

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: Print Advertising (MD-SEC-TH) SEMESTER-II, JANUARY-JUNE

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Advertising: Definition; Types of Advertising; Classification of Advertising	1) Alok Bajpaye: Advertising Management 2) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	4	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Classified and Display Advertising	,,	2		
	Basic idea of Modern Print Advertising	,,	2		
	History of Print Advertising in India	,,	2		
Unit 2	Types of Newspaper Advertisements	,,	2	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Display Board Advertising	,,	3		
	Definition with examples	,,			
	Leaflets, Pamphlets	,,	2		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 3	Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Writings	1) Alok Bajpaye: Advertising Management 2) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	5	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Ad –Layout: Thumbnail- Rough- Comprehensive Layouts	„	5		
Unit 4	Ad-Agencies: Definition; Functions	1) Alok Bajpaye: Advertising Management. 2) Sarojit Datta: advertising Today: The Indian Context; Kolkata Profile Publishers	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Ad-Manager; Advertising Department of a Newspaper	„	3		

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: JOUR-MD-CC-2-2-TH: BASICS OF BROADCASTING JOURNALISM,
SEMESTER-II, JANUARY-JUNE**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Radio: Development projects through Radio broadcasting in India	(1) K.M. Srivastava: Radio and Television; Sterling Publishers (2) Mass Communication; Principles and Concepts by Seema Hasan (3) Mass Communication; Principles and Concepts by Seema Hasan	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	AIR- Services (External News Division, Vividh Bharti, Yuva Vani);	,,	2		
	Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines;	,,	4		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Autonomy of Indian broadcasting: Prasar Bharati; Community Radio; HAM Radio; FM Radio, Radio Jockey	„	4		
Unit 2	Television and National Development; Satellite TV Experiment (SITE); Satellite Channels operating in India;	(1) Sujit Roy: TV Sangbadikata; Dey Publications (2) K.M. Srivastava: Radio and Television; Sterling Publishers (3) Mass Communication; Principles and Concepts by Seema Hasan	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Agenda Setting techniques used by TV channels;	„	3		
	TV news techniques: finding the story, packaging, use of clippings, PTC, VO, AVO, VOC; Basic camera	„	6		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	<p>movements;</p> <p>Ethical issues and recent sting operations;</p> <p>Viewership rating: TAM, TRP; Graphics and Special Effects</p>				
Unit 3	<p>Understanding Television Soap Opera, Decoding Reality Shows, Live Telecast for various TV programmes;</p> <p>Impact of Television on Children, Women;</p> <p>Television Cartoon: Entertainment and Reality;</p>	„	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Educational TV; Differences in reporting and presentation between Radio and Television	”	5		
Unit 4	Tutorial Project	Term Paper	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: INTRODUCTION TO J&MC (IDC), SEMESTER-II,
JANUARY-JUNE**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	News: Definition,	1) Essentials of Practical Journalism by VirBalaAggarwal 2) Sangbad Pratibedan by Baidyanath Bhattacharya 3) SambadSangbadikSangbadikata by Sujit Roy 4) Reporting and Editing Practice by Sourin Banerjee	01	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Elements of news		01		
	News Sources;		01		
	Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity;		03		
	Feature: Definition, Types;		02		
	Editorial: Importance, Choice of subjects;		02		
	Column and Columnist;		01		
	Interviewing: Research, planning, framing questions,		03		
	The News Agencies: functions; various international News Agencies;		03		
Unit-2	Communication: Definition, Process and Semiotic School	1) Mass Communication; Principles and Concepts by SeemaHasan 2) GyanogyaponTatwe o Prayoge by ParthaChattopadhyay	3	Delivering Lectures in class, discussing relevant question-	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Forms of Communication	”	2	answers.	
	Levels of Communication	”	2		
	Functions of communication and mass communication	”	3		
Unit-3	Tutorial	-----	5	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS

PAPER NAME & CODE: DSCC-4: PUBLIC RELATIONS (3Th + PR), SEMESTER-IV, JANUARY-JUNE

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	PR-Definitions, historical overview of the discipline, PR as Management function,	(1) Frank Jefkins: Public Relations Made Simple; Heinemann; London (2) Subir Ghosh: Public Relations Today; Rupa & Co (3) Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parshad	03	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Image Management; Public Relations versus Advertisement;		03		
	Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing;		04		
	Publics: Definition, types;		01		
	Integrated Marketing Communication		02		
Unit-2	PR Theories and principles: Research, planning, implementation and evaluation;	”	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model;		03		
	Strategic Communication; PRO: Role, Qualities and Functions		04		
Unit-3	Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film;	,,	05		
	Relationship Management: Media Relations, Community Relations and CSR, Internal		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	or Employee Relations				
	Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship		06		
Unit-4	Writing Press Release, Press Rejoinder, making corporate advertisement, making House journal format, framing Annual Report, Strategic communication exercises on community relations (Issue based corporate field project)	„	11		

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: ADVERTISING (DSCC-5, MDC), SEMESTER-IV, JANUARY-JUNE

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact;	1) Advertising Made Simple by Frank Jefkins 2) Advertising Today: The Indian Context by Sarojit Dutta 3) Creative Advertising: Theory and Practice 4) Biggyapan o Bipanan by Nandalal Bhattacharya	06	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model;		04		
	advertising in mass media: media positioning, planning and scheduling.		04		
Unit-2	Advertising Research; Advertising Campaigning strategy (CPT Analysis)	”	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Sales and Marketing; SWOT (C) Analysis; Marketing and Sales Promotion;	”	4		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Unique Selling Proposition; Consumer Behaviour; Target Audience	”	3		
	Surrogate Advertising; Surrogacy vs. Sabotage	”	2		
Unit-3	Ad Agency: research and planning including media planning, work procedure, agency-client relationship;	”	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Regulatory Boards, Case Studies, Ethics and Law: Advertising ethics and Laws,	”	5		
	Cultural codes; Online Advertising.	”	3		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-4	Practical Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer-corporate Ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV-internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials	”	12	Students' Individual Term Paper on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: MINOR BROADCASTING PRINCIPLES, SEMESTER-IV,
JANUARY-JUNE**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit 1	Radio: Development projects through Radio broadcasting in India	(1) K.M. Srivastava: Radio and Television; Sterling Publishers (2) Mass Communication; Principles and Concepts by Seema Hasan (3) Mass Communication; Principles and Concepts by Seema Hasan	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	AIR- Services (External News Division, Vividh Bharti, Yuva Vani);	"	2		
	Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines;	"	4		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Autonomy of Indian broadcasting: Prasar Bharati; Community Radio; HAM Radio; FM Radio, Radio Jockey	„	4		
Unit 2	Television and National Development; Satellite TV Experiment (SITE); Satellite Channels operating in India;	(1) Sujit Roy: TV Sangbadikata; Dey Publications (2) K.M. Srivastava: Radio and Television; Sterling Publishers (3) Mass Communication; Principles and Concepts by Seema Hasan	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Agenda Setting techniques used by TV channels;	„	3		
	TV news techniques: finding the story, packaging, use of clippings, PTC, VO, AVO, VOC; Basic camera	„	6		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	<p>movements;</p> <p>Ethical issues and recent sting operations;</p> <p>Viewership rating: TAM, TRP; Graphics and Special Effects</p>				
Unit 3	<p>Understanding Television Soap Opera, Decoding Reality Shows, Live Telecast for various TV programmes;</p> <p>Impact of Television on Children, Women; Television Cartoon: Entertainment and Reality;</p>	”	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Educational TV; Differences in reporting and presentation between Radio and Television	”	5		
Unit 4	Tutorial Project	Term Paper	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: MEDIA MANAGEMENT & PRESS LAW (DSCC-8), MDC,
SEMESTER-VI, JANUARY-JUNE**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Media Ownership: types of various media ownership patterns; changing patterns of media management;	5) Newspaper Management in India by Gulab Kothari 6) Media Management by Biplab Loho Chowdhury 7) India's Communication Revolution by Arvind Singhal	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Corporatization of mass media after globalization; FDI in Indian media;		03		
	Managerial departments of newspapers and functions. Dual Economy: Circulation versus Advertisement;		03		
	Prasar Bharati experience; digital Development of media and legal frameworks; DTH, TRP;		03		
	Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB,		02		
	Publication Division, Film Division.		02		
Unit-2	Freedom of Information and Freedom of Press: Indian Experience	1) Press Laws in India by Bansri Manna 2) Bharater Press Aaain by Bansri Manna	5	Delivering Lectures in class, discussing relevant question-	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
				answers.	
	From Press Commission to Press council of India: before and after globalization;	”	3		
	Right to Information Act	”	2		
	Right to Privacy	”	22		
Unit-3	Freedom of speech and expression; Media Laws: Defamation, Contempt of Court,	”	5	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Sedition, Official Secrets act, Copyright act, Press Regiattration and Books Act,		3		
	Obscenity Act, working Journalists Act, Parliamentary Proceedings act,		3		
	Code of journalistic and Media Ethics		2		
Unit-4	Tutorial Project	Term Paper	4	Students' Individual Presentation on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

**PAPER NAME & CODE: HISTORY OF INDIAN JOURNALISM (DSCC-7, MDC),
SEMESTER-VI, JANUARY-JUNE**

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham, Calcutta Journal	8) History of Indian Journalism by Natarajan Sangbad 9) A History of Indian Journalism by Mohit Moitra 10) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan;		01		
	Social Reform Movement and Raja Rammohan Roy		01		
	H.L.V. Derozio and Young Bengal Movement		03		
	Iswar Chandra Gupta and Sambad Prabhakar;		02		
	History of Press Ordinances and Liberation of Press		02		
	Inception and Rise of Nationalist Journalism;		01		
	Hindu Patriot and Contribution of Harish Chandra Mukherjee;		02		
	Somprakash; Movement against		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Vernacular Press Act				
Unit-2	Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak;	1) History of Indian Journalism by Natarajan Sangbad 2) A History of Indian Journalism by Mohit Moitra 3) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	3	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Contribution of Mahatma Gandhi in Indian Journalism;	„	2		
	Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times, the Indian Express	„	2		
	Functions of communication and mass communication	„	3		
Unit-3	Recommendations of Indian Press Commissions; Rise of Newspaper Houses; Ananda Bazar Patrika-The Telegraph, National Herald, The Hindu, The Times of India, The Statesman;	„	7	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Development of News Agencies;	1) History of Indian Journalism by Natarajan Sangbad 2) A History of Indian Journalism by Mohit Moitra 3) Bharatiya Rajniti O Shashon Byabostha by D. C. Bhattacharya	2		
	Contributions of Eminent Journalists: m. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N. Ram	„	6		
Unit-4	Tutorial	„	4	Students' Individual Term Paper on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: SHEELITA DAS, ADITI DAS

PAPER NAME & CODE: ADVERTISING (DSCC-5, MDC), SEMESTER-IV, JANUARY-JUNE

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact;	1) Advertising Made Simple by Frank Jefkins 2) Advertising Today: The Indian Context by Sarojit Dutta 3) Creative Advertising: Theory and Practice 4) Biggyapan o Bipanan by Nandalal Bhattacharya	06	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model;		04		
	advertising in mass media: media positioning, planning and scheduling.		04		
Unit-2	Advertising Research; Advertising Campaigning strategy (CPT Analysis)	”	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Sales and Marketing; SWOT (C) Analysis; Marketing and Sales Promotion;	”	4		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Unique Selling Proposition; Consumer Behaviour; Target Audience	”	3		
	Surrogate Advertising; Surrogacy vs. Sabotage	”	2		
Unit-3	Ad Agency: research and planning including media planning, work procedure, agency-client relationship;	”	6	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Regulatory Boards, Case Studies, Ethics and Law: Advertising ethics and Laws,	”	5		
	Cultural codes; Online Advertising.	”	3		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-4	Practical Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer-corporate Ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV-internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials	”	12	Students' Individual Term Paper on subject topics.	

LESSON PLAN

DEPARTMENT NAME: JOURNALISM AND MASS COMMUNICATION

NAME OF FACULTY: ADITI DAS

PAPER NAME & CODE: DSCC-6: Reporting & Editing (3Th + TU), SEMESTER-VI, JAN-JUNE

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
Unit-1	Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent;	<ol style="list-style-type: none"> M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003) Sourin Banerjee: Reporting and Editing Practice 	04	Delivering Lectures in class, discussing relevant question-answers	If needed extra classes will be taken online.
	Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor,		03		
	Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau;		05		
	Headline: types, importance, writing headline for newspaper;		04		
	Principle of writing an		03		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Editorial, Post Editorial; Principles of Sub-Editing;				
Unit-2	Specialization in Journalism: Interpretative and Investigative Journalism,	”	03	Delivering Lectures in class, discussing relevant question-answers.	If needed extra classes will be taken online.
	Political Journalism, Crime and Legal Journalism, Public Affairs Reporting,		04		
	Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism		04		
Unit-3	Agriculture Journalism, Science Journalism, Sports	”	04		

Planned				After Implementation	
Unit / Group / Module / Article	Topics	Reference Books	No of Lecture Planned	Content Delivery Technique	Remarks / Comments
	Journalism,				
	Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting,		07		
	Column Writing, Writing for Magazine, Special and supplementary Pages.		03		
Unit-4	Term paper on any paper topic	..	5	Students' Individual Presentation on subject topics	