

PANJAB UNIVERSITY, CHANDIGARH

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
MA (JOURNALISM AND MASS COMMUNICATION)  
FOR THE EXAMINATION OF 2011- 12.**

MA - I YEAR

**FIRST SEMESTER**

**Paper I**

**Introduction to Communication**

**(100 Marks)**

**4 credits**

**Theory Exam = 75**

<b>Paper IV</b>	<b>Radio &amp; TV Communication - II</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Media Management</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>	<b>Practicals</b>	<b>(100 Marks)</b> <b>4 credits</b>
	Student Reporter	30
	Tele News Board	15
	Broadcast Practical	30
	Communication Theory Practical	10
	Computer Applications	15

#### **COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** of both the semesters will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

**Paper – VI of both the semesters will comprise of Practicals:**

**Student Reporter:** 30 Marks. These will be awarded on a weekly basis by the subject teacher concerned and the mean will be taken at the end of each semester.

**Tele News board:** 15 Marks. These marks will be awarded on a daily basis by the subject teacher concerned and the mean will be taken at the end of each semester.

**Broadcast Practicals:** 30 marks will be awarded by the teacher concerned at the end of each semester.

**Communication Theory Practical:** 10 marks will be awarded by the teacher concerned at the end of each semester.

**Computer Applications:** 15 marks will be awarded for projects done using

**Paper IV**

**Interpretative Journalism**

**(100 Marks)**



**FIRST SEMESTER****PAPER – I: INTRODUCTION TO COMMUNICATION****(A) Course Objectives:**

The objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of intrapersonal, interpersonal, group, and mass communication; to inculcate in them the skills required to become effective source-encoders and to impart latest knowledge to enable them to analyze and assess communication in the media and everyday life.

**(B)**





8. Evans, Harold, (1974), *Editing Design*



**UNIT – I**

Brief introduction of the evolution of early newspapers.

History of press in Britain and USA

British Press: 17<sup>th</sup> century: early restrictions, Aeropagitica

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**UNIT – III**

Video production team;  
 Role of producer, director; cameraman, floor manager, editor etc.  
 Radio Production team.  
 Basics of TV script-writing

**UNIT – IV**

Units of Video Production  
 Basic camera shots, language of camera movements, composition;  
 Camera perspective; language of vision mixing (transitions)

**ESSENTIAL READINGS**

1. Govt. of India, (1966), *Adoption and Revision Report of the Committee of Broadcasting and Information*
2. Govt. of India, (1978), *As a Report of the Working Group of Autonomy for As a Various Doordars in 2 Volumes*. Publications Division, Min. of I & B.
3. Govt. of India, (1985), *An Indian Personality for Revision Report of the Working Group on Software for Doordars in Min I & B.*
4. Govt. of India, (1968), *Adoption and Revision Report of the Committee on Broadcasting and Information* Publications Division, Min. of I & B.
5. Barnouw, Erik, (1978), *The Sponsor*, Oxford University Press, New York.
6. Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York.
7. Shrivastava, K.M., (1989), *Adoption and Revision Journals*, Sterling Publishers, New Delhi.
8. Cohler, David Keith, (1985), *Broadcast Journals*, Prentice-Hall, New Jersey.
9. Shukla, A.K, (2008), *Handbook of Journals and Mass Communication*, Rajat Publications, New Delhi.
10. Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York.
11. Kaushik, Sharda, (2000), *Script to Screen An Introduction to Journals*, Macmillan, New Delhi.

**ADDITIONAL READINGS**

1. Cohen, Akilia A, (1987), *Revision Revision News Interview*, SAGE, New Delhi.
2. Caywood, Clark L., (2004), *The Handbook of Strategic Publication and Integrated*



4. Olen, Jeffrey, (1988), *Ethics of Journalism* Prentice Hall, New Jersey.
5. Padhy, K.S. (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D.
6. Padhy, K.S., (1984), *The Muzzled Press*, Kanishka Publishers, N.D.
7. McManus, John. H. (1994), *Market Driven Journalism*, Sage Publications, N.D.
8. Christians, Clifford and Traber, Michael, (1997), *Communication Ethics and Universal Values*, Sage Publications, N.D.
9. Sharma, S.R., (1996), *Democracy and the Press*, Radha Publications, N.D.
10. Padhy, K.S., (1991), *Battle for Freedom of Press in India*, Academic Foundation, N.D.
11. Joseph, M.K., (1997), *Freedom of the Press*, Anmol Publications, N.D.
12. Bandyopadhyay, P.K and Arora, Kuldip. S. (1998), *Practitioners' Guide to Journalism Ethics*, D.K Publishers.
13. Flichy, Patrice, (1995), *Dynamics of Modern Communication*, Sage Publications, N.D.
14. Padhye, Prabhakar, (1991), *Principles of Journalism*, Popular Prakashan, Mumbai.
15. Karkhanis, Sharad, (1981), *Indian Politics and Role of the Press*, Vikas Publishers, N.D.
16. Bhatia, Sita, (1997), *Freedom of Press: Political and Legal Aspects of Press Legislation in India*, Rawat Publications, Jaipur.
17. Basu, Durga Das, (1996), *Law of the Press*, Prentice Hall, India. N.D.
18. Ravindran, R.K., (1999), *Handbook of Press Laws and Ethics*, Anmol Publications, N.D.
19. Venkateswaran, K.S., (1993), *Mass Media Laws and Regulations in India*, Asian Mass Comm. Singapore.
20. D'Souza, Y.K., (1998), *Freedom of Press: Constitution and Media Responsibility*, Commonwealth Publishers, N.D.
21. Iyer, Krishna V.R., (1990), *Freedom of Information*, Eastern Book Co. Lucknow.
22. Ravindran, R.K., (1997), *Press and the Indian Constitution*, Indian Publishers, N.D.

#### **ADDITIONAL READINGS**

1. Mehta, Vinod, (1999),









**ADDITIONAL READINGS**

1. Kennedy, A., (1992), *Beyond the Inverted Pyramid*

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

### **UNIT-I:**

Sources of news copy; editing different types of copy; rewriting of copy

Headlines: significance and functions, typographical patterns of writing headlines, Do's and Don'ts of headline writing, headline schedule

Copy marking and editing symbols

### **UNIT-II:**

Significance of pictures: briefing the cameraman, selection, editing and cropping of pictures, writing cutlines.

Journalistic Style and the Stylebook

Using computer programs for online editing of text and pictures

### **UNIT-III:**

Vocabulary of design: Point, line, shape, texture, tone, colour, mass, motion, space, scale and proportion.

Principles of design: Balance and proportion, focus, contrast, movement and rhythm, harmony and unity

Importance of a grid system; alignment, gridding, grouping

Science of eye movement

### **UNIT-IV:**

Application of design principles in print layout: Based on balance: symmetrical, asymmetrical and dissymmetrical layout; Based on contrast – static and dynamic layout; Based on form – regular and irregular layout

Types of page makeup: vertical, horizontal, diagonal and quadrant, frame, brace, circus/jazzy; poster front page, signal & text front page.

Mechanics of page makeup

Using computer programs for designing

**Practicals:** Page mock ups and cover designs.

### **ESSENTIAL READINGS**

- Evans, Harold, (1974), *Editing and Design* (Five Volumes) (William Heinemann, London)  
Book One: *Newspaper Editing*  
Book Two: *Handling Newspaper Text*  
Book Three: *News Headlines*  
Book Four: *Picture Editing*  
Book Five: *Newspaper Design*
- George, T.J.S. , (1980), *News Editing* ( Indian Institute of Mass Communication, New Delhi).
- Baskette, Floyd D. & Sissors, Jack, (1995), *The Art of Editing*. Macmillan, New York.
- Hoy, Frank P., (1986), *Photo Journalism: The American Approach* . Prentice-hall, New Jersey.
- Taylor, Ron & Teel, Leonard Ray, (1985), *Into the Newsroom* . Prentice Hall, New Jersey.
- Binder, Kate, (1998), *Each Course of Quarter Express*. Tech Media, New Delhi.
- Busch, David D., (1997), *Each Course of Page a er*. BPB Publications.
- Davis, Bront, (1998), *Each Course of Photos op*. Hayden Books.
- Warlock, Peter, (1988), *The Design of Publications Book* . Heineman, London.

### **ADDITIONAL READINGS**

- Bills, Lawrence, (1989 ) *GEM Design Publications*, Foresman & Co., London,
- Fyfe, Gordon & Law, (1988), *Visual Power*. Routledge, London.
- Worlock, Peter, (1988), *The Design of Publications Book* . Heinemann, London.

4. Sutton, Albert A., (1957), *Design and Make up of the Newspaper* (Prentice-Hall, New York),
5. Collin, D.H., (1989), *Dictionary of Printing & Publishing*, Peter Collin Publishing Ltd., Middlesex.
6. Krishnamoorti, R., (1986), *Copy Preparation & Proofreading*, Northern Book Center, ND.
7. Mintz, Patricia Barnes, (1981). *A Dictionary of Graphic Arts & Illustrations*. Van Nostrand-Reinhold Co., New York.
8. Hoy, Frank, (1986), *Photo Journalism & its Approach*. Prentice- Hall, New Jersey.
9. Williams, Robin  
(1994), *The Non Designers Design Book*, Peachpitt Press  
(1998), *The Non Designers Design Book*, Peachpitt Press
10. Meggs, Philip. B, (1998), *A History of Graphic Design*, John Wiley and Sons.
11. Wilde, Judith and Wilde, Richard, (2000), *Visual Literacy A Conceptual Approach to Graphic Problem Solving*, Watson Guptill Publishers, N.Y.
12. Krause, Jim (2000), *Ideas Index Graphic Effects and Typography & Creativity*, North Light Books, N.Y.
13. Fishal, Catherine, (2000), *Understanding Identity Graphic Design Strategies for Success*, Rockport Publishers.
14. Bringhurst, Robert, (1997), *The Elements of Typography*, Hartley and Marks,
15. Fink, Anne, (1998), *Faces on the Edge of Design in the Digital Age*, Peachpitt Press.
16. Leslie, Jeremy, (2000), *Issues New Magazine Design*, Ginko Press.
17. Bill, Lawrence, (1989), *GEM Design & Publishing* Scott, Foresman & CO., London.
18. Strelho, Kevin, (1988), *Page a Page Design & Publishing on the Macintosh*. Scott, Foreman Co., New York.
19. Davis, Bront, (1998), *Each a Course of Photos*, Hayden Books.
20. Lupton, Ellen, (2004), *Thinking with Type*. New York: Princeton Architectural Press.
21. Elam, Kimberley, (2005), *Grid Systems*. New York: Princeton Architectural Press.

#### **PAPER-IV: RADIO AND TV COMMUNICATION - II**

##### **(A) Course Objectives:**

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.

##### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

##### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

#### **UNIT – I**

Audience Research

Organization of news services division in All India Radio & Doordarshan;

Basic principles of writing news for Radio & TV

News packages: Code of Ethics in Broadcasting.

**UNIT – II**

Do's & don'ts for conducting interviews & discussions for TV/Radio.  
 Pre-production, production and post-production considerations.  
 Above and below the line functions.

**UNIT – III**

Basics of editing, switching, components of video editing systems, using the editing system  
 Offline and on line editing and basics of non-linear editing.

**UNIT – IV**

Basics of sound perspective-microphones and their pick-up patterns;  
 Basics of lighting for video production, importance and function of lighting

**ESSENTIAL READINGS**

1. Chatterji, P.C., (1991), *Broadcasting in India*. SAGE, New Delhi.
2. Luthra, H.P., 1984, *Indian Broadcasting* Publications Division, Min. of I & B.
3. Rao, B.S.S., (1992), *Development for our Development* Concept Publishers, New Delhi.
4. Shivastava, K.M., (1989), *Radio and Television Journalism*



5. Trilok N Sindhwani ( 1975), *Newspaper Economics and Management*, Ankur publishing House, New Delhi.
6. John Mcmanus ( 1994), *Market Driven Journals Let the Citizen Beware*, Iowa State Press.
7. Edward S. Herman and Robert W. McChesney(1997), *The Global Media New Institutionalizations of corporate capitalism*, Madhyam Books, New Delhi.
8. Edward S. Herman and Robert W. McChesney(2002) *Manufacturing Consent The political economy of mass media*, Random House,
9. Bagdikian Ben H,( 2004), *The New Media Monopoly*, Beacon Press.
10. Redmond James and Trager Robert, (2004), *Building on the Future The Art of Managing Media Organizations*, 2nd ed., Atomic Dog.
11. McChesney Robert W. (2004) *The Problem of Media*, Monthly Review Press.

**THIRD SEMESTER****PAPER I: ADVERTISING****(A) Course Objectives:**

The purpose of the course is to train students in the unique field of advertising which is marketing in Mass Communication in the Semester the students shall be introduced to unique form of communication. They will be provided in depth understanding of various Advertising Media and Advertising Copywriting. In addition, the course will provide understanding of Advertising design and appeals. The course shall also provide knowledge regarding Advertising Campaign, Agency, testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

**(B) Pedagogy of the Course Work:**

80% Le 0 RG 0 0 06

**ESSENTIAL READINGS**

1. David Ogilvy, (1988), *Ogilvy of advertising*. London Pan Books, London, Sidgwick & Jackson.
2. David Ogilvy, *republican David Ogilvy*
3. David Ogilvy, (1969), *Confessions of an Advertising Man*. London, Longman.
4. Subroto Sengupta, *Cases in Advertising and Contribution to Marketing*
5. Subroto Sengupta, (1990), *Positioning* (New Delhi, Tata-Mcgraw Hill).
6. Waston S. Dunn & Arnold Darbe, (1982), *Advertising Its Role in Modern Marketing*, Chicago, Dryden Pr. 5<sup>th</sup> ed.
7. J.N. Hobsen, (1968), *Text on Advertising Media*. 5<sup>th</sup> ed., London, Business Books.
8. Jack Haskins, (1963), *Advertising Research and Testing*, International Correspondence School.
9. Dorothy Cohen, (1972), *Advertising* NY, Wiley.
10. Bailinger, Raymond, (1956), *Layout and Publishing Corporation*, New York, 1956.
11. Caples, John, (1997), *Best Advertising Methods*, Harper & Bros., New York.
12. Darbe, Arnold & Dunn, Waston S., (1964), *Advertising Its Role in Modern Marketing*. McGraw Hill, New York.
13. Durban, Arnold, *Advertising*
14. Engel, Jack, (1980), *Advertising*. McGraw Hill, New York.



**PAPER- II: PUBLIC RELATIONS**

**(A) Course Objectives:**







**Instructions for papersetters and candidates:**

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- **Human Rights and Media**



**ESSENTIAL READINGS**

1. Wilbur Schramm, (1964), *Mass Media and National Development*, Stanford Univ. Press.
2. Schramm and Lerner, (1967), *Communication and Development in the Developing Countries*. Honolulu, East West Center Press.
3. Daniel Lerner, (1958), *The Passing of Traditional Society*, Free Press.
4. Eliel et al, *Agricultural Innovation in India*
5. B.S. Thakur & Binod C. Agarwal, (1989), *Media Technology for Development of Women and Children*, Concept Publishers, Delhi.
6. S.R. Mehta (ed.), (1992), *Communication and Development*. Rawat Publications, Jaipur.
7. Srinivas Melkote and H. Laslie Steovs, *Communication for Development in India*, 2nd Edition, Sage, ND.
8. Madhusudan, K. (2006), *Traditional Media and Development Communication*, Kanishka Publishers, ND.

**ADDITIONAL READINGS**

1. E.M. Rogers, (3<sup>rd</sup> Ed: 1983); (4<sup>th</sup> Ed: 1995), *Diffusion of Innovations*, New York: Free Press.
2. Wilbur Schramm, Donal F. Roberts (Ed.), (1997), *The process and effects of Mass Communication*; University Illinois Press, USA.
3. P.C. Joshi, (2002), *Communication and National Development*, Anamika Publishers & Distributors (P) Ltd.
4. K. Sadanandan Nair, Shirley A. White, (1993), *Perspectives on Development Communication*. SAGE Publication.
5. Hunt, Dian, (1989), *Economic Theories of Development: An Analysis of the Competing Paradigms*, Harvesters Whitsheaf, New York.
6. Srampickal, Jacob, (1994), *Development and the Power of People in India*, Manohar Publishers and Distributors, New Delhi.
7. Parmar, Shyam. (1975), *Traditional Form Media in India*, Geka Books, New Delhi, 1975.



## **FOURTH SEMESTER**

### **PAPER – I: ADVERTISING**

#### **(A) Course Objectives:**

In this semester the first unit will provide understanding of Advertising appeals, advertising campaign. The second unit shall provide knowledge regarding Advertising testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

#### **(B) Pedagogy of the Course Work:**

80% Lectures (including expert lectures)

20% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

#### **UNIT-I:**

Advertising appeals: definition; discussion on need, wants & desires, urges and drives; basic & acquired appeals; Maslow's Hierarchy of drives; positive & negative appeals; kinds of appeals.

Advertising campaign: definitions & the campaign principle; concepts of inter-relatedness & inter-connectedness; client brief, stages, types, basic principles. Objectives of production-promotion and institution-promotion.

#### **UNIT-II:**

Advertising testing: importance & objectives; objectives as related to functions of an ad a campaign and step-models; need for & uses of pre-testing & post-testing; important testing methods.

Ethics of advertising significance & role; code of advertising ethics & its application to contemporary advertising.

**Courses of reading same as that of the third semester**

### **PAPER II: PUBLIC RELATIONS**

#### **(A) Course Objectives:**

The module on PR will sensitized the students to public relations as a unique field of mass communication provide knowledge regarding media relation and application of various PR tools.

#### **(B) Pedagogy of the Course Work:**

80% Lectures (including expert lectures)

20% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

**Unit I:**

- Media Tools: the Printed word, House publications, Brochures, Pamphlets, Manuals, Books, Letters and Bulletins, Newsletters, Inserts and enclosures, The bulletins Board.
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**Unit I:****Sampling and Data collection strategies:**

Types of data: primary and secondary.

Definition and importance of sampling. Ta.



15. Pilger John ( 2005), *The New Journalism: Investigative Journalism in a Changed World*, Basic Books.
16. Riche Carole ( 2006) *Writing and reporting news: A coaching method*, Wadsworth publishing.
17. Gaines C William ( 2007), *Investigative Journalism: Proven strategies for reporting the story*, CQ Press.
18. Stovall G James( 2008) *Writing for success*, Allyn & Bacon.
19. Alexander Alison, Jarice Hansen ( 2008), *Mass Media and Society: A Changing Media Landscape*, McGraw-Hill/Dushkin.
20. Potter W. James ( 2008), *Media Literacy*, Sage .
21. Berry Stephen J( 2008) , *Inside Journalism: Art of investigative reporting*, Oxford Press.

**ADDITIONAL READINGS:**

1. Malcolm Janet (1990) , *The Journalist and the Murderer*, Vintage publishers.
2. Woodward Bob, Bernstein Carl, (1994), *After the President's Men*, Simon & Schuster.
3. Roger Fiddler, ( 1997) *Media Workshops*, Sage
4. Jones, Steven G, ( 1998), *Cybersociety*, Sage
5. Jan Van Dijk, ( 1999), *The Network Society*, Sage
6. Woodward Bob ( 2000), *Shadow Presidents and the Legacy of Watergate*

**Unit-I:**

Importance definition and function of advertising copy; copy as communication message; copy formats; copy media interface; concept of advertising appeals of their relevance to copy writing.

Claude Hopkins: Brief Introduction; Hopkins copy writing principles and guidelines: characteristics of the copy writer; copy writer as communication skill; language content and presentation of advertising copy; copy formats and appeals to use; copy for me too products; importance of product name and product quality; advertising as salesmanship; copy writing as 'telling the full story' and 'sharing information'; significance of data and research; need for habit creation.

**Unit-II:**

David Ogilvy: Brief Introduction; Ogilvy nr681(n)1357(a)-3.82348(l)9.305683py wr7r'i1..48924(h)0.99648(e)-0.99648(g)13.7914(-)18

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

**Unit I:**

Corporate communication: definition, objectives and functions; corporate organization, structure; corporate identity, image, culture and style

**Unit II:**

Relationship with media, shareholders, community, government, etc. corporate planning, social responsibilities.

Case studies

**ESSENTIAL READINGS**

1. Roy M. Barko, Andrew D Volvin, Darlyn R. Volvin, (2007), *Handboo of pub<sup>#</sup>c co ut<sup>#</sup>cat<sup>#</sup>on P<sup>#</sup>nc<sup>#</sup>pa s and pract<sup>#</sup>ce*, Jaico publishing house.
2. Sengupta, (2005), *Manage ent of pub<sup>#</sup>c re at<sup>#</sup>ons and co ut<sup>#</sup>cat<sup>#</sup>on*, Vikas Publishing House.
3. Sandra M. Oliver, (2004), *Handboo of corporate co ut<sup>#</sup>cat<sup>#</sup>on and P*, Pub: Routledge.
4. Philip Lesly, (2002), *Pub<sup>#</sup>c re at<sup>#</sup>on and co ut<sup>#</sup>cat<sup>#</sup>on*.
5. Parvati Mohlanobis, (2005), *Public relations and Corporate Communications*.

**ADDITIONAL READINGS**

1. Paul Argenti, Janis forman,

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question



5. Golding, Peter and Phil Harris (Eds. (1996) *Beyond culture: perspectives on globalization and the new international order*. London: SAGE.
6. Ithiel de Sola Pool (1990) *There are no great walls without Boundaries: On Economics in a Global Age* Harvard University Press.

## **PAPER VIII: ONLINE JOURNALISM**

### **(A) Course Objectives:**

This course assumes that the students already have basic skills as a journalist: They can gather information, organize it efficiently and write an acceptable story.

The objectives of this course are:

1. Students who complete this course should be able to tell interesting stories and convey factual information more effectively over the Internet.
2. Write in a style appropriate for online media in blogs, in online-only stories and in multi-media news or public relations packages
3. Search efficiently for credible information, documents and statistics on the Internet
- 4.

**Unit II**

- Writing for the Web: Telling the story with multiple images, Similarities and differences in newspaper writing and web writing, Importance of brevity and providing appropriate links
- Importance of subediting in online media, Headlines for web stories, Different types of stories online