

West Bengal State University
Curriculum and Credit Framework for Undergraduate Programmes
Based on National Education Policy, 2020
Department of Journalism and Mass Communication
4-year Undergraduate Programme (Honours/Honours with Research) Syllabus
as decided by UG BOS on 25.08.2025

Semester-V

Introduction to Photographical Appreciation						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-08	5	3	0	2	5	50+50=100

Learning Objectives :

- Impart knowledge of the elements and process of photography.
- Acquaint students with techniques of digital photography.
- To understand the photography as a medium of mass communication.
- Impart knowledge of lighting.
- Introduce students to works of famous photographers.
- Acquaint students with basics of photo journalism.

Learning Outcome :

Students will be able to –

- Understand different techniques of photography.
- Develop and understanding of the practical knowledge of photography.
- Understand the importance, functions & scope of photography.
- Understand composition, lighting and various uses of lenses.
- Understand the importance of photo journalism.
- Gain an understanding of works of famous photographers.

• The Pedagogy:

- Class Lecture and Tutorials.
- Interactive Classroom.
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method.
- Flipping the classroom which includes
 - a) Collaborative and Cooperative learning.
 - b) Case-based learning.
 - c) Brainstorming Approach.
- Hands on Training.

Content-Theory

Marks : 50

Credit : 3

Total No of Lectures :

3 Hours/Week

Unit-1: Introduction to Photography and Photo Journalism

Definition of Photography; A brief history of Photography; Photography as a Mass Medium; Still Photographs in Digital Era; Difference between Digital Art and Photography; Categories of Photographs; Photojournalism : Definition and Types of Photojournalism; History and Evolution of Photojournalism; Role of Photojournalist in the Media Landscape, Difference between Single Images and Series of Images; Ethical considerations in Photography and Editing.

Unit-2: Understanding the Mechanisms of Photography

Categories of Camera and Lenses: Types of photographic cameras and their structure (D-SLR and Mirror less cameras); Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutter Speed (Focal Plane & Lens Shutter), ISO, Light Meters (Incident, reflected & through lens : Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field; Understanding Light and Shadow: Natural Light and Artificial Light; The Nature of Light - Direct Light, Soft light, Hard light, Directional Light; Lighting Equipment (Soft Boxes, Umbrellas, Fresnel, Skimmers, Reflectors, etc). Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit, Sensor Sizes, Formats and Storage.

Unit-3 : Visual Literacy for Still Photographs

Composition : Rule of Third, Leading Lines, Framing, Symmetry and Balance, Negative Space, Fill the Frame, Golden Ratio, Depth and Layering, Rule of Odds, Visual Weight and Balance, Diagonals and Dynamic Lines, Colour and Contrast; A Brief Introduction to World Famous Photographers and analyzing their contents : Ansel Adams, David Muench, Yousuf Karsh, Prabuddha Dasgupta, Bruce Gilden, Alex Webb, Robert Capa, James Nachtwey, Henry Cartier Bresson, Dorothea Lange, Dayanita Singh, Sebastiao Salgado, Steve McCurry, Raghu Rai, Sohrab Hura, Benjamin Lowy and Zuka Kotrikadzke.

Practical +Internal Syllabus

Marks : 50

Credits : 2

Total No of Lectures :

4 Hours/Week

Unit-4 : Photography Practical

Photographing People and Portraits; Photographing Nature and Landscapes; Photographing in Street, Photographing in Indoor space, Photography using Mobile phones. Photo Essay - Telling story through a series of images; Types of Storytelling - Block Building Method and Mood Building Method; Selecting a Photojournalism Project Topic - Planning, Executing and Editing a Photojournalism Project.

Unit 5 : - Editing Practical

Editing in Photography - Importance, Difference between Editing and Manipulation; Brightness, Contrast, Mid tones, Highlights, Shadow, Dodge, Burn; Learning to Use Microsoft Picture Manager, Adobe Photoshop, Photoshop CC; Editing in Mobile Phones : Snapseed.

❖ **Practical : (Evaluation by External Examiner, WBSU)**

Marks : 25

❖ Preparation of a Record Book on any three of the following :
Marks-5

- (a) Analysis of works of any famous photographer mentioned in the syllabus.
- (b) Analysis of importance of photojournalism with examples.
- (c) Explanation of Depth of Field with your captured photographs.
- (d) Explanation of importance of lighting in photography.

❖ Each student must make a fiction/non-fiction with 15-20 photographs captured himself/herself.

Marks-15

- ❖ Viva on the Project.

Marks-5

❖ **Internal Assessment**

Marks : 25

- ❖ Continuous Assessment/Internal Assessment (CA/IA)

Marks-20

- ❖ Selection of 2 topics for photojournalism : Each student has to plan, execute and edit them under the guidance of the teachers of the department and submit soft copy/hard copy of them.

Marks-15

- ❖ Viva-Voce on it.

Marks-5

Attendance (considering both the theory and the practical classes)

Marks-5

❖ **Suggested Readings :**

- Camera Lucida : Reflections on Photography - Roland Barthes
- On Photography – Susan Sontag
- The Man, The Image & The World : A Retrospective - Henri Cartier Bresson
- Basic Photography - Michael Langford
- All about Photography by Ashok Dilwali, National Book Trust, 2010, New Delhi.
- Practical Photography by O.P. Sharma HPB/FC, 2003.
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
- The Decisive Moment- Henry Cartier Bresson.

Suggested Screenings :

1. The Decisive Moment- 1973
2. The Impassioned Eye- 2003
3. Just Plain Love- 2001
4. War Photographer- 2001
5. Everybody Street- 2013
6. Salt of The Earth- 2014
7. Raghu Rai : An Unframed Portrait- 2017

Suggested Websites:

1. Digital Photography School
2. Photography Life
3. Strobist
4. PetaPixel
5. Magnum Photos
6. Panos Pictures
7. Getty Images
8. Ben Lowy
9. Google Art and Culture

Advanced New Media						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-09	5	3	0	2	5	50+50=100

Course Description :

This course explores the latest developments and trends in new media, focusing on its impact on society, culture and communication. Students will analyze and critique emerging media platforms, technologies, and practices.

Course Objectives :

1. Understand the evolution and convergence of new media.
2. Analyze the social, cultural and economic implications of new media.
3. Evaluate the role of new media in shaping public opinion and discourse.
4. Critique the ethical and legal issues surrounding new media.

Content-Theory

Marks : 50

Credit : 3

Total No of Lectures :

3 Hours/Week

Unit 1 : Digital Storytelling and Content Creation

Multimedia Storytelling-Video Production for Online Platforms-Podcasting and Audio Storytelling-Virtual and Augmented Reality-Immersive Storytelling and Experiential Media-Ethics and Implications of VR/AR.

Unit 2 : Online Journalism and Citizen Media

Online News Platforms and Journalism-Citizen Journalism and Participatory Media-Fact-Checking and Media Literacy.

Unit 3 : Digital Activism and Social Change

Online Activism and Social Movements-Hashtag Campaigns and Viral Politics-Digital Ethics and Responsibility.

Unit 4 : Introduction to AI and New Media

AI Basics : Machine Learning, Natural Language Processing, Computer Vision-AI in New Media : History, Current Trends and Future Directions.

❖ Practical : (Evaluation by External Examiner, WBSU)

Marks : 25

❖ Preparation of a Record Book on the following :
Marks-5

❖ Individual Project on any topic under the Syllabus of New Media

❖ Group Projects & Presentations on any topic of the Syllabus of New Media Marks-15

❖ Project : Marks-10, Presentation : Marks-5

❖ Viva on the Project.

Marks-5

❖ Internal Assessment

Marks : 25

❖ Continuous

Assessment/Internal

Assessment

(CA/IA)

Marks-20

❖ Quiz/Test on Syllabus of New Media

Marks-15

❖ Viva-Voce on it.

Marks-5

Attendance (considering both the theory and the practical classes)

Marks-5

Suggested Readings :

"The Language of New Media" - Lev Manovich

"Convergence Culture" - - Henry Jenkins

"Remediation" - - Jay David Bolter and Richard Grusin

Selected Articles and Online Resources

Media Laws & Ethics						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+Tutorial)
		Lecture	Tutorial	Practical	Total	
Major DS-10	5	4	1	0	5	50+50=100

Course Summary :

The course will link the issue of freedom of expression with that of media responsibility. It will examine the principles and ethics of media in terms of the social, professional and legal obligations of the fourth estate. Outlining the implications of the advancement in and convergence of information and communication technologies for media ethics, the course will focus on the evolution of the code of ethics for media persons. The course will also include an overview of the salient features of the Indian Constitution and the existing press/media laws and look critically at the relevance of some of these laws in the present context. The establishment and functioning of various national and international organizations that lay down norms for media self-regulation and monitoring of its content and conduct will be discussed.

Course Objectives :

Students will learn about the following :

- Develop a basic understanding of the Constitution of India, Freedom of Expression/Press/Media, the Indian Legal System and Media Laws.
- Develop a working knowledge and understanding of the principles, concepts and moral reasoning with regard to ethical issues in the media.

Content-Theory

Marks : 50

Credit : 4

Total No of Lectures :

4 Hours/Week

Unit-1 : Ethical Framework & Media Practice

1. Freedom of Expression (Article 19(1)(a) and Article 19(2))
2. Freedom of Expression and Defamation - Libel and Slander
3. Issues of Privacy and Surveillance in Society
4. Right to Information
5. Idea of Fair Trial/Trial by Media
6. Intellectual Property Rights
7. Legality and Ethicality of Sting Operations, Phone Tapping etc.
8. Structure and Functions of Press Council of India, Press Council Act, 1978
9. Press Commissions of India
10. Prasar Bharati Act
11. Conflict of Interest Ethical Issues : Notions and Debates, Resolving Ethical Dilemmas : Different Methods

Unit 2 : Media & Different laws

1. AIR and DD Codes for Commercial Advertising
2. Sedition IPC 124(A)
3. Contempt of Court Act, 1971
4. Indecent Representation of Women (Prohibition) Act
5. Copyright Act, 1957
6. Official Secrets Act, 1923
7. Cable Television Network (Regulation) Act, 1995

8. Press and Registration of Books Act, 1867
9. Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955
10. Law of Parliamentary Privileges (Article 105 (3) and 194 (3))
11. Journalists' Code of Conduct
12. Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A)
13. Famous Cases involving Journalists and News Media Organizations
14. Discussion of Important Cases For Example, Operation Westend

Unit 3 : Some Related Media Laws

1. Difference between Law and Ethics
2. Cinematograph Act, 1952
3. Film Censorship
4. Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
5. Human Rights and Media
6. Professional Code of Conduct for Media Persons
7. Press during Emergency
8. Paid News
9. BBC Code of Conduct
10. Wall Street Journal Code
11. Ombudsman

Unit 4 : Digital Media Act and Case Studies

1. Cyber Laws in India
2. Ethical Issues in Social Media (IT Act, 2000, Sec. 66 A and the Verdict of the Supreme Court)
3. Section 69A of the IT Act
4. Pornography Act
5. Sections 292 and 293
6. Fake News
7. Regulation of Digital Media
8. Latest Social Media Controversy
9. Supreme Court in the Case of Shreya Singhal vs. Union of India, Arnab Manoranjan Goswami vs. The State of Maharashtra

Tutorial - Internal Assessment

Marks : 50

Credit : 1

Attendance :

Marks-10

Presentation/Home Assignment

Marks-20

PPT Presentation/Seminar Presentation on Syllabus Related Topic (Any 1)

(PPT File - 10, Presentation - 5, Question-Answer -5)

(Seminar Presentation - 10, Question-Answer - 10)

Continuous Assessment/Internal Assessment (CA/IA)

Marks-20

Written Examination

Suggested Readings :

1. Media – An Everyday Guide for Professionals - Crone, Lawandthe
2. Media and Ethics - S. K. Aggarwal
3. Mass Media Laws and Regulations in India -K. S. Venkataramaiah
4. Press and the Law – A. N. Grover
5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K. S. Venkataramaiah

7. Mass Media and Freedom of Press in India – K. S. Padhy
8. Battle for Freedom of Press in India – K. S. Padhy
9. Laws of Press in India – D. D. Basu
10. The Press Council – T. N. Trekha
11. Press Vidhi - Nand Kishore Trikha
12. Journalistic Ethics - P.K. Bandhopadhyay

Broadcast Journalism						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-11	5	3	0	2	5	50+50=100

Learning Objectives :

1. Train the students to meet the requirements of the electronic media industry.
2. To develop skills in students with special focus to Radio and Television programme productions.
3. Educate the students in the areas of Electronic Media Research & News Reporting.
5. To enhance the knowledge of the students in new broadcast technologies.
6. To develop hands on experience and understanding of the current content related changes in Electronic media production and consumption.
7. Identify electronic media terms and concepts.
8. Overview of development of electronic media industry and technologies.
9. To understand management, structure and decision-making processes in electronic media outlets.
10. Identify government policies in electronic media industry.

Learning Outcome :

1. Understand the nature and basic concepts of electronic media
2. Perform activities in production of audio-visual programmes.
3. The student should be able to use the skills in the creative industry like radio and television channels.
4. The students should be able to produce independently content for electronic media.

Pedagogy :

1. Class Lecture and Tutorials
2. Interactive Classroom
3. Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method.
4. Flipping the classroom which includes
5. Collaborative and Cooperative Learning
6. Case-based Learning
7. Brainstorming Approach
8. Hands on Training

Content-Theory

Marks : 50

Credit : 3

Total No of Lectures :

3 Hours/Week

Unit 1: Basics of Radio

- Different types of Radio : AM, FM, Community Radio, Internet Radio, Satellite Radio, HD Radio, HAM, AIR.
- Basic Concept of Audio Production : Microphones, Digital Studio Mixer, Portable Audio Mixer, Recording Formats
- Radio Programme Formats : Elements of Radio News, News Reel, Radio Magazine, Radio Features, Discussion and Talk Programme, Interview, Documentaries, Radio Drama, Phone-in Programme, PSA, Jingle, Songs & Music, Science Programme, SFX
- Working of a Radio Newsroom, Radio Jockey
- Akashvani Service, 3-Tier Services

Unit 2 : Writing and Producing for Radio

- Writing for Radio : Techniques, Format, Conversational Style, Writing for the ear, Immediate and Instant Reach
- Radio News Reporting : Locating Radio News Stories, Covering and Structuring a Radio News Story, Writing a Radio News Story, Role and Responsibilities of a Radio News Reporter
- Recording and Editing Radio News : Basics of Radio News Editing, Different Types of Recording (Single Track and Multi Track, Mono and Stereo Recording), Different Editing Style, Audio Mixing and Mastering
- Podcast : Introduction to Podcast, Content Creation and Writing for Podcast, Different Types of Podcast, Challenges in Podcasting

Unit 3: Basics of Television

Introduction to Television : Characteristics of Television Broadcasting, Terrestrial Television, Cable and Satellite, DTH, CAS, TV on Mobile, Internet Television, Public Service TV Broadcasting, DD News

- Image and Visual : Electronic Image, Television Image, Digital Image, Edited Image, Still to Moving Visual
- Various evolving Television Genre : Drama, Soap Opera, Comedy, Reality Television, Children's Television, Animation, Prime Time and Day Time
- Production Facilities : Production Coordination, Single and Multi-Camera Production, Microphones, Switcher and Lightings, Virtual Set, Digital Video Effects, Using Sound and Effects, Studio Production and Outdoor Production
- Television Production : Elements of a Television News Story, Elements of a Television News Bulletin, News Feature, Talk Show and Anchoring Programmes, News Reel, Panel Discussion
- Visual Grammar : Camera Movement, Types of Shots, Focussing, Visual Perspective
- Educational Television, Programmes for National Development

Unit 4 : Writing and Producing for Television

- Writing for the Visual Medium : Characteristics of Television as a Medium, Writing to be heard and seen, Visual Dimensions
- Concept of Electronic News Gathering (ENG) and Electronic Field Production (EFP)
- TV News Reporting : Sources of News, Ideation, Live Reporting, Bytes, PTC (Open, Bridge and Closing), Anchoring(Delivery, Pronunciation, Voice Modulation and Diction), OB Van
- Editing TV News : Basics of News Editing, Set Design, Editing News Story, Dubbing and Sub Titling Sound Byte, Signature Tune, Packaging, Different Types of Transition and Use of Montage in Television
- Mixing Genre in Television Production - Music Video
- Audience Research : Basic Audience Research, TRP, TAM

Practical+Internal Assessment

Marks : 50

Credit : 2

Practical

(External Evaluation)

Marks : 10+10=20

(Preferably One from Radio and One from Television)

- Writing Radio News Bulletin
- Writing Radio Talk
- TV Writing for Different Types of Visuals
- TV Script Writing
- Different Types of PTC, Facing the Camera

Viva-Voce

Marks : 10

Internal Assessment

Marks : 20

(Evaluation by College)

- Production of Field based Radio Report or Feature Marks : 5
- Preparation of a 5 minute Television News Bulletin having at least 3 News Marks : 10

Attendance

Marks : 5

Suggested Readings :

1. Broadcast Journalism in the 21st Century – K. M. Shrivastava, New Dawn Press, New Delhi
2. Radio Production Work Text : Studio & Equipment - D. E. Reese and Lynne S. Gross
3. Television Production - Gerald Millerson, Focal Press
4. Television Production Handbook - Herbert Zettl, Wadsworth
5. Handbook of Radio and Television Broadcasting- J. E. Fletcher
6. Broadcast Journalism : An Introduction to News Writing - Mark W. Hall
7. Radio and Television - K. M. Srivastava, SterlingPublishers
8. TV Sangbadikata - Sujit Roy, Dey Publications
9. This is All India Radio, U. L. Baruah, Publications Division, Ministry of Information & Broadcasting, 2017.
10. Techniques of Radio Production - Robert McLeish
11. Television and Radio Announcing - Stuart W. Hyde
12. The Television Reader - Robert C. Allen & Annette Hill, Routledge
13. Broadcast Journalism - Andrew Boid, Oxford.
14. Communication for Innovation - Arvind Singhal, Sage
15. Television and Social Change in India, Kirk A. Johnson, Sage

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Semester-V

Basics of Advertising and Public Relations JORMIN505T/P or JORCOR505T/P						
Course Type	Credit	Credit Distribution of the Course				Marks (Theory+Practical)
		Lecture	Tutorial	Practical	Total	
Minor MA5/MB5/MC5	5	3	0	2	5	50+50=100

Learning Objectives :

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.

Learning Outcome :

At the successful completion of the course students are able to :

1. Understand the role of advertising in business environment and understand the legal and ethical issues in advertising.
2. Acquire skills in creating and developing advertisements and understand up-to-date advances in the current media industry.
3. Acquire the necessary skills for planning and advertising media campaign.

Pedagogy :

1. Class Lecture and Tutorials
2. Interactive Classroom
3. Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method.
4. Flipping the classroom which includes
5. Collaborative and Cooperative Learning
6. Case-based Learning
7. Brainstorming Approach
8. Hands on Training

Content-Theory

Marks : 50

Credit : 3

Total No of Lectures :

3 Hours/Week

Unit 1 :

Advertising-History, Importance and Functions, As a Tool of Communication, Objectives of advertising, Types, Impact of Advertising on Society, Portrayal of Women in Advertising, Ethical Aspects of Advertising-ASCI, Surrogate Advertising, Advertising Copy and Its Elements, Marketing Mix, Brand Image, Brand Loyalty, Brand Recall, Advertising Appeal

Unit 2 :

Advertising and Market Research, Advertising Planning and Campaign, Advertising Budget, Advertising Agency and Functions, Advertising and AI

Unit 3 :

Public Relations - Concepts and Practices, Introduction to Public Relations : Growth and Development of PR, Importance, Role and Functions of PR, Principles and Tools of PR

Unit 4 :

PR - Public and Campaigns, Research for PR, Managing Promotions and Functions, PR Campaign - Planning, Execution, Evaluation, Role of PR in Crisis Management; Ethical Issues in PR, Apex Bodies in PR - IPRA Code - PRSI, PSPF and Their Codes, Organization of Public Relations, In House Department vs. Consultancy, PR in Govt. and Private Sectors; Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Syllabus for Practical + Internal Assessment

Marks : 50

Credit :2

Practical (Evaluation by the College)

Marks : 25

1. Preparation of a Record Book on the following (any one from Advertising and Public Relations) :

Marks : 5

- (a) Discuss different types of Print Advertisements with one example for each type.
- (b) Prepare a Display Ad Copy on any one topic given by the concerned Department.
- (c) Writing Press Rejoinder on given scenario.
- (d) Planning a PR Campaign/Planning a Crisis Management Strategy on given scenario.

Candidates failing to appear with the Record Book (duly signed by the College Authority) on the Day of Examination will be treated as Absent.

2. Answer any one of the following :

Marks : 10

- (a) Create a Display Ad Copy on any topic.
- (b) Write a Classified Ad Copy on any topic.
- (c) Write Five Slogans.
- (d) Writing a Press Release on given scenario.

3. Viva-Voce on the Syllabus.

Marks : 10

Internal Assessment

Marks : 25

Power Point Presentation/Seminar Presentation on one topic each on Advertising and Public Relations as per Syllabus. 10+10=20

(PPT File - 4, Presentation - 3, Question-Answer - 3)

Seminar Presentation-5, Question Answer-5

Attendance (Considering both Theory and Practical Classes)

Marks : 5

Suggested Readings :

1. Advertising Creative Strategy, Copy & Design - Altstiel, Tom & Grow, Jean, Sage, India
2. Contemporary Advertising - Bovee & Arens, Irwin, USA
3. Foundations of Advertising - Chunawala & Sethia, Himalaya Publishing house, India
4. The Advertising Handbook - Dennison, Dell, Jaico, India :
5. Ogilvy on Advertising - David Ogilvy, Pan/Prion Digital Advertising Books - Andrew McStay, Palgrave Macmillan
6. Adhunik Bijnapan - SmarajitDatta
7. Bigyapan Bidya - Anil Kumar Roy Choudhuri, Prabhat Kumar Goswami, Rajya Pustak Parshad
8. Excellence in Public Relations and Communication Management- James E. Grunig, David M.Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, JonWhite; Lawrence Erlbaum Associates,1992.
9. The Unseen Power : Public Relations, A History Book Scott M. Cutlip; Lawrence Erlbaum Associates, 1994.
10. Public Relations Theory - Carl H.Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989
11. Crisis Communications : A Case Book Approach – Kathleen Fearn Banks, Lawrence Erlbaum Associates, 1996.
12. Public Relations in Asia : An Anthology – Krishnamurthy Sriramesh, Thomson, 2004.
13. Foundations of Communication Theory Kenneth K. Sereno, C. David Mortensen, Harper & Row, 1970
14. Strategic Planning for Public Relations – Ronald D. Smith, Lawrence Erlbaum Associates, 2005
15. Corporate Public Relations : A New Historical Perspective – Marvin N. Olasky, Lawrence Erlbaum Associates, 1987
16. Public Relations Writing : Principles in Practice – Donald Treadwell, Jill B. Treadwell, Sage Publications
17. Media Writing : Print, Broadcast and Public Relations - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith, Lawrence Erlbaum Associates, 2004
18. Managing the Media : Proactive Strategy for Better Business Press Relations Fred J. Evans, Quorum Books, 1987
19. Media Relations : Issues and Strategies – Jane Johnston, Allen & Unwin, 2007
20. Rethinking Public Relations : The Spin and the Substance – Kevin Moloney, Routledge, 2000
21. Public Relations Cases : International Perspectives - Danny Moss, Barbara Desanto, Routledge, 2002
22. Marketing 3.0 Philip Kotler, Times Group Books
23. The New Rules of Marketing and PR – David Meerman Scott, Wiley Publishers

24. PR 2.0 : New Media, New Tools, New Audiences Breakenridge Deirdre Pearson
Education India
25. New Media and Public Relations - Sandra C. Duhé, Peter Lang
26. Online Public Relations – David Phillips, PhilipYoung, Kogan