

SCHOOL OF JOURNALISM & MASS COMMUNICATION

DEVI AHILYA VISHWAVIDYALAYA, INDORE

B.A. (HONS) IN MASS COMMUNICATION

First Semester

Syllabus

Paper 1	English
Paper 2	Hindi
Paper 3	Introduction to Mass Communication
Paper 4	History of Press

Practical (Visit to Media House & Report the Visit)
Viva-voce

- 1) K. S. P. R. M. S.
- 2) K. S. P. R. M. S.
- 3) Sonalika Nayandi

Paper I

English

Unit 1

Sentences: Simple, Compound, Complex, Assertive, Interrogative, Imperative, Exclamatory.

Articles: use of A, An & The.

Parts of speech: Exercise: with examples.

Unit 2

Tenses; simple present, progressive perfect, present perfect, progressive along with past and indications of futurity.

Reported; will, shall, should, would and other speech models.

Voice; Active and passive

Unit 3

Comprehension; Reading, Writing

Synonyms and antonyms

Language of Newspaper

Unit 4

Essay writing; making sentence out of difficult word, Paragraph writing

Unit 5

Idioms and their use, Prominent English books, authors and awards.

Paper II
Hindi

Unit 1

वर्णमाला एवं उच्चारण, भाषा एवं बोलियाँ
व्याकरण:संज्ञा, सर्वनाम, क्रिया, विशेषण, क्रिया विशेषण और काल

Unit 2

वाक्य रचना, अनुच्छेद, गद्य-पद्य, नाटक, शुद्ध-अशुद्ध शब्द, समानार्थी,, विलोम और पर्यायवाची शब्द

Unit 3

निबंध लेखन, पत्र लेखन एवं आवेदन लेखन, मुहावरे, लोकोक्तियाँ और उनके उपयोग

Unit 4

हिन्दी में प्रभावी लेखन की विशेषताएँ, संक्षिप्त लेखन एवं संपादन, हिन्दी और उसकी पारिभाषिक शब्दावली: प्रशासनिक, वैज्ञानिक, सामाजिक, कला और सूचना प्रौद्योगिकी

Unit 5

हिन्दी साहित्य का संक्षिप्त इतिहास, कालखंड, प्रमुख पुस्तकें और लेखक, प्रमुख सम्मान-पुरस्कार।

Paper III
Introduction to Mass Communication

Unit 1

Journalism & Mass Communication: Nature, Scope, Definition of Mass Communication, Process, 7 C's of communication.

Unit 2

Types of communication, difference between communication & Mass Communication, use of communication.

Unit 3

Various media of communication : Book, Magazine, Newspaper, Internet, satellite, Television, Films, Traditional media, other media.

Unit 4

Models of communication and mass communication- Lasswell's, Shannon, Weaver and Osgood.

Unit 5

Mass media and modern society, Mass media and democracy.

PAPER 4

HISTORY OF PRESS

UNIT:1

- * The Birth of Journalism in India
- * Important development in the History of the Indian Press before and after independence (in Brief)

UNIT:2

- * History of Hindi Journalism
- * Main News Papers, magazines & Personalities

UNIT :3

- * The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities)

UNIT: 4 * Development of News agencies in India

- * Changing role and nature of the Press
- * Emergency and the Press.

UNIT:5

- * Report of the Press Commissions
- * Prominent institutions and organizations connected with the press i.e. * Press council * IENS * Editor's Guild
- * PIB * Directorate of Public Relations of M.P.

READING LIST

1. Understanding Mass Communication- De Fleur
2. A Dictionary of Communication & Media Studies- Bittner John
3. Mass Communication in India- Keval j Kumar
4. Mass Communication- Wilbur Schramm
5. Mass Communication Theory & Practice- Narula Uma
6. Communication- S.S. Chabra
7. Understanding media- Marshall McLuhan
8. संचार माध्यमों का प्रभाव- डॉ. ओमप्रकाश सिंह
9. संप्रेषण- डॉ. श्रीकांत सिंह

Reading List

1. Role of Press in the Freedom Movement. (Motilal Bhargav)
2. Journalism in India. (RangaSwamy ParthSarathi)
3. History of Journalism in India (J. Natrajan)
4. Battle for Freedom of the Press in India. (K. S. Padhy)
5. Translation through Media in New Millennium (K. K. Rathi)
6. Good Writing An Informal Manual of Style (vrooman Alnh.)
7. Improve your Writing. (Arora & Chandra)
8. हिन्दी पत्रकारिता का वृहद इतिहास : डॉ. अर्जुन तिवारी
9. भारतीय स्वतंत्रता और हिन्दी पत्रकारिता: बंशीधर लाल
10. हिन्दी पत्रकारिता इतिहास व प्रश्न: कृष्णबिहारी मिश्र
11. हिन्दी पत्रकारिता के कीर्तिमान : जगदीश प्रसाद
12. पत्रकारिता का इतिहास: एन. सी. पंत
13. अनुवाद कला सिद्धांत व प्रयोग: कैलाशचन्द्र भाटिया
14. पत्रकारिता में अनुवाद: जितेन्द्र गुप्ता
15. अनुवाद के विविध आयाम: पुरनचंद्र टंडन
16. मध्यप्रदेश में हिन्दी पत्रकारिता: कैलाश नारद
19. हिन्दी पत्रकारिता विविध आयाम: डॉ. वेदप्रताप वैदिक
20. Modern Journalism & Mass Communication (Dr. Baldev Raj Gupta)
21. Modern Journalism issues & Challenges (Swati Chouhan)
22. हिन्दी पत्रकारिता, विकास और विविध आयाम: शैलेश जोशी

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B.A. (HONS) IN MASS COMMUNICATION

Second Semester

Syllabus- January-May

- Paper I Creative Writing
- Paper II Computer Application
- Paper III Economic Development & Planning in India
- Paper IV Public Administration, Society and Media

Practical - Computer Project
Viva voce.

- 1) Ms. Paermai
- 2) Pratibha
- 3) Sonalee Nargunde

Paper I

Creative Writing

Unit 1

- *Introduction to Writing
- *Historical background
- *Elements of language
- *Fundamentals of Writing

Unit 2

- *Characteristics of good Writing
- *Lucidity & Directness
- *Credibility & Objectivity
- *Forms of Writing & Essay, Poetry, Feature, Articles, Novels.

Unit 3

- *Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion
- *Writing Style
- *Translation

Unit 4

- *Art in Writing
- *Art Symbols
- *Situations
- *Aesthetics Sense

Unit 5

- *Data use & handling
- *Preparing Glossary & Index
- *Bibliography

Paper II

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 design, slide show, slide Transition.

Suggested References:

1. A first course in computers: Sanjay Saxena
2. Computer Fundamentals: P. K. Sinha
3. Windows 98: Sam Publications
4. Ms – Office: Ron Nasfield, BPB Publications

Paper III
ECONOMIC DEVELOPMENT & PLANNING IN INDIA

Unit 1

Economic growth: Meaning & Concept

- *Economic backwardness: concept and Measurements
- *Developing nations- their common characteristics
- *General requirements for economic developments

Unit 2

Various Theories of growth and development

Unit 3

Problems of economic development

- * Population growth and economic development
- * Unemployment, poverty and economic development

Unit 4

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 5

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

(12)

Paper IV

PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

Unit 1

Concept of administration

- * Administration in historical perspective.
- * What is Public administration?
- * Public administration organizational principles

Unit 2

Composition of administration

- * Personnel administration
- * Recruitment, Promotion, Training.
- * Executive legislative and judicial control over administration.
- * Administration reforming and their impacts.

Unit 3

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 4

Administration and society

- * Administration of various levels central, state, district, panchayat raj and gram sarkar
- * Lokpal and lok ayukta
- * Administration and backward society.

Unit 5

* Press, society and administration

- * Media understanding of administration, coverage and relation.
- * Administration and freedom of press.

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Semester III : July-December

Syllabus

- Paper I Reporting I
- Paper II Editing I
- Paper III Photo Journalism
- Paper IV Indian Government Politics and International Relations

Practical- Photo Journalism

Viva Voce

- 1) Ms. Farhat
- 2) Pragati
- 3) Sonalika Naygunde

Paper I
REPORTING

Unit 1

Journalism: Concept, Types- Citizen Journalism, Embedded Journalism, String Journalism, Tingo Journalism.

Unit 2

* Concept of news, values, Sources of news. news—gathering. Structure of a news report. 5 W & 1 H

Lead: Meaning, Types question lead, suspended interest. quotation, non—traditional structure of a news report.

Unit 3

* Concept and kinds of beat. Categories of reporters City, special correspondent, Foreign correspondent, stringer, Columnist, function & responsibilities, , follow-up story.

Unit 4

*Headlines: Meaning, Types, Importance of headlines.

Unit 5

*What is an Interview, Types of Interview, Interviewer & its Qualities.

*Press conferences.

*Press Release.

Paper II
EDITING

Unit 1

*Concept & Definition of Editing, Importance of Editing.

Unit 2

*Editing Principles of editing elements of Editing, precautionary measures and golden rules.

Unit 3

*Structure of an editorial department.

Unit 4

*Role of news editor, deputy news editor, chief sub-editor.

*Qualities of a good sub-editor.

Unit 5

* Editing of broadsheet, Tabloid, Magazine.

Paper III
Photo Journalism

Unit 1

- *Photo Journalism: Meaning & Definition, growth & development
- *Camera: Types and parts.

Unit 2

- *Photographic: Elements & Principles.
- *Lens: different types of lenses: Normal, Wide. Telephoto. Zoom. Fish eye Lens. and close up lens.

Unit 3

- *Focal length. Aperture. Shutter Speed. Depth of Field, Focusing exposure.
- *Exposure meter.
- *Film: Nature, speed and types of film.

Unit 4

- *Lighting Arrangement: Different light sources. Electronic flash, shutter synchronization. lighting Principles.
- *Composition : Basic elements of composition rule of thirds.

Unit 5

- *Digital Photography



Paper IV

Indian Government, Politics and International Relations

Unit 1

*Government Formation: State & Central

Unit 2

*Current issues in governance at state and central level of state autonomy in India.

Unit 3

*The electoral system — process

*Panchayatiraj Local & Self governance

Unit 4

*Fundamental problems & solutions of our society.

Unit 5

*UN & its main agencies and their functions: ASEAN. SAARC.

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Fourth Semester

Syllabus- January-May

- Paper I Advance Reporting
- Paper II Advance Editing
- Paper III Design & Graphics
- Paper IV Indian constitution and media law.

Practical Viva-voce Publication of PRAYOG.

- 1) MSP exam
- 2) assignment list
- 3) Sonalee Nargude

Paper I
Advance Reporting

Unit 1

*Specialised reporting : Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce.

Unit 2

*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 3

*News Bureau : Functions of news bureau, special beats like embassies, ministries, public sector undertakings, national headquarters of political parties.

*Parliamentary reporting : Coverage of the proceedings of Parliament and state legislature, municipal corporations and panchayats.

Unit 4

*Book review, film review, TV programme & cultural reporting.

Unit 5

*News Agencies: Indian and Foreign news agencies

READING LIST

1. Professional Journalism-M.V.Kamath
2. The Complete Reporter-
3. Practice of Journalism (A guide to reporting and writing the News)
4. Reporting & Editing (k.m.srivastav)
5. Modern newspaper(F.W.Hodgson)
6. Editing (Thomas R.Berner)
7. Editing(George T.J.S.)
8. समाचार संपादन-प्रेमनाथ चतुर्वेदी
9. संपादन कला-डॉ. हरिमोहन
10. संपादन कला-डॉ. अर्जुन तिवारी
11. पत्रकारिता के विविध आयाम-डॉ. वेदप्रताप वैदिक
12. संपादन कला-कमल दीक्षित
13. संपादन कला-एन.सी. पंत

Paper II
Advance Editing

Unit 1

*Rewriting the copy of mofussil correspondent, editing political and foreign copy.

Unit 2

* Re-writing, page make-up and layout

Unit 3

*Headlining- principles, types & techniques.

Unit 4

*Photo editing, cropping, composition, colours, caption writing, placements of photographs, photo feature.

Unit 5

*On line editing, word processing spell check, page makeup on computers.

Paper III
DESIGN & GRAPHICS

Unit 1

- *Brief History of Printing
- *Difference between Daily/ Weekly/Fortnightly/Magazines & Newspaper
 - (A) Style
 - (B)Format.

Unit 2

- *A Brief History of Typography & Composition.
- *Kinds of proofs: proof reading symbols, essential qualification of proofreader

Unit 3

- *A Brief History of Printing press & Process
- *Screen printing :organization and functions of printing department

Unit 4

- *Principles of design and lay out
- *Photo editing
- *Dummy page make-up
- *Colours and their production aspects

Unit 5

- *Kinds of printing papers
- *Introduction to various types of print publications: Leaflets/ hand bills, booklets and books, folders, posters, brochures / souvenirs, posters.
- *Assignments: wall newspaper, house magazines, editing and production of Prayog, visit to
- * Printing press

Paper IV

INDIAN CONSTITUTION & MEDIA LAW

Unit 1

- *Salient features of Indian constitution
- *Fundamental Rights
- *Fundamental duties.

Unit 2

- *Laws relating to the freedom & press
- *Right to Information
- *Cinematography Act

Unit 3

- *The working Journalists Act
- *Press & Registration of Books Act
- *Official Secrets Act.

Unit 4

- *Prasar Bharti
- *Press Council
- *Copyright Act.

Unit 5

- *Code of Ethics
- *Drug education & Youth
- *Legal Awareness & Lok Adalat

Reading List

The Press in India

The Professional Journalism- John Houeneberg

Journalist Ethics- P. K. Menon

Freedom of Press, some recent Trends-

प्रेस कानून और पत्रकारिता - डॉ. संजीव भानावत

प्रेस विधि- एन के त्रिखा

SCHOOL OF JOURNALIM & MASS COMMUNICATION

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B.A. (Hons) in Mass Communication

FIFTH SEMESTER

SYLLABUS

Paper 1 : Introduction to Audio- Visual Media

Paper 2 : Current Affairs

Paper 3 : History of Press

Paper 4 : Feature Writing

Paper 5 : ~~Practical~~ Viva-Voce

* Audio-Visual script practical

1) MS & Annual

2) Practical

3) Donaldeo Nargunde

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PAPER FIRST

INTRODUCTION TO AUDIO-VISUAL MEDIA

UNIT:1

Audio-Radio: * Radio as a medium of mass communication
* Characteristics of Radio Historical Perspective with
special reference to India ,Types of ownership, Listeners

UNIT: 2

* Commercial Radio * Educational Radio
* AM, FM & Satellite Radio * Community Radio
* Emerging trends and Franchising.

UNIT : 3

Television: * As a medium of mass communication
* Characteristics * Ownership * Organizational
structure of Doordarshan * Satellite television channels * cable television *
Educational television * Commercial television * Recent trends in television
broadcasting.

UNIT : 4 Writing for Radio: * Finer aspects of radio language

* Production methods * Finer aspects of television
script writing * Narration, production techniques
* Impact of new technology * interviews on media
language, news, features, talks, commercials

UNIT: 5 Writing for television, News, Interviews, Documentaries, short talks.

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PAPER SECOND
CURRENT AFFAIRS

UNIT: 1

- * World organization : UNO and its main Agencies,
- * Military Pacts : their form action and objectives.

UNIT : 2

- * Contemporary crises affecting nations such as wars etc.
- * National affairs : unique features of India as one nation
- * Nature of Political and Economic structure.

UNIT : 3

- * Salient features of the planning Process.
- * Brief Introduction to the Political Parties.
- * Formation objectives and Problems.

UNIT: 4

- * Elections : Kinds, conduct problems, Issues,
- * Wave : Enduring social problems * Important contemporary problems Nature and Genesis

UNIT: 5

- * Science : Introduction to some important areas of Science (with special reference to a few frontier areas).

PAPER THIRD
HISTORY OF PRESS

UNIT:1

- * The Birth of Journalism in India
- * Important development in the History of the Indian Press before and after independence (in Brief)

UNIT:2

- * History of Hindi Journalism
- * Main News Papers, magazines & Personalities

UNIT :3

- * The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities)

UNIT: 4 * Development of News agencies in India

- * Changing role and nature of the Press
- * Emergency and the Press.

UNIT:5

- * Report of the Press Commissions
- * Prominent institutions and organizations connected with the press i.e. * Press council * IENS * Editor's Guild
- * PIB * Directorate of Public Relations of M.P.

Reading List

1. Role of Press in the Freedom Movement. (Motilal Bhargav)
2. Journalism in India. (RangaSwamy ParthSarthi)
3. History of Journalism in India (J. Natrajan)
4. Battle for Freedom of the Press in India. (K.S.Padhy)
5. Translation through Media in New Millennium (K.K.Rathi)
6. Good Writing An Informal Manual of Style (vrooman Alnh.)
7. Improve your Writing. (Arora & Chandra)
8. हिन्दी पत्रकारिता का वृहद इतिहास : डॉ. अर्जुन तिवारी
9. भारतीय स्वतंत्रता और हिन्दी पत्रकारिता: वंशीधर लाल
10. हिन्दी पत्रकारिता इतिहास व प्रश्न: कृष्णविहारी मिश्र
11. हिन्दी पत्रकारिता के कीर्तिमान : जगदीश प्रसाद
12. पत्रकारिता का इतिहास एन.सी. पंत
13. अनुवाद कला सिद्धांत व प्रयोग: कैलाशचन्द्र भाटिया
14. पत्रकारिता में अनुवाद: जितेन्द्र गुप्ता
15. अनुवाद के विविध आयाम: पुरनचंद्र टंडन
16. मध्यप्रदेश में हिन्दी पत्रकारिता: कैलाश नारद
19. हिन्दी पत्रकारिता विविध आयाम: डॉ वेदप्रताप वैदिक
20. Modern Journalism & Mass Communication (Dr. Baldev Raj Gupta)
21. Modern Journalism issues & Challenges (Swati Chouhan)
22. हिन्दी पत्रकारिता विकास और विविध आयाम: शंलप जोशी

PAPER FOURTH
FEATURE WRITING

UNIT: 1

- * Definition of a feature
- * Features vis-a vis fiction and Literature
- * Types of features- Descriptive, Historical, Personality

UNIT: 2

- * Distinction between a featurised news story and a feature article
- * Search for topics and material that can sell

UNIT : 3

- * Titles, Leads and Slant in features
- * Planning a feature
- * Importance of human interest in features.

UNIT: 4

- * Basic principles and do's and don't of reviewing Books, Films, Stage Plays and TV. Programmes.

UNIT : 5

- * Concept of photo feature
- * Scope and approach to free lancing for newspapers and magazines.

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B.A. (HONS) IN MASS COMMUNICATION

Sixth Semester

Syllabus- January-May

- Paper First: Development communication.
- Paper Second: Film journalism.
- Paper Third: Newspaper management.
- Paper Fourth: Editorial writing.

Practical Film Journalism (50)/ Development Communication
 (50)
 Viva -voce

- 1) Ms. Rama
- 2) Ms. ...
- 3) Sonali Kargunde

Paper 1

DEVELOPMENT COMMUNICATION

Unit 1

- * Concept of development
- * Development Indicators
- * Approaches to development
- * Problems of development
- * Development Policy and Planning

Unit 2

- * Development Journalism: concept & relevance
- * Development communication: Meaning
- * Strategies in development communication

Unit 3

- * Social, cultural and economic barriers of development communication
- * Use of media and inter-personal communication

Unit 4

- * Traditional media
- * Awareness in Tribal & weaker sections

Unit 5

- * Areas of rural journalism: health, agriculture, Panchayati raj, Population
- * Campaigns and their evaluation

Paper II

FILM JOURNALISM

Unit 1

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 2

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 3

Film as an art

- * Film and painting
- * Film and theatre
- * Film and literature
- * Film and music
- * Film and its kinds of nature

Unit 4

* 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 5

Detail study of following films as text - films

- Pinjra: V Shantaram
- Boot Polish: Raj Kapoor
- Kagaj Ke Phool: Gurudutt
- Bandini : Bimal Roy
- Jalsa Ghar : Satyajit Ray
- Grih Pravesh : Basu Bhattacharya
- Buniyaad Serial: Ramesh Sippy
- Hunterwali: Wadia Bros.
- Ram Rajya: Vijay Bhatt
- Mother India: Mehboob Khan
- Anupma: Hrishikesh Mukherji
- Machis: Gulzar
- Shoukeen: Basu Chatterji
- Jakham: Mahesh Bhatt
- Bhumika: Shyam Benegal
- Aakrosh: Govind Nihlani
- Silsila: Yash Chopra
- 36 Chourngi lane: Aparna sen
- Katha: Sai Paranjpe
- Mirch Masala: Shyam Benegal
- Vivah: Suraj Badjatya
- Eklaya: V. Vinod Chopra
- Border: J.P. Dutta
- Sawariya: Sanjay Leela Bhansali
- Kank: Kran Johar
- Satya: Ram Gopal Verma
- Halla Bole: R Santoshi
- DDLJ: Aditya Chopra
- Chak de India: Shamit Amin

Economics of Indian cinema

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Paper III
EDITORIAL WRITING

Unit 1

- The Editorial Page: Its needs and content
- Typography and Layout
- Editorial Policies.

Unit 2

- Definition of Editorial
- Style of Writing
- Purpose of Editorial

Unit 3

- Qualities and responsibilities:
 - (a) Editor
 - (b) Astt. Editor
- Editorial conference
- Special Articles.

Unit 4

- Comparative study
 - (a) National
 - (b) Regional
 - © Morning and Evening Newspaper and their characteristic
- Editor's Guild

Unit 5

- Ethics of Editorial Writing
- Eminent editors



Paper IV

NEWSPAPER MANAGEMENT

Unit 1

*Management

Concept & Meaning of Management

6 m' of Management

Importance of Management for newspaper Industry

Unit 2

*Definition of Newspaper

* Newspaper as an Industrial Product, its unique features.

* Fundamental Problems of Newspaper Management.

* Basic Principles of Management and their application.

Unit 3

*Newspaper & Periodical Organization.

* Structure and operation of Editorial department.

* Business Department.

* Advertising Department.

Unit 4

* Circulation Department, its importance and basic activities.

* Concept of ownership

* Its effect on Management.

* Newspaper printing department and its multiple activities.

Unit 5

*Problems of small and language Newspapers.

* Conducting Local Surveys of Weekly, Small and Evening Newspaper

*Press Commission Report I & II