

CLASS - XII**SEMESTER – III & SEMESTER – IV****SUBJECT : Journalism and Mass Communication (JMCN)****FULL MARKS : 30****CONTACT HOURS : 30 Hours****COURSE CODE : PRACTICAL**

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|--------------------------|---|-------------|
| 1. Writing Press Release | } | (Any one) |
| 2. Film Review | | |
| 3. Specialised Reporting | | |

Guidelines for Practical:

9. All the topics should be covered in the practical classes.
10. Hard copy/soft copy of practicals should be preserved as applicable.
11. Film review (only feature films) from Ray, Ghatak and Sen
12. Students should prepare press release according to PIB.
13. Students should prepare news report from following beats:
Political Beat
Sports Beat
Entertainment Beat

Note: 20 Contact Hours for

14. Remedial Classes
15. Home Assignment
16. Tutorial Classes

Readings:

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Neldes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) Partha Raha: Cinemar Itibritto; Dey's Publisher.
- (7) Renu Saran: History of Indian Cinema; Diamond Books.

- (8) M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford
- (9) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (10) Frank Jefkins: Advertising Made Simple; Madesimple Books.
- (11) James S. Norris: Advertising; Reston Pub. Co.
- (12) Gillian Dyor: Creative Advertising: Theory and Practice;
- (13) Alok Bajpaye: Advertising Management;
- (14) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (15) David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- (16) Frank Jefkins, Advertising Made Simple, Rupa & Co.
- (17) Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- (18) Jethwaney Jaishri, Advertising, Phoenix Publishing House.
- (19) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (20) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (21) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- (22) Anne Gregory: Public Relations; IPR Publications.
- (23) Subir Ghosh: Public Relations Today; Rupa & Co.
- (24) Samar Ghosh: Jana Sanjog; Paschimbanga Rajyo Pustak Parshad.
- (25) Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.
- (26) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (27) Dennis L. Wilcose & Glen T, Public Relations, Pearson.
- (28) Bigyapan O Janasanjyog Adhikary, Dasgupta, Chatterjee.