

**Dr. Babasaheb Ambedkar Marathwada
University,
Aurangabad (Maharashtra)**

Syllabus

B. J.

(Bachelor of Journalism)

(2009-10 onwards)

Revised Syllabus with Semester & Grade System)

Bachelor of Journalism

0.362 The degree of Bachelor of Mass Communication & Journalism will be conferred on a candidate who has pursued a regular course of study in the University for not less than one academic year after obtaining his Bachelor's degree in the faculty of Arts, Science or Commerce or any other and has passed the prescribed examination. The course is of two semesters from academic year 2009-10.

0.363 For admission to the course of Bachelor of Journalism the candidate must pass the entrance test, followed by Group Discussion and Personal Interview (GDPI). The medium of instruction shall be Matarhi/English. However student can write answers in Hindi or English. The number of the student admitted to the course be 60 only. Entrance Test will be of 60 Marks & GD&PI shall carry 20 marks. 10 marks are for percentage of graduation marks & 10 marks will be for media experience of any branch Print, electronic, adverting, new media etc.

The candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. Rs. 400/- for reserve category students.

R.371 The examination shall consist of seven papers as under :-

FIRST SEMESTER

Paper - I	Principal and History of Journalism	100
Paper -II	News Reporting and Feature Writing	100

Paper -III	Editing In Electronic Era	100
Paper-IV	Modern Newspaper Management & Press Laws	100
Practicals		150
SECOND SEMESTER		
Paper-V	Public Relation and Mass Communication	100
Paper-VI	Current Affairs, Language Study & Soft Skills	100
Paper-VII	Information Technology Application in Mass Media	100
Practical		50
Media Survey Report		50
Page Making on Computer		50
Total		1000

BJ : R-4 :The course shall be of One academic years & Two semesters.

The fee structure of the course shall be as follows :

University Department /Aided Collges

Admission Fee	: Rs. 1000/-
Tution fee per semester	: Rs. 2000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-
Examination fee & Other fees as per university structure.	

Unaided Collges / Self Supporting course

Admission Fee	: Rs. 1000/-
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Tuition fee per semester	: Rs. 4000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-

BJ : R-6 : As course is professional one, admitted candidate are required to attend Department regularly and minimum 75% attendance is essential. The candidate fail to attend the course, shall be liable for cancellation of admission to the concerned semester and he has to repeat that semester again.

B J : **R-7 :** One study tour is compulsory for every candidate per academic year and student has to pay the contribution of Rs. 2000/- per year for the purpose. The study tour shall carry marks as fixed by the Department /College/ University.

B J : **R-9 :** The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be declared for each semester and the final examination will give total marks, grades and grade point average.

Marks %	Equivalent Grade	Grade Points
100 to 75	O Outstanding	06
74 to 65	A Very good	05
64 to 55	B Good	04
54 to 50	C Average	03
49 to 45	D Satisfactory	02
44 to 40	E Pass	01
39 to 0	F Fail	00
Grade Point	= $\frac{\text{Total of (Grade Points Earned X Credit hrs for each course)}}{\text{Total Credit Points}}$	

Average

Total Credit Points for Semester/s

Where a student fails (Grade F) in a course he /she can repeat the course in the following semester/year and re-appear for the end-of-term exams up to three times.

BJ : R-10 : The contributory teachers shall be either from approved teaching faculty of other colleges / institutions / NET/SET/Ph. D. (Journalism), holding candidates or from media profession with minimum 10 years experience. The contributory teachers shall entitled for honourarium of Rs. 100/- per lecture.

BJ : R-11 : The practical & oral examination shall be conducted by the team of internal & external examiners. (2 from colleges & 3 from university). The practical assessment honourarium shall be Rs. 25 per practical file / paper / unit; as the case may be. The practical shall be designed by the University Department of Mass Communication & Journalism.

INTERNSHIP :

R.372 Every candidate during the course of the degree examination shall have to undergo a internship training of at least three months duration in Newspaper of Magazine office or Public relations office / AIR and Advertising, media agency. No degree will be awarded without the satisfactory completion of the Internship training. The candidate will have to produce a certificate by concern office duly certified by the Head of the Department before the applies for degree examination.

R.373 A candidate who completes the academic programe of First Semester and fills up the examination forms and after appearing the first semester exam. in theory and practicals, if he/she passes in two theory papers and practicals shall be eligible for taking admission to the second semester. If he/she doesn't fullfill this condition he/she will not be eligible for second semester.

R.374 Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of professional course of Journalism. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

- (a) In the Department / Institution / College, where Bachelor of Journalism course is being conducted, there shall be atleast 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university / U. G. C.
- (b) There shall be a separate computer lab with atleast 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier .
- (c) Every department/college/institution shall purchase atleast four digital video cameras, one still digital camera, large screen TV, DVD Player, LCD/digital projector.
- (d) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment in the tune of minimum Rs. 50,000/-for library. Every year college / department shall add books of Rs. 40,000.
- (e) There shall be one librarian (part time / full time) 2 non-teaching staff, out of which one shall be a DTP operator .

R.378 The examination shall consist of two semester as detailed below :

SEMESTER - I

Paper - I : Principles and History of Journalism

(a) Principles :

Journalism - Definition - Nature and Scope and Significance - Major Theories of Press - Freedom of Press, Its basic principles and constraints - Responsibilities and Criticism. Journalism as profession - Relationship between Press and a Society - Press and Government - Moral code of Ethics of the press - Reader and his interests -

understanding public taste - Press as a tool of social service - Newspaper Organisation - The Role of Press as an agency of Communication - Relationship between press and other mass media - A brief introduction to World Press system - Soviet, American and Third World Model - News Trends in Journalism and Press in 21st Century, Future of Journalism & Media in 21st Century. Press monopoly, chain press, chain in language press. Mac Bride Commission, Post-Mac Bride scenario. Review of world press & electronic media. Press in the third world countries.

(b) History : Evolution of Printing and Journalism in India.

An overview of the history of Press in India - A brief history of various eras - Raja Ram Mohan Ray and other Social Reformers (1818 to 1880 AD.). Lokmanya Tilak Era (1881 to 1920) Mahatma Gandhi Era and the Role of Press in National Freedom Movement. The Development of Press in National Freedom. Post-independence press and language press in India. History of press in Vidharbha-English, Hindi, Marathi.

The Role of Marathi Press in Political, Social, Economic and Cultural movements in pre and post-independence phase in maharashtra & Vidharbha region - History of News Agencies in India. A brief history of Radio and Television in India-Government and Press- Press Council of India - its working and functions - Major recommendations of Press Commissions I and II. Prasar Bharti and Right to Information Act.

Paper - II : Modern News Reporting & Feature Writing and Photo-Journalism

(a) News Reporting :

- (i) News : What is news, Qualities of the Reporter, News Reporting, Determination of News, Accuracy, Timeliness, Reader's interest. News values, changing concepts of news & news stories.
- (ii) Five W's and H, Lead of the story, Identification, Time and Place,

Authority, Writing the lead, lead varieties, body of the story, Paragraphs, sentences and words.

- (iii) Interviews and Speeches - Guidelines to good interviewing. Personality interview. Use of Telephone and Interview. Rules of taking notes. News feature.
- (iv) Getting the news. sources for stories, Reporting of speeches, conferences and conventions, District Administration, Civil Administration, Crime coverage, Working with Publicity Officials; Court news, Hospital news, Police and Court reporting.
- (v) Use of Information technology in news gathering, coverage, online news reporting, use of computer note-book & mobile instrument. Voice recognition technology and its use in news coverage. Palmtop and mobile communication sets.
- (vi) Investigative reporting, Interpretative reporting, Sustainable Developmental News Reporting. News regarding natural calamities like floods, fire, accidents, Reporting the Parliament and Legislative Council and Assembly, Zilla Parishad and Civic Body. Changing scene in reporting trends, Human interest, science technology & Agricultural, E-Business news reports, environment, rural reporting, art & culture, convergent reporter : ability to report for web, radio, tv & newspaper by a reporter.
- (b) **Feature Writing**
Nature of a Feature-Feature angle - structural and Language of a Feature-USE of reference material and other sources - Types of Features, Science, Religion, Labour, Education, Social, Development and welfare etc. Planning a features - column and Columnist - The "Made" Feature- The colour Feature, trends in news based features, feature editors and his duties.
- (c) **Photo Journalism :**
The changing nature of photographic communication Process of Photo Reproduction - Briefing Cameraman - Types of News Photos - Photo selection- Photo Editing - News Photos and Photo Features - Caption writing] digital photography, photo editing on computer,

Internet photo services, Speciality of digital photography.

Paper -III : Editing In Electronic Era

(a) Editing & Electronic Era

- i) Editing the news, Role played by sub-editors and Chief Sub-editor, Directions from editor and news editor. Editing provincial news processing, telegraphs and copies filed by correspondents and news agency report, agency news Translation, Subbing in Magazines, Subbing in and section of type, leads, sub-heads, checking the material, selection of photographs, "over-lines" and captions of photographs. Paperless newspaper offices editing techniques & skills in electronic era. Local area network in news-paper offices.
 - ii) Handling publicity materials received from State Publicity Department and Press Information Bureau, material received from various sources. Sub as rewrite man, finishing touches.
 - iii) Planning a page make-up - Page display variety and balance - Inside Page - Feature page - The Regional and News Page - Leader Page - Society or Women's page - Education Page etc.
 - iv) Editorial Organisation and the Role of the Editor - Relationship between Proprietor, Chief Editor, Editor and New Editor.
 - v) Tools and Techniques of Editorial Writing - Planning Editorial Page-Editing of Special pages like arts sports and women etc. Planning and Editing of social issues supplements and colour printing.
 - vi) Use and Processing of syndicated material -Conference with leader writers - Icons of Press
 - vii) Reference Library of Newspaper - Clipping and Morgue - Style book a Newspaper.
- (b) **Graphics :**
- i) Principles of Graphics - Elements and types of Newspaper Design-Importance of Page make-up, Layout and Graphic styles in Newspapers and Magazines - Tabloid - types and styles of design.

New Trends in Design. The Role of artists and art-work in Modern Newspaper. Different newspaper design softwares & DTP professional softwares & fonts.

Paper - IV : Modern Newspaper Management and Press Laws.

(a) Newspaper Management :

- i)** Manangement Principles - Nature of Newspaper, Industry - Types of Newspaper Management in India. (i) Individual Owned or Party owned. (ii) Family business, (iii) Joint Stock Company Methods of Management Practice. H. R. Dept, response editorial, response Dept., Corporate social responsibility or news paper.
- ii)** Criculation Problems and Stratagies - Reach and availability of Newspapers- sales, forecasting and planning readership - Market Surveys and Readership Survey - The Role of ABC and its functioning. Brand Image, marketing, event management.
- iii)** Report of the Inquiry Committee on small Newspapers and Report on fact finding Committee on small Newspaper. Palekar Award and other Reports on Newspaper Economics.
- iv)** Advertising : Advertising in newspaper media, Role of advertising. Classification of advertising, Government advertisements, necessary of co-ordanation between news desk and advertisement department, copy writing, layout of advertisement. Advertising agents and agencies, Law relating to advertising. speace selling - through advertising agencies- creative Advertising and New trends in the field of Advertisisng. Introduction to web Advertisement.

(b) Techniques of News Paper Production .

A bried inroduction to various types of printing - Printing defined - Development of Printing in India, digital technology changes in print media. Machines of News Paper Production - The production routine.

Old Printing Techniques - Typhography Ems and point system - Various printing machines - Letter press, Photo engraving and Block making. Mono, Lino Rotary.

Photo - Composing and Offset printing. Advance printing technology- digital printing, integrated per-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Fascimile Printing - Word Processors - Colour Printing Techniques.

(c) Press Laws :

- (1) Press and Registration of Books.
- (2) The Parlimentary Proceeding Act.
- (3) Copy - right and right to information Act
- (4) The working Journalists Act.
- (5) Press Council
- (6) Defamanation and theContempt of Court.
- (7) Parliamentary Privilages,
- (8) Freedom of Press and relevant Press Laws.
- (9) Right to Information Act.

PRACTICALS

150 MARKS

**Paper-II : News -Reporting, Feature Writing and Photo-Journalism.
50**

- (i) News Reporting :** News items regarding programmes in the University Departments (minimum 10)- News items about various programmes in the city assigned by the concerned teachers (minimum 10)
- (ii) Various Types of News :** Development news, mis-shap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.
- (iii) Features :** At least 5 types of features on various objects.
- (iv) Non-news Articles :** These include topical articles such as side article, Biography, Book-review, Film Review and Special article, At least one article of each type must be produced by the student.
- (v) Interview :** The student is expected to write interviews of 5 personalities in various field.

Paper -II : Editing in Electronic Era**50**

- (i) **Section of News :** At least 5 news items must be selected on the basis of news value judgement.
- (ii) **Re-writing of News :** At least 5 raw news items must be redressed, restyled and re-written.
- (iii) **Planning of Page :** At least 5 News items must be selected and planned for printing. Student is expected to give printing instructions.
- (iv) **Lead and Heading :** Five News items must be reshaped by lead-writing proper presting of Headlines.
- (v) **Proof Reading :** Proof correction of five columns in News Papers.
- (vi) **Page Layout :** Layout models must be prepared by students about front page. Editorial Page and Sunday Suppliment on computer.
- (vii) **Editorial Process :** Editorial marks and processing techniques on articles, news-letters, features and photographs.

Paper -IV : Newspaper Management And Press Lawa.**50**

- 1. Types and size of various papers printing.
- 2. Information and Report regarding various composing and Printing Techniques.
- 3. Types of Advertising -copy writing and Planning - 5 models.
- 4. Advertising rates and display, design etc. Creative Process - 5 models
- 5. Report on the Management of News-papers based on familirization visit.

SEMESTER - II**Paper - V : Public Relations & Mass Communication.****(a) Public Relations :**

Concept and practic, between ‘promotion’, ‘propoganda’, ‘publicity’, public relations and ‘press agency’. Place of public relation as means of effective communication, Building of favourable image, use of publicity, press agency, advertising promotion and propoganda in public relations departments. Relevance and application of public relations technique to Indian condition, outdoor publicity, Directing mailing, sending of special news stories and sponsored press coverage, press relations, Bringing out bulklets, brochures, posters, writing of radio scripts, qualities of PRO PR history, Public Relation research and various new fields of public Relations such as Education, Health and Environment etc.

(b) Mass Communication :

The Concept of Communication and its development as a science-communication process - Types of communication and Mass communication-objectives and cunctions of Mass Communication. A brief introduction to various Communication Theories and communication models.

Development communication - concept and practice - Agriculture extension, Industry, science and culture - Government and Mass media.

Development of Radio, T. V. and film in India as a mass media, Satelite Communication and its role in Third Modern Communication Techniques such as Video and other new technologies.

Paper -VI : General Affairs, Language Study & Soft Skills**(a) Current Affairs :**

A review of major current topics and events - Local, National and International - A study of important social economic and cultural

events in the year.

(b) Language study : Study of English, Marathi & Hindi language application.

Newsman's language - Techniques and style of writing - The use of language suitable to Newspaper, Readers - distinction between Journalistic, literary and creative, research writing language - Principles of Press. Essay Writing. A brief history of the development of Hindi, Marathi language and culture - Social Reformation movements and National Freedom Movement in Maharashtra.

(c) Translation.

(d) Precise Writing

(e) Soft Skills :

Spoken languages & communication skills in English, Marathi & Hindi languages, personality development, body language, Interview techniques, Group Discussion.

Paper - VII : Information Technology Application in Mass Media

1. I. T. Concept - Nature - Scope and Importance application in various fields. I. T. culture information society use of Internet history and development, web site development, Cyber society, LAN, WAN & MAN Net works of computers.
2. I. T. applications in print media - DTP - Page Maker use of website inline Journalism, online Photo-Text-News coverage - features.
3. Page Design on computers concept & practices.
4. I. T. application in electronic media use of I. T. in Radio, its impact, changing scenario of Radio broadcasting due to I. T. Phoe In Programme Teleconferencing Radio Online Programmes. Digital Technology and its impact.
5. Application of I. T. in Television media. Digital Camera ENG Instruments, Digital editing. I. T. Use through ISDN in Transmission & stories live coverage and I. T. Impact of I. T. on T. V. Media.
6. Review of Development of I. T. in India. Internet Newspapers, Internet

Editions of various Newspapers. Internet advertising news media of website & its future and impact of Internet on various mass-media.

PRACTICALS

150 MARKS

Paper - V : Public Relations and Mass-Communication. 25

1. Production of PR Literature handout and press-notes-each one.
2. Preparing and update - Press Release for Press conference -1.
3. Notification - rejoinders - 5 types
4. Poster , broucher, folder - each one
5. Visit Report regarding AIR, Field Publicity and Govt. Information and PR Department - atleast one.
6. Various forms of writing for Broadcast media Radio and T. V. - One each.
7. At least one articles on a compounds such as Social Forestry, Adult Education, National Intregation and Development Programme.

Paper -VI : Current Affairs and Language Study. 25

1. Translation : Small news items (dash or bit News) - 10
Brief News items -10
Double Column News -10
2. Precis Writing : 5 Passages.
3. Eassy- at least 3
4. Letters to Editor - on various topics at least 10
A file regarding.
5. Articles written by the candidate.
6. A press clippings file on a special topic assigned in the class-work alongwith critical comments.

Paper -VII : Information Technology Application in Mass Media

(A) Media Survey Report : 50 Marks

Each student must prepare a media survey report. The topic should be related to the various problems of the region. Marks out of 50 will be assigned to him.

(B) Page Making & Newspaper Design on Computers 50

Marks

Each student must prepare page layout on Computer, further he should personally operate page maker and by using advanced electronic editing skills, He should be able to design Front Page, Inner Page and Special Sunday and Weekend supplements. The student performance can be examined after testing his operational skills.

List of Reference Books

English

1. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
2. The Process of Communication - By Berlo D. K. (Holt, Rinehart and Winston, New York)
3. The Process and Effect of Mass Communication - By Schramm W. (University of Illinois Press, Urbana)
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. The Mass media, Reporting, Writing, Edition - By Rivers W. L. (Harper and Row, New York and John Weatherhill Inc. Tokyo)
6. Electronic Journalism - By William A. (Columbia University Press, New York)
7. Film and the Director - By Don Livingston (Sterling Publishers Pvt. Ltd., Delhi)
8. Television News : Writing, Editing, Filming, Broadcasting - By Fang I. F. (Hasting House Publishers, New York)
9. Writing Televisions and Radio Programming - By Willis Edger E. (Holt Richard, UNESCO, Paris)
10. Mass Communication - Chatarjee R. K., National Book Trust, New Delhi
11. Broadcasting in India - Awasthy G. C. (Allied Publication, New Delhi)
12. Mass Communication & Journalism - By A. K. Shukla (Anmol Publication, New Delhi)
13. Mass Communication in India - Keval J. Kumar
14. Mass Communication is Critical Analysis - Keval J. Kumar
15. This is All India Radio - D. K. Barooha.
16. Practical Newspaper Reporting - Tom Welsh (Oxford University Press, London)
17. Modern News Reporting - By Warren C. (Harper and Row, New York)
18. Newsmen at work - By Campbell L. R. and Wolseley R. E. (Houghton Mifflin Co. Boston.)
19. How to Report and Write the News - By Campbell L. R. and Wolseley R. E. (Prentice Hall U. S. A.)
20. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
21. Interpretative Reporting - By Macdougall C. D. (The Macmillan Co., New York)
22. Scholastic Journalism - By English Earl and Hach Clarence (The Iowa State University Press Ames, Iowa, U. S. A.)
23. Fundamentals of Journalism - By Crump Speneer (McGraw Hill Book Co., New York)
24. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
25. Magazine Journalism - Today Antony Devis (Oxford University Publication)
26. Editing the Day's News - By Bastian GC, Case LD and Baskehe IK (Macmillan Co., New York)
27. News Editing - By Westly Bruee (Houghton Mifflin Co., USA)
28. The Art of Editing the News - By Mc. Giffert Robert C. (Chilton Book Co., New York)
29. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
30. News Editing and Display-Brown C. Charles (Greenwood Press,U.S. A.)
31. News Headline - Evon Herald (William Heinman Ltd. UK)
32. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
33. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall of India, New Delhi)
34. Practical Newspaper Reporting - Tom Welsh (Oxford University Press, London)
35. Modern News Reporting - By Warren C. (Harper and Row, New York)
36. Newsmen at work - By Campbell L. R. and Wolseley R. E. (Houghton Mifflin Co. Boston.)
37. How to Report and Write the News - By Campbell L. R. and Wolseley R. E. (Prentice Hall U. S. A.)
37. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
39. Interpretative Reporting - By Macdougall C. D. (The Macmillan Co., New York)
40. Scholastic Journalism - By English Earl and Hach Clarence (The Iowa State University Press Ames, Iowa, U. S. A.)
41. Fundamentals of Journalism - By Crump Speneer (McGraw Hill Book

- Co., New York)
42. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
 43. Magazine Journalism - Today Antony Devis (Oxford University Publication)
 44. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York)
 45. News Editing - By Westly Bruee (Houghton Mifflin Co., USA)
 46. The Art of Editing the News - By Mc. Giffert Robert C. (Chilton Book Co., New York)
 47. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
 48. News Editing and Display- Brown C. Charles (Greenwood Press, Westport U. S. A.)
 49. News Headline - Evon Herald (William Heinman Ltd. UK)
 50. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
 51. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall of India, New Delhi)
 52. Practical Public Relations - By Black Sam (Sir Isaac Pitman and sons Ltd., London)
 53. Public Relations, Principles, Cases and Problems - By Canfield B. R. Richard D. Irwin Inc. Illinois)
 54. Effective Public Relations - By Cutlip S. M., Centre A. H. (Prentice Hall Inc, New Jersey)
 55. Public Relations Ideas in Action - By Centre A. H. (McGraw Hill Book Co., Inc. New Delhi)
 56. The Practice of Public Relations - By Blumenthal L. Roy (The Macmillan Co., New York)
 57. Publicity media and methods - By Schoenfeld C. A. (The MacMillan Co., New York)
 58. Editing for Industry : The Production of House Journals - By Mann Charles (William Heinaman Ltd., London)
 59. Public Relation Techniques - By Frank Ketkins (Oxford University Press, Oxford)
 60. Public Relations in India, J. M. Kaul, Vishvidyalaya Publication, Waranasi
 61. Handbook of Public Relations in india, D. S. Mehata
 62. Development Communication, Ahuja & Chabda, Vishvidyalaya

- Publication, Waranasi
63. Communication & National Development, Dr. P. C. Joshi, Vishvidyalaya Publication, Waranasi
 64. Media & Communication in Third World, Z. H. Zaidi & V. Ray, Vishvidyalaya Publication, Waranasi
 65. Advertising Copywriting - By Burton P. W. (Grid in Ohio)
 66. Advertising Management : Text and Case - By Borden and Marshal (Taraporewala)
 67. Advertising in the Market Place - By Burke J. D. (Gree : Mc Graw Hill Book Co.)
 68. Advertising - By Wright, Warner and C. Graw Hill
 69. Advertising in Modern Life - By Gloag J. C. (Heinamam)
 70. Media Planning - By Admas J. R. (Business Books Ltd., London)
 71. Advertising - By Nicholl D. S. (Macdonald and Evanes, London)
 72. Scientific Advertising - By Hopkins (Laude Macgibbon and Kas. London)
 73. Advertising : Theory and Practice - By Sandage C. H. and Fryburger, Richard D. Irwin, Illinois)
 74. Brand Positioning - By Surbroto Sengupta (Tata Macgraw - Hillbook Publication, New Delhi)
 75. The Press in India a New History - by G.N.S. Raghvan , Vishvidyalaya Publication, Waranasi
 76. History of Printing & Publishing (Vol 1,2,3)- by B. S. Kesavan , Vishvidyalaya Publication, Waranasi
 77. Development Communications, Ahuja & Chabda, Vishvidyalaya Publication, Waranasi
 78. Reality on Reels : How to Make Documentries, Maik Wolverton, Vishvidyalaya Publication, Waranasi
 79. Public Relations in India, J. M. Kaul, Vishvidyalaya Publication, Waranasi
 80. Handbook of Public Relation in India, D. S. Mehata, Vishvidyalaya Publication, Waranasi
 81. Communication & National Development, P. C. Joshi, Vishvidyalaya Publication, Waranasi
 82. Research in Mass Media, S. R. Sharma, Anil Chaturvedi , Vishvidyalaya Publication, Waranasi
 83. Internet Journalism in India, Om Gupta & Ajay Jasra , Vishvidyalaya Publication, Waranasi

84. Information Technology in Journalism, Om Gupta & Ajay Jasra , Vishvidyalaya Publication, Waranasi
85. Issues in Mass Communication (2 Vol. Set), J.S. Yadav, Pradeep Mathur, Vishvidyalaya Publication, Waranasi
86. Media & Communication in Third World, Z. H. Zaidi & V. Ray, Vishvidyalaya Publication, Waranasi
87. 12 ^{1/2} Management Mantras of Journalism, Adarsh Varma ,Vishvidyalaya Publication, Waranasi
88. Advertising Sales & Promotion Management , S. A. Chunawala ,Vishvidyalaya Publication, Waranasi
89. Social Effects of Mass Media in India, N. Bhaskara Rao,Vishvidyalaya Publication, Waranasi
90. The Rise & Growth of Hindi Journalism, Dr.Ramratan Bhatnagar, Vishvidyalaya Publication, Waranasi
91. Journalism Today (3 Vol.), Swati Chavan , Navin Chandra,Vishvidyalaya Publication, Waranasi
92. Modern Journalism and News Writing, Savita Chadha,Vishvidyalaya Publication, Waranasi
93. Communication : Theory and Model, Andal, Narayanan,Vishvidyalaya Publication, Waranasi
94. Media Education, Communication and Public Policy, Kumar K. J.,Vishvidyalaya Publication, Waranasi
95. Communication & Research of Management, Michael V. P.,Vishvidyalaya Publication, Waranasi
96. Mass Media - Laws and Regulations, Rayudu C. S.,Vishvidyalaya Publication, Waranasi
97. Principles of Public Relations, Rayudu & Balan,Vishvidyalaya Publication, Waranasi
98. Communication in IT Age, Sharma D.,Vishvidyalaya Publication, Waranasi
99. Theories of Development, Peet Richard,Vishvidyalaya Publication, Waranasi
100. Environment, Resources & Sustainable Development, Rashid Sm et al,Vishvidyalaya Publication, Waranasi
101. Managing sustainable Development, Carley M et al,Vishvidyalaya Publication, Waranasi
102. The Principles of Sustainability, Dresner S,Vishvidyalaya Publication, Waranasi

103. Mass Communication in India, J. V. Vilanilam,Vishvidyalaya Publication, Waranasi
104. Communication Theory, David Holmes,Vishvidyalaya Publication, Waranasi
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 ११७. संवादविश्व - सुषमा दातार (संवादविश्व प्रकाशन, ९१४, सदाशिवपेट, पुणे)
 ११८. संवादशास्त्र - डॉ. सुधाकर पवार (मानसन्मान प्रकाशन, पुणे)
 ११९. बातमीदार - टीकेकर श्री. रा. (सोलापूर)
 १२०. वार्ता संकलन - चंद्रकांत ताम्हणे (पॉप्युलर प्रकाशन, मुंबई)
 १२१. वृत्तलेखन : स्वरूप आणि सिद्धी - डॉ. वि. ल. धारूरकर (औरंगाबाद)
 १२२. उपसंपादकाचा मित्र - डॉ. सुधाकर पवार (दामले आणि कंपनी, पुणे)
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 १५०. लेखन, संपादन और मुद्रण, ओम गुप्ता, विश्वविद्यालय प्रकाशन, वाराणसी
 १५१. समाचार संकलन और लेखन, नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
 १५२. समचार और संवाददाता, डॉ. निशांत सिंह, विश्वविद्यालय प्रकाशन वाराणसी
 १५३. संवाद और संवाददाता, राजेंद्र, विश्वविद्यालय प्रकाशन, वाराणसी
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 १५५. पत्र, पत्रकार और सरकार, काशीनाथ जोगळेकर, विश्वविद्यालय प्रकाशन, वाराणसी
 १५६. प्रेस विधी, डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
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 १५८. आधुनिक पत्रकारिता, डा. अजूर्न तिवारी, विश्वविद्यालय प्रकाशन, वाराणसी
 १५९. पराडकरजी और पत्रकारिता, डा. लक्ष्मीशंकर व्यास, विश्वविद्यालय प्रकाशन, वाराणसी
 १६०. हिंदी पत्रकारिता, धिरेंद्रनाथ सिंह, विश्वविद्यालय प्रकाशन, वाराणसी
 १६१. पत्रकारिता के मूल सिद्धांत, नवीनचंद्र पंत, विश्वविद्यालय प्रकाशन, वाराणसी
 १६२. समाचार लेखन एवम् संपादन, नवीनचंद्र पंत, विश्वविद्यालय प्रकाशन, वाराणसी
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 १६६. समाचारपत्र प्रबंधन, गुलाब कोठारी, विश्वविद्यालय प्रकाशन, वाराणसी
 १६७. हिंदी पत्रकारिता के विविध स्वरूप, रमेश जैन, विश्वविद्यालय प्रकाशन, वाराणसी
 १६८. प्रेस, कानून और पत्रकारिता, डा. संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
 १६९. मुद्रण एवम् सज्जा, डा. शर्मा, विश्वविद्यालय प्रकाशन, वाराणसी
 १७०. दृष्य, श्रव्य एवम् जनसंचार माध्यम, डा. के. के. रतू, विश्वविद्यालय प्रकाशन, वाराणसी
 १७१. सूचना प्राद्योगिकी एवम पत्रकारिता, अशोक मलिक, विश्वविद्यालय प्रकाशन, वाराणसी
 १७२. ग्रामीण क्षेत्र की पत्रकारिता, डा. रेणुका नय्यर, विश्वविद्यालय प्रकाशन, वाराणसा
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 १७४. रूपक लेखन, डा. ब्रजभूषणसिंह, विश्वविद्यालय प्रकाशन, वाराणसी
 १७५. भारत मे प्रेस कानून और पत्रकारिता, गंगाप्रसाद ठाकूर, विश्वविद्यालय प्रकाशन, वाराणसी
 १७६. समाचारपत्र प्रबंधन, शिव पटेरिया, विश्वविद्यालय प्रकाशन, वाराणसी
 १७७. प्रसारभारती प्रसारण निती, सुधिर पचौरी, विश्वविद्यालय प्रकाशन, वाराणसी
 १७८. उत्तर आधुनिक मिडिया तकनिक, हर्ष देव, विश्वविद्यालय प्रकाशन, वाराणसी
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 १८०. आधुनिक विज्ञापन, प्रेमचंद्र, विश्वविद्यालय प्रकाशन, वाराणसी
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 १८४. मिडिया और बाजारवाद, रामशरण जोशा, विश्वविद्यालय प्रकाशन, वाराणसी
 १८५. मिडिया जनतंत्र और आतंकवाद, सुधेश पचौरी, विश्वविद्यालय प्रकाशन, वाराणसी
 १८६. पत्रकारिता के छह दशक, जगदीशप्रसाद चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
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 १८८. आधुनिक रिपोर्टिंग, डा. राजेंद्र राही, विश्वविद्यालय प्रकाशन, वाराणसी
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 २००. संपादन विज्ञान, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी
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 २०२. पत्रकारिता के सिद्धांत, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी

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 २०६. समाचार एवम फिचर लेखन, डा. भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
 २०७. समाचारपत्र व्यवसाय एवम प्रेस कानून, डा. संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
 २०८. गणेश शंकर विद्यार्थी, डा. ललन मिश्र विश्वविद्यालय प्रकाशन, वाराणसी
 २०९. आर्थिक पत्रकारिता, डा. दयानंद, विश्वविद्यालय प्रकाशन, वाराणसी
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