

**CLASS - XII****SEMESTER – III****SUBJECT : Journalism and Mass Communication (JMCN)****FULL MARKS : 35****CONTACT HOURS : 100 Hours****COURSE CODE : THEORY**

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	<b>Public Relations (PR)</b> 1. Introduction, Concept and Definitions. 2. Function of Public Relations Officer. 3. Relationship between PR and Media. 4. Role of PRO in media relation. 5. Advertisement, propaganda and public relations 6. Press Information Bureau (PIB) 7. Career Prospects in PR. 8. Different tools of Public Relations 9. Press Release 6. Press Conference	3 4 4 3 4 4 4 2 4 2 2 ( 36 )	1 × 12 = 12
Unit -2	<b>Film</b> 1. <b>Introduction: Film as a medium of mass communication.</b> 2. <b>Evolution of cinema with special reference to</b> a) Thomas Alva Edison b) Lumiere Brothers c) Georges Méliès 3. <b>Evolution of Indian cinema –</b> a) <b>Silent Era</b> i) Era of Cinema before Dada Saheb Phalke ii) Dada Saheb Phalke - Raja Harishchandra iii) Dhirendranath Ganguly (D.G.) iv) Promothesh Barua b) <b>Age of Sound</b> i) Alam Ara ii) New Theatres c) <b>Golden Period of Indian Cinema with special reference to Bollywood and Bengali film industry</b> d) <b>New Cinema and Parallel Cinema</b> i) Satyajit Ray ii) Ritwik Ghatak iii) Mrinal Sen 4. <b>Basics of Documentary film</b> a) History of Documentary film (Indian Perspective) b) Documentary movements in India i) NFDC ii) Film Division iii) CBFC 5. <b>Film Screening</b>	3 1 1 1 8 8 8 6 3 4 3 ( 46 )	1 × 15 = 15



UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -3	<b>Convergent Media</b>  1. Online Journalism: Introduction, Concept 2. Information Technology Act (IT Act) 3. Ethics of Online Journalism 4. Right to Privacy	  4 4 5 5 ( 18 )	  <b>1 × 8 = 8</b>

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