

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Communication & Media Studies)**  
**Semester: IV**  
**Syllabus with Effect from: June – 2010/2011**

<b>Paper Code: CMS - 704</b>	<b>Total Credit:</b>
<b>Title Of Paper: Training : Attachment with A Media Organisation</b>	

Unit	Description in detail	Weightage (%)
	Each student shall have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.	100%

**Basic Text & Reference Books:-**

- Research, Reference and Training Division, Min. of Information & Broadcasting, Mass Media-2000. Publications Division, Government of India, New Delhi. Paperback edition.
- Research, Reference and Training Division, Min. of Information & Broadcasting, Mass Media in India 1994-95. Publications Division, Government of India, New Delhi. Paperback edition.
- UL Baruah, This is All India Radio. Publications Division, Government of India, New Delhi. Paperback edition.
- PN Malhan, Communication Media: Yesterday, Today and Tomorrow. Publications Division, Government of India, New Delhi. Paperback edition.
- SC Bhatt, Indian Press Since 1955. Publications Division, Government of India, New Delhi. Paperback edition.
- Indian Institute of Mass Communication, News Agencies Pool of Non-aligned Countries – A Perspective. Publications Division, Government of India, New Delhi. Paperback edition.
- DD Basu (2002), Law of the Press in India. Department of Law, Government of Kerala, Thiruananthapuram.
- MV Kamath (1996), Professional Journalism, New Delhi: Vikas Publishing House (P) Ltd, New Delhi.
- MV Kamath (1995), The Journalist's Handbook. Vikas Publishing House (P) Ltd., New Delhi.
- J Natrajan. The Press in India Until 1954. New Delhi: Publication Division of Government of India.
- J Natrajan. History of the Press in India. New Delhi: Publication Division of Government of India.

