

Serampore College

Admission Notification

Date: 21st August, 2023

1 Year Diploma in Journalism & Mass Communication (Add-On Course)

Forms for admission to 1 Year Diploma in Journalism & Mass Communication (Add-On Course), for the session 2023-24, will be available from Communicative English Department, on payment of Rs. 250/= (Rupees Two Hundred and Fifty Only), on all working days from 23rd August to 16th September, 2023 from 2 p.m. to 4 p.m. (Saturday : 12-1p.m).

Total Seats : **40**

Eligibility Criteria : **Passed 10+2 or Equivalent**
Students *other than Serampore College* can also apply


Course fee : **Rs. 5,000/= (Rupees Five Thousand only)**
Payable at a time by Demand Draft, to be drawn in favour of "SERAMPORE COLLEGE - ADD-ON COURSES". Payable at 'KOLKATA'.

Classes : **Monday & Thursday (5:00 p.m. - 7:15 p.m.).**

::::: Admission will be on first come first serve basis :::::

For Details:

Contact Coordinator - **Prof. Pradipta Sau** (9681682448 / 9433113437)



Dr. Vansanglura
Principal & CEO
Principal & CEO
Serampore College
Serampore, Hooghly
West Bengal - 712201

Title of the Course: One year Diploma in Journalism and Mass Communication
Conducted by Serampore College

Details of the Syllabus:

Semester I (400 marks)

Paper I 100 marks

(Mass Communication): 50 Marks (15-20 classes)

- Communication—Definition and function—elements- different types— different levels of communication – Comm. Network-Barriers of communications
- Traditional Media

(Students must attend Seminars, workshops and cultural programmes and have to submit 5 Reports of the events attended within the duration of Semester I) 5x10= 50 Marks

Paper II 100 marks

(Public Relations) 50 marks (15-20 classes)

- Definitions—Objectives.
- Publics in PR
- Tools of a PRO
- Role of PR professionals- Qualities to be a good PRO
- Press Conference and press release

(Advertising) 50 marks (15-20 classes)

- Definitions—Different Types
- Advertising Agencies—structure—Functions
- Advertisement Copy- Elements –Types-Preparing Ad Copy for print media

Paper III (Reporting) 100 marks (20-25 classes)

- What is news—Elements of news—News value
- Structures of news Departments—Chief Reporter—Reporter—Correspondent—Special correspondent—district and rural correspondent
- Basic style of news writing—Accident—human interest---sports Reporting
- Duties & responsibilities of a reporter
- News Agencies & Media Organisations (like DAVP, RNI etc)

Paper IV 100 marks (10 classes)

- **(Computer): 25 marks**

Basic knowledge in Computer—MS Word — PowerPoint – Internet Surfing

- **(GK & Current Affairs) 50 marks (15-20 classes)**

- (Film Review) 25 marks (5-10 classes)

Total 120 classes in Semester I

Semester II (400 marks)

Paper V 100 marks

(Radio) 50 marks (15-20 classes)

- Radio as a mass Medium—Special Feature—Evolution & Future
- Modes of Broadcast Techniques—SW, AM, FM
- Role of Radio Reporter—Qualities
- Radio News—Specialities—Preparation
- Format of Radio Programme
- Contemporary Radio Programmes

(Television) 50 marks (15-20 classes)

- TV as a mass medium—Its Characteristics—Social Impact.
- TV News—Specialities—Production—News Room—News Capsule
- Presentation & Anchoring—Anchoring Script
- Basic shots & cuts

Paper VI 100 marks

(Advertising & Marketing) 50 marks (15-20 classes)

- Advertising budget—Importance –Method – Plan
- Advertising Campaign—USP—Brand Image.
- Preparing Advt. Copy for Electronic Media
- Story board
- Marketing Strategies & Research

(Public Relations) 50 marks (15-20 classes)

- Community Relations—Social Responsibility
- Employee Relations
- Media Relations
- Consumer Relations
- Financial Public Relations
- Crisis Management

Paper VII 100 marks

(Media Management) 50 marks (15-20 classes)

- Ownership patterns of newspaper in India ---Circulation and Advertising—Audit Bureau of Circulation---Readership Survey.
- Management of electronic media----Sources of Revenue of Electronic Media—Audience Measurement—TRP and Television Audience Measurement.

(Photography, photo journalism & Practical) 50 marks (25-30 classes)

- Basics of camera and shots.
- Still photo editing with Adobe Photoshop
- Outing for still photo shoot (Compulsory for all students)
- Voice Testing using Sound Forge
- How to face Camera – PTC, Demonstration
- Preparation of Documentary film (in Group/individual) (10 minutes each)

Paper VIII 100 marks

(Editing) 50 marks (15-20 classes)

- Editing—Definitions—Principles—Purpose—Importance
- Processing Copy—*using editing marks*—rewriting lead or intro—developing stories.
- Page Planning and page making in **quark express**.
- Video Editing with Pinnacle Studio


(Writing) 50 marks (15-20 classes)

- Interview—types, techniques & preparation—writing interview based stories—framing questionnaires.
- Interpretative Reporting—style, techniques—evolution
- Investigative Reporting—style, techniques—evolution
- Feature and Column writing

Total 150-170 classes in Semester II

10 Special classes on Personality Development & Grooming

Compiled by Prof. Pradipta Sau
Coordinator, Dept. of Journalism & Mass
Communication(Add-On Course)
Contact : 9433113437/9681682448



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