



CLASS:- B.A. (HONS.) MASS COMMUNICATION II SEMESTER

SUBJECT: - Writing For Mass Media

UNIT-I	Introduction to Writing Historical background Elements of language Fundamentals of Writing
UNIT-II	Characteristics of good Writing Lucidity & Directness Credibility & Objectivity Forms of Writing & Essay, Poetry, Feature, Articles, Novels.
UNIT-III	Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion Writing Style Translation
UNIT-IV	Art in Writing Art Symbols Situations Aesthetics Sense
UNIT-V	Data use & handling Preparing Glossary & Index Bibliography

SUBJECT: - COMPUTER APPLICATION FOR MASS MEDIA

UNIT-I	Introduction to Computers – Block diagram of a computer, History and generation of computers, types of computer – Analog, Digital, Hybrid, parts of computer – hardware & software, input and output devices, Storage Devices, Memory, characteristics of computer, types of software. Operating System – Introduction, functions, types.
UNIT-II	Introduction to Windows – features of Windows 95, 98, XP. Internet – Introduction to Internet, usefulness of Internet, Advantages and Disadvantages.
UNIT-III	MS – Word – Word Processor, various editing features, various menus – File, Edit, View, Insert, Format, Tools, Table, Window, Help and options available, Hyperlink, Header Footer, Mail Merge, Table feature, Inserting Objects, advantages of word processor.
UNIT-IV	MS – Excel – Spread Sheet, various packages – Lotus 1-2-3, Excel. Features of spread sheet, Inserting chart, Hyperlink, Header and Footer, Data Functions, Goal seek, Pivot Table & Report, Auditing features.
UNIT-V	MS – PowerPoint – Introduction to PowerPoint, Various types of slides, various animation features, effects, Inserting objects in a slide, various slide show reviewing options, slide design, slide show, slide Transition.



Subject: - Economic Development & Planning in India

UNIT-I	Economic growth: Meaning & Concept Economic backwardness: concept and Measurements Developing nations- their common characteristics General requirements for economic developments
UNIT-II	Various Theories of growth and development
UNIT-III	Problems of economic development Population growth and economic development Unemployment, poverty and economic development
UNIT-IV	Planning and development Origin and growth of economic planning in India Objects and achievements of planning in India Pre-requisites for effective planning in India
UNIT-V	Planning and Economic development in India: Strategies and policy Globalization and economic development Problems of rural economy of India and Indian planning Role of media for betterment of planning and proper implementation of development plus in India

SUBJECT: - Public Administration, Society and Media

UNIT-I	Concept of administration Administration in historical perspective. What is Public administration? Public administration organizational principles
UNIT-II	Composition of administration Personnel administration Recruitment, Promotion, Training. Executive legislative and judicial control over administration. Administration reforming and their impacts.
UNIT-III	Forms and areas of administration. Public administration and its character in India. Public undertaking administration. Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.
UNIT-IV	Administration and society Administration of various levels central, state, district, panchayat raj and gram sarkar Lokpal and lok ayukta Administration and backward society.
UNIT-V	Press, society and administration Media understanding of administration, coverage and relation. Administration and freedom of press.



RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

CLASS:- B.A. (HONS.) MASS COMMUNICATION IV SEMESTER

SUBJECT: - ADVANCE REPORTING

UNIT – I	Specialized reporting: - Interpretative, advocacy, covering sports, science and technology, economics and commerce.
UNIT – II	Rural reporting – agriculture practice, problems, policies, caste, community, rural relation. Development reporting, development programmes, implementation & impact, feedback, evaluation. Civic reporting – social, cultural, political, seminars, workshop.
UNIT – III	News Bureau – Functions of news bureau, special beats like embassies, ministries, public sector undertakings, and national headquarters of political parties. Parliament reporting – Coverage of the proceedings of Parliament and state legislature, municipal corporations and panchayats
UNIT – IV	Book review, film review, TV programme & cultural reporting.
UNIT – V	News Agencies: Indian and Foreign news agencies

SUBJECT: - ADVANCE EDITING

UNIT – I	Rewriting the copy of mofussil correspondent, editing political and foreign copy
UNIT – II	Re-writing, page make-up and layout
UNIT – III	Headlining – principles, types & techniques.
UNIT – IV	Photo editing, cropping, composition, colours, caption writing, placements of photographs, photo feature
UNIT – V	On line editing, word processing spell check, page make up on computers.

SUBJECT: - DESIGN & GRAPHICS

UNIT – I	Brief History of Printing Difference between Daily/ Weekly/ Fortnightly/ Magazines & Newspaper (A) Style (B) Format.	
UNIT – II	A Brief History of Typography & Composition Kinds of proofs: proof reading symbols, essential qualification of proofreader	
UNIT – III	A Brief History of Printing press & Process Screen printing: Organization and functions of printing department	
UNIT – IV	Principles of design and layout Dummy page make-up	Photo editing Colours and their production aspects
UNIT – V	Kinds of printing papers Introduction to various types of print publications: Leaflets/ hand bills, booklets and books, folders, posters, brochures/ souvenirs, posters. Assignments: Wall newspapers, house magazines, editing and production of Prayog, Visit to Printing Press	

SUBJECT: - INDIAN CONSTITUTION & MEDIA LAW

UNIT – I	Salient features of Indian constitution Fundamental duties	Fundamental Rights
UNIT – II	Laws relating to the freedom & press Cinematography Act	Right to information
UNIT – III	The working journalism Act Official Secrets Act.	Press & Registration of Books Act
UNIT – IV	Prasar Bharti Copyright Act	Press Council
UNIT – V	Code of Ethics Legal Awareness & Lok Adalat	Drug education & Youth



SUBJECT: - Development Communication

UNIT - I	Concept of development Development Indicators Approaches to development Problems of development Development Policy and Planning
UNIT - II	Development Journalism: concept & relevance Development communication: Meaning Strategies in development communication
UNIT - III	Social, cultural and economic barriers of development communication Use of media and inter-personal communication
UNIT - IV	Traditional media Awareness in Tribal & weaker sections
UNIT - V	Areas of rural journalism: health, agriculture, Panchayati raj, Population Campaigns and their evaluation

SUBJECT: - FILM JOURNALISM

UNIT - I	The birth of cinema Lumier brother's package The Grand father of Indian cinema: Dada Saheb Phalke The silent era (1896-1930) The talkie era and decade wise trend up to 1990 The new trends in Indian cinema (1991-2007)
UNIT - II	The brief study and analysis of trend setter film directors ● V Shantaram ● Sohrab Modi ● Mehboob Khan ● Vijay Bhatt ● Wadia brothers ● Raj Kapoor ● Gurudutt ● Bimal Roy ● Satyajit Ray ● B. R. Chopra ● Yash Chopra ● Hrishikesh Mukherjee ● Chetan Anand ● Basu Chatterjee ● Sai Paranjape ● Guljar ● Basu Bhattacharya ● Mahesh Bhatt ● Ramesh Sippy ● Shyam Benegal ● Ketan Mehta ● Govind Nihlani ● Suraj Barjatya ● Vidhu Vinod Chopra ● J P Dutta ● Sanjay Leela Bhansali ● Ramgopal Verma ● Karan Jojar ● Aditya Chopra ● Raj kumar santoshi ● Rakesh Mehra ● Rj kumar Hirani
UNIT - III	Film as an art Film and painting Film and theatre Film and literature Film and music Film and its kinds of nature
UNIT - IV	Film language and grammar (A) Shot, scene & cut, (B) Camera Distance, (C) Camera Angles, (D) Camera movements (E) Lighting (F) Sound in films (G) Film Editing devices Film institutions in India Film festivals (National and International) Film awards Film censorships
UNIT - V	Detail study of following films as text - films ● Pinjra: V Shantaram ● Kagaj Ke Phool: Gurudutt ● Boot Polish: Raj Kapoor ● Bandini : Bimal Roy



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	<ul style="list-style-type: none"> ● Jalsa Ghar : Satyajit Ray ● Buniyaad Serial: Ramesh Sippy ● Ram Rajya: Vijay Bhatt ● Anupma: Hrishikesh Mukherji ● Shoukeen: Basu Chatterji ● Bhumika: Shyam Benegal ● Silsila: Yash Chopra ● Katha: Sai Paranjpe ● Vivah: Suraj Badjatya ● Border: J.P. Dutta ● Kank: Kran Johar ● Halla Bole: R Santoshi ● Chak de India: Shamit Amin <p>Economics of Indian cinema</p>	<ul style="list-style-type: none"> ● Grih Pravesh : Basu Bhattacharya ● Hunterwali: Wadia Bros. ● Mother India: Mehboob Khan ● Machis: Gulzar ● Jakham: Mahesh Bhatt ● Aakrosh: Govind Nihlani ● 36 Chourngi lane: Aparna sen ● Mirch Masala: Shyam Benegal ● Eklaya: V. Vinod Chopra ● Sawariya: Sanjay Leela Bhansali ● Satya: Ram Gopal Verma ● DDLJ: Aditya Chopra
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SUBJECT: - EDITORIAL WRITING

UNIT - I	The Editorial Page: Its Need & Content Typography & Layout Editorial Policies.
UNIT - II	Definition of Editorial, Style of Writing, Purpose of Editorial
UNIT - III	Quality & Responsibilities a) Editor b) Asst. Editor Editorial Conference Special Article
UNIT - IV	Comparative Study a) National b) Regional c) Morning and Evening News Paper & their characteristics Editor's Guild
UNIT - V	Ethics of Editorial writing Eminent Editors

SUBJECT: - NEWSPAPER MANAGEMENT

UNIT - I	Management, Concept & Meaning of Management, 6 m' of Management Importance of Management for newspaper Industry
UNIT - II	Definition of Newspaper Newspaper as an Industrial Product, its unique features. Fundamental Problems of Newspaper Management. Basic Principles of Management and their application.
UNIT - III	Newspaper & Periodical Organization. Structure and operation of Editorial department. Business Department. Advertising Department.
UNIT - IV	Circulation Department, its importance and basic activities. Concept of ownership Its effect on Management. Newspaper printing department and its multiple activities.
UNIT - V	Problems of small and language Newspapers. Conducting Local Surveys of Weekly, Small and Evening Newspaper Press Commission Report I & II