IV-B	Classified ad writing, Photoshop ad making	January	12
Teacher Name: BISWAJIT SAHA				
Unit Name (Topic)	Paper	Sub Unit Name	Month	No. of Classes
Television	IV-A	Television as a mass medium, Development of TV in India	February	12
Television	IV-A	Recent Trends, Cable TV and Satellite channels	February	7
Television	IV-A	TV as a news medium and entertainment medium	March	8
Television and Radio	IV-A	Autonomy of Indian broadcasting, Impact of TV on print media, Radio & TV review	March	10
Page Make-up, Film and Book Review	IV-A	Making of front page of a daily newspaper, Review, Style and presentation, Film Review, Book Review	March-April	12
Music Review	IV-A	Music Review	April	3
	IV-A	Revision, Remedials, Tutorials	April	7
Teacher Name: BISWAJIT SAHA				
Unit Name (Topic)	Paper	Sub Unit Name	Month	No. of Classes
Press Conference and Interview	IV-A	Press Conference and Interview How to handle an important source of news	May	4
Types of Interview	IV-A	Need for preparation, How to conduct Different types of interview	May	4
Women And Mass Media	IV-A	Women and mass media	May	4
Radio	IV-A	Radio: Development of radio broadcasting in India, Recent trends in Radio journalism Elements of Radio news, Difference between radio and television	May	6
Radio	IV-A	Radio and Society	May	3
	IV-A	Revision, Remedials, Tutorials	June	4

Departmental Signature