

SYLLABUS
University of Calcutta
M.A. in Journalism & Mass Communication
Notification No. CSR/37/99 Dated 25.08.1999
Total Marks: 1000
Each Paper Carries 100 marks

PART- I

Paper – I Mass Communication and Media [Marks 100]

Paper – II Development of the Press, Journalistic Ethics and Press Freedom [Marks 100]

First Half Development of the Press [Marks 50]

Second Half Journalistic Ethics and Press Freedom [Marks 50]

Paper – III Reporting, Editing and Media Laws [Marks 100]

Group A Reporting [Marks 30]

Group B Editing [Marks 30]

Group C Media Laws [Marks 40]

Paper – IV Electronic Journalism [Marks 100]

First Half Radio [Marks 50]

Second Half Television [Marks 50]

Paper – V Practical [Marks 100]

Part A Practical-Written Test [Marks 50]

Part B Video Programme [Marks 25]

Part C Audio Programme [Marks 15]

Part D Viva-voce [Marks 10]

PART- II

Paper – VI Public Relations and Advertising [Marks 100]

First Half Advertising and Marketing [Marks 50]

Second Half Public Relations [Marks 50]

Paper – VII Special Paper (any one) [Marks 100]

- a) Newspaper Management and Production
- b) Sports Journalism
- c) Photo Journalism
- d) Business, Financial and Industrial Journalism
- e) Appreciation of Performing Arts
- f) Video Production
- g) Media Human Rights and the Environment

Paper – VIII Special Paper (any one) [Marks 100]

- a) International Communication
- b) Current International Affairs
- c) Development Journalism
- d) Magazine Journalism & Book Publishing
- e) Film Studies
- f) Science Journalism
- g) Media Human Rights and Criminal Justice System

Paper – IX Communication Research and Comparative Journalism [Marks 100]

First Half Communication Research [Marks 50]

Second Half Comparative Journalism [Marks 50]

Paper – X Practical [Marks 100]

Group A Practical-Written Test [Marks 30]

Group B Dissertation [Marks 70]

Part A Dissertation Paper [Marks 50]

Part B Viva-voce [Marks 20]