

# SIKKIM UNIVERSITY

*[A Central University Established by an Act of Parliament of India]*

## **Undergraduate Syllabus**

Effective from 2008-09

## **Journalism & Mass Communication**

[General]

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**June 2008**

## FOREWORD

Sikkim University is a Central University established on 02 July 2007 by an Act of Parliament of India. All the colleges located in Sikkim are now affiliated to Sikkim University. The University constituted the Undergraduate Syllabus Review Committee for redesigning and rewriting the existing syllabus keeping in view the both the Semester system introduced by it and the emerging challenges to higher education at the national and global level. Semester system will bring in new teaching pattern and continuous evaluation system. It will also cater to the changing needs and aspirations of the teaching and student community and the nation as a whole.

The following objectives primarily guided the designing of the curriculum by Undergraduate Syllabus Review Committee which consisted of academics and experts drawn from reputed colleges, universities and professional institutions in India.

- Designing the most up-to-date, dynamic and interactive course structure ;
- Enabling a student to think in a much wider scale and to show them the larger horizons in the particular field of study;
- Encouraging a student towards critical thinking, detached expressions and independent writing;
- Demonstrating to the students the importance and necessity of inter-disciplinary approach in any field of study;
- Inspiring students to interact on both intra and inter-disciplinary basis on realistic environmental settings;
- Cultivating scientific temperament among the students and
- Training a student to compete with others both in India and abroad in similar field of studies;

We expect the teachers in colleges to follow the units prescribed in the syllabus as per the semester system. This will facilitate intense academic period and prompt evaluation method. Sikkim University welcomes proactive suggestion for further raising the quality of higher education.

I personally thank all the academics and experts who came all the way to Sikkim as members of the Undergraduate Syllabus Review Committee and helped us in the novel task of laying the foundation of this new University. Our gratitude to the Government of Sikkim for their unstinted support in this project of new University building. I also thank my colleagues in the University for their sincere efforts in putting in place all that require to design an innovative curriculum for our students.

**05 June 2008**

**Mahendra P Lama**  
**Vice Chancellor**

## PREFACE

The undergraduate Syllabus Review Committee was formed for individual subjects across the disciplines. A Committee typically consisted of seven members. Three of the experts were drawn from reputed academic institutions outside Sikkim; two of them were the representatives of the colleges of Sikkim; one was nominated by Sikkim University and a Chairperson from the university or national institute. The exercise which took place during the whole of March and April, 2008 in Gangtok drew the intellectual expertise of 149 academics in 26 subjects. These academics and experts came from the best colleges with National Assessment and Accreditation Council [NAAC] -accreditation and academic excellence in India including Christ College of Bangalore, Loyola College of Chennai, St. Xavier's College of Mumbai, Presidency College and City College of Kolkata, St. Stephen's College, Lady Shri Ram College, Shri Ram College for Commerce, Hindu College and Miranda House of Delhi; Cotton College of Guwahati and St. Anthony College of Shillong. Interestingly, majority of these colleges are listed as 10 best colleges by India Today (June 2, 2008).

Besides the widely known academics from prestigious institutions like Jawaharlal Nehru University, Delhi University, National School of Law India University-Bangalore, Indira Gandhi National Open University-Delhi, Jadavpur University, Tezpur University, North-Eastern Hill University, Kalyani University, North Bengal University, Indian Institute of Technology-Delhi, Indian Institute of Tourism and Travel Management, Laxmibai National Institute of Physical Education, Indian Statistical Institute, Centre for Social Studies, Regional Institute of Education-Bangalore and Shillong, St. Xavier Institute of Education-Mumbai, Al-Ammen College of Pharmacy-Bangalore, Government Institute of Physical Education-Kolkata, and G.B. Pant Institute of Himalayan Environment and DevelopmentGangtok participated in this collective yet arduous task. They also included the heads of the institutions viz., Prof. Alangar Jayagovind, Vice Chancellor of National School of Law India University-Bangalore, Prof. Alok Kumar Banerjee, ex-Vice Chancellor of Kalyani University, Dr. Sitikanth Mishra, Director of Indian Institute of Tourism and Travel Management-Gwalior, Prof. Veena Tandon, Dean of North-Eastern Hill University and Dr. M.S. Frank, acting Principal of St Stephen's College in Delhi. Teachers from Sikkim Colleges actively participated in the entire exercise.

The model syllabus floated by the University Grants Commission has been used as a benchmark in undertaking this curriculum redesigning along with the curriculum designed and used by three reputed universities in each subject across the country. An important feature of these new curricula is the citation of local examples, field exposures for both students and teachers alike. This also includes incorporation of

sections and chapters relevant to Sikkim and other Himalayan regions in the areas of culture, society, language, geography, history, bio-resources, tourism, cross border interactions etc. We believe that this new curriculum will equip and enable the students of colleges in Sikkim to compete at a higher level at any institution both within India and outside the country. We thank all chairpersons and members of the undergraduate syllabus committee for their expertise in designing the entire set of curriculum of Sikkim University.

We are grateful to Prof Mahendra P Lama, the first Vice Chancellor of Sikkim University for his initiative, constant guidance and support in the syllabus preparation exercise. We are also thankful to all management executives of Sikkim University including S.K. Pradhan, S. Gopinath, Gadde Om Prasad, Sangeeta M Rasaily, Sharmistha Rai, Chopel T Lachungpa and many others for their support. We sincerely acknowledge the cooperation extended by the Principals of all affiliated colleges, officials of Human Resources Development Department, Government of Sikkim and North Bengal University.

We expect that all the teachers and students will both enjoy these newly designed curricula and also tremendously benefit from its contents and orientation.

**Jyoti Prakash Tamang**  
*Coordinator (Academic)*

**Vimal Khawas**  
*Associate Fellow*

## **Syllabus Review Committee**

### **Dr. Subash Dhuliya**

Professor, Evaluation, Research & Training,  
Indira Gandhi National Open University,  
New Delhi (Chairperson)

### **Ms. Anamika Roy**

Senior Lecturer, Cotton College, Guwahati

### **Ms. Deo Kumari Rai**

Lecturer, Namchi Government College, Namchi

### **Ms. Sangeeta M Rasaily**

Executive (Programme), Sikkim University,  
Tadong

## Course Structure

### Journalism & Mass Communication (General)

<b>Paper</b>	<b>Title</b>	<b>Marks</b>
I	Communication- Process & Concepts	100
II	History, Laws and Ethics	100
III	Print Journalism	100
IV	Electronic Journalism	100
V	Advertising & Public Relations	100
VI	Practical	100

## **Paper I : Communication- Process & Concepts**

### **Unit I**

Communication: Concepts and Process - Types of Communication - Models and Theories of Communication - Media Systems - Effects on Society, Groups and Individuals.

### **Unit II**

Development Communication: Concepts and Perspectives in Development Communication - Development Support Communication - Media as Feedback Mechanism - Tribal and Rural Communication Systems - Media Audiences & Access to Media - Government and Corporate Media Organizations and Process of Development- Media Systems & Policies.

### **Unit III**

International Communication: International and Intercultural Communication - World Information and Communication Order - Globalization and Media - Internet and Alternative Media.

### **Unit IV**

Communication Research: An Overview of Communication and Media Research - Quantitative and Qualitative Research - Applied Media Research: Theory & Practice - News Coverage and Impact Analysis.

### **Reading List**

1. John Bittner, *Introduction to Mass communication*
2. Joseph Dominick, *The Dynamics of Mass Communication*
3. C. Shannon & Weaver, *The Mathematical Theory of Communication*
4. Jean Flokerts & Stephen Lacy, *The Media in Your Life: An Introduction to Mass Communication*

5. V.B. Aggarwal & V.S. Gupta, *Handbook of Journalism & Mass Communication*
6. B. R. Gupta, *Mass Communication and Development*
7. K. J. Kumar *Mass, Communication in India*
8. D. S..Mehta, *Mass Communication and Journalism in India*
9. J. C. Meriel & R L Lowen Stein, *Media Messages and Men*
10. Edward Hall, *The Silent Language*
11. Joseph Klapper, *The Effects of Mass Communication*
12. Wilbur Schramm & D F Roberts, *The Process and Effects of Mass Communication*
13. Edwin Emery, *Introduction to Mass Communication*
14. F. S. Siebert, T Peterson & W. Schramm, *Four Theories of the Press*
15. C. R. Wright, *Mass Communication: A Sociological Perspective*
16. E. R. K. Barnow, *Mass Communication*
17. Rinehart and Winston, *The Mass Media and Modern Society*
18. David Chaney, *Process of Mass Communication*
19. Wilbur Schramm, *Responsibility in Mass Communication*
20. M. V. Desai, *Communication Policies in India*
21. Jean Flokerts & Stephen Lacy, *The Media in Your Life*
22. J. C. Meriel & R L Lowen Stein, *Media Messages and Men*
23. Rinehart & Winston, *The Mass Media and Modern Society*
24. K. S. Warmer, *Mass Media in a Free Society*
25. J. R. Adams, *Media Planning*
26. D. K. Cohler, *Broadcast Journalism*
27. *Handbook on TV Journalism*
28. N. Menon, *Communication Revolution*
29. V. B. Aggarwal & V S Gupta, *Handbook of Journalism & Mass Communication*

30. D. S. Mehta, *Mass Communication and Journalism in India*
31. P. N. Malhan, *Communication Media: Yesterday, Today and Tomorrow*
32. P. C. Chaterjee, *Broadcasting in India*
33. J. K. Huntler & L.S. Gross, *Broadcast News-The Inside out*
34. W. Ted, *Broadcast News Writing: Reporting & Production*
35. Rinchart & Winston, *Broadcast News: Radio Journalism and a Introduction to Television*
36. Bruce Lewis, *The Technique of Television Announcing*
37. B. Michael & Simone Mondesir, *Promoting Yourself on Television and Radio*
38. Stuart M. Kaminsky, *Writing for Television*
39. Bernald Wilk, *The Techniques of Special Effects in Television*
40. Eric Barnew & M. V. Krishnaswamy, *Indian Cinema*
41. R. W. Chapman, *Marketing Today*
42. S. R. Davar, *Business Organisation*
43. L. Fisher, *Industrial Marketing*
44. Phelps & Westing, *Marketing Management*
45. M. V. Charnley, *Reporting*
46. S. Banerjee, *Reporting Manual*
47. S. Banerjee, *Editing Manual*
48. S. Banarjee, *News Editing Theory & Practice*
49. M. V. Kamath, *Professional Journalism*
50. Leonard Ray, *Into the Newsroom*
51. John Hohenberj, *Professional Journalists*
52. K. M. Srivastava, *News Reporting & Editing*
53. Sol Robinson, *Guideline for News Reporters*
54. Robert Cuning, *The Technique of Clear Writing*
55. Harold Evans, *The Active News Room*
56. D.R. Williamson, *Feature Writing for Newspaper*

57. R.P. Neison, *Articles and Features*
58. Bruce M Swain, *Reporters Ethics*
59. J. J. Astor, *Art of Modern Journalism*
60. B. Roy, *Modern Student Journalism*
61. C. G. Miller, *Modern Journalism*
62. H. H. Ward, *Professional News Writing*
63. David Weinwright, *Journalism Made Simple*
64. P. Besty & Graham Holt, *Magazine Article Writing*
65. G. D. Khosla, *Know your Copyright*
66. Brian Brooks, *News Reporting and Editing*
67. M. K. Joseph, *Outline of Reporting*
68. Patanjali Seth, *Professional Journalism*
69. M. Chalapathi Rau, *The Press*
70. S. C. Bhatt, *Indian Press since 1955*
71. S. Natarajan, *History of Press in India*
72. S. P. Thiagrajan, *History of Indian Journalism*
73. J. Natarajan, *History of Indian Journalism*
74. M Barns, *The Indian Press*
75. P. G. Rao, *Famous Indian Journalists and Journalism*
76. Pat Lovett, *Journalism in India*
77. Viswanath Iyer, *The Indian Press*

## **Paper II : History, Laws and Ethics**

### **Unit I**

History: Growth and Development, Pre & Post Independence and contemporary trends- Indian Language Press.

### **Unit II**

Media Laws: Media Legislations in India and Right to Information - Indian Constitution & press freedom, concept of reasonable restrictions - Censorship - Parliament privileges - contempt of legislature & court - Press Commissions & Prasar Bharati - Laws pertaining to defamation, libel, contempt of court, contempt of legislature etc - Intellectual Property & Copyright - Cyber laws.

### **Unit III**

Media Ethics: Personal privacy versus press freedom, ethics and accuracy - Code of conduct - Advertising code - Confidentiality of sources - Monopolies and restrictive practices- Right to reply, ombudsman and media predefines.

### **Reading List**

1. D. K. Singh, *The Press and the Law*
2. H. P. Ghose, *Press and Press Laws in India*
3. *The Press Law in India: Memorandum of the Press Association of India*
4. G. Austin, *The Indian Constitution*
5. A. C. Banerjee, (ed.), *Indian Constitutional Document, 1757-1947*
6. D. D. Basu, *Commentary of the Indian Constitution*
7. D. D. Basu, *Press Laws in India*

## **Paper III : Print Journalism**

### **Unit I**

News Concepts: Definitions and Concepts - Principles of news writings: objectivity, fairness, balance and newsworthiness - Models and types of Journalism- News gathering methods and news sources - Functions & Organisational Structure of editorial department.

### **Unit II**

Art of News Editing: Fundamentals of Good Writing - The Art of Headline & Intro Writing- News Structure and Writing Style - Skills in Copy editing and Sub-editing- Planning or visualization of news or news flow - News, Features and Opinion writings - The Art of Translation.

### **Unit III**

Journalistic Writing Skills: Opinion Writing, Feature Writing and News Analysis - Reporting: Objective, Interpretative/Analytical & Investigative - Creative Writing, Appreciation of Art, Poetry and Drama- Interviewing: tools and techniques.

### **Unit IV**

Reporting: Developing story ideas - Various types of reporting - Interview techniques - Specialized reporting & major reporting areas - Reporting on development & change, gender issues, environment, social issues- Start Planning for the Lab journal- Class to be broken up into various groups and topics/ beats, responsibilities to be assigned.

### **Unit V**

Photo-journalism: Visual communication - Photography - Photo editing and Caption Writing- Layout and Design: Principles, Process, Text and Sizes- Design related software- Printing Technology and Computer software.

## **Reading List**

1. M. V. Charnley, *Reporting*
2. S. Banerjee, *Reporting Manual*
3. M.V. Kamath, *Professional Journalism*
4. John Hohenberj, *Professional Journalists*
5. K. M. Srivastava, *News Reporting & Editing*
6. Sol Robinson, *Guideline for News Reporters*
7. Robert Cunning, *The Technique of Clear Writing*
8. D.R. Williamson, *Feature Writing for Newspaper*
9. R.P. Neison, *Articles and Features*
10. Bruice M. Swain, *Reporters Ethics*
11. J. J. Astor, *Art of Modern Journalism*
12. B. Roy, *Modern Student Journalism*
13. C. G. Miller, *Modern Journalism*
14. H. H. Ward, *Professional News Writing*
15. David Weinwright, *Journalism Made Simple*
16. Brian Brooks, *News Reporting and Editing*
17. M. K. Joseph, *Outline of Reporting*
18. Patanjali Seth, *Professional Journalism*
19. S. Banerjee, *Editing Manual*
20. S. Banarjee, *News Editing Theory & Practice*
21. Leonard Ray, *Into the Newsroom*
22. Harold Evans, *The Active News Room*
23. Besty, P. & Holt, *Graham Magazine Article Writing*
24. G. D. Khosla, *Know your Copyright*

## **Paper IV : Electronic Journalism**

### **Unit I**

Elements of Television News: Visual communication- Television News and Audiences-Ingredients of Television News -Newsroom and its Operations; Television Journalism: News Packaging and Writing for Visuals- Reporting for Television - The Art of Interviewing- Presentation Skills.

### **Unit II**

Television Production: TV News Studio and Production Process- Video Editing Process & Final mix- Camera framing, shot determination & composition- Graphics and Animation - Practical work: make a news report in groups, particular beat/ topic to be assigned.

### **Unit III**

Writing for Radio and Voice work: The 'Ingredients' of Radio News- 'Writing for the ear' skills- Newsroom and its Operations- Packaging news at the broadcast newsroom- Creating Radio news and current affairs programmes. Reporting for Radio: News gathering- Radio Interviews and Press Conferences- Radio Features- Field and Desk Research.

### **Unit IV**

Radio Production: Radio Production Process -Microphones and Sound - Field Recording- The Editing Process & Final mix ; Planning for a current affairs programme. Web Journalism: Cyber Media- Web casting- Design Principles and Journalistic Disciplines in Web Publications- Writing for Web- Web Journalism and Advertising.

### **Reading List**

1. P. C. Chaterjee, *Broadcasting in India*
2. J. K. Huntler & L.S. Gross, *Broadcast News-The Inside out*

3. W. Ted, *Broadcast News Writing: Reporting & Production*
4. Rinchart & Winston, *Broadcast News: Radio Journalism and a introduction to Television*
5. Michael B. & Simone Mondesir, *Promoting yourself on television and radio*
6. Stuart M. Kaminsky, *Writing for television*
7. Bernald Wilk, *The techniques of special effects in television*
8. Robert L. Douglas, *Satellite Communication technology*
9. G. Millerson, *The Technique of Television Production*
10. Anthony Wainwriht, *Television Commercials*
11. Matin Mills, *Ins and Out of T.V. Audience*
12. R. Mac Neil, *The People Machino*
13. Sobchack, *An Introduction Film*
14. Bruce Lewis, *The Technique of Television Announcing*
15. Davis K. Cohler, *Broadcast Journalism*
16. I. E. Pang, *Television News*
17. Hall & Menkheuse, *A to Z of News*
18. I. Yorke, *Television News*
19. J. E. Fletcher, *Handbook of Radio and Television Broadcasting*
20. Robert Tyrell, *The work of the Television Journalist*
21. Narayana Menon, *Communication Revolution*
22. Chandrakant P. Singh, *Before the Headlines*
23. W. Max, *Writing for Television*
24. Sharada Kaushik, *Script to Screen*
31. Anthony Wainwriht, *Television Commercials*

## **Paper V : Advertising & Public Relations**

### **Unit I**

Principles and Concepts in Advertising Management: Major Theories of Advertising and Consumer Behaviour- Advertising: Concepts and Functions - Evolution and Classifications- Ethics in Advertising & Research - Media Planning: Relation of media, Campaign, Process & Planning, Budget- Advertising Agency Structure- Advertising & Creativity in print, radio, TV, film - Emerging trends- Impact of advertisement on society.

### **Unit II**

Brand Management: Strategy & Advertising Objective Setting - Brand Management - Multimedia Campaign planning process.

### **Unit III**

Public Relations: Introduction- Principles, Concepts & History- Emerging Trends in Public Relation- Stages of Public Relations - Personality Development - Crisis management - Forms of PR -PR in marketing mix and brand management - Case studies - Writing for the Media and Media Relations.

### **Unit IV**

Corporate Communication: Image Building- Crisis communication.

### **Readings List**

1. J. R. Adams, *Media Planning*
2. M. K. Adler, *Leading cases in Marketing Research*
3. British Institute of Management, *Advertisement: A Tool for Management*
4. Simon Broadbent, *Spending Advertisement Money*
5. W. G. Carter, *Sales Counter Crafts*
6. H. W. Hepner, *Modern Advertising*
7. H. W. Hepner, *Effective Advertising*

8. Frank Jefkins, *Advertising Today*
9. Frank Jefkins, *Advertising Made Simple*
10. L. H. May, (ed.), *Printing Reproduction*
11. Eric McGregor, *Teach Your Advertising*
12. J. S. K. Patel, *Salesmanship and Publicity*
13. M. E. Ray, *Recruitment Advertising*
14. C. H. Sandage, *Advertising: Theory and Practice*
15. P. Stobo, *Copywriting*
16. R. Watts, *Reaching the Consumer*
17. Whitehead, *The Administration of Marketing and Selling*
18. D. S. Mehta, *Handbook of PR in India*
19. Sanat Lahiri, *Public Relations in India*
20. J. M. Kaul, *Public Relations in India*
21. J. Jethwaney, *Public Relations*
22. B. N. Ahuja, *Public Relations*
23. Baldeo Sahai, *Public Relations: A Scientific Approach*
24. A. Basu, *Public Relations (Problems and Prospects)*
25. C. V Narasimha Reddy, *How to be a Good PRO*
26. S. Ghosh, *Mass Media Today*
27. R. Chatterjee, *Mass Communication*
28. S. Basu, *The Public Relations Practitioner*

## **Paper VI : Practical**

Lab Journal (in groups)- 5 news report, 5 features, 5 articles

Photography

Video editing and Camera: preparing a minimum of three news packages

Compilation of 3 News Bulletin (group assignment)

Production of Documentaries (in groups)

Production of a minimum of three television (in groups)

Content analysis

Radio: 5 news reports

Radio: 5 current affairs programme (in groups)

Organise a press conferences within the students

Multimedia campaign