

Printing Production & Management

Curriculum:

- Unit – I** History of Printing (with reference to the world), Development of Printing in India, Typesetting, Desktop Publishing (DTP)
- Unit – II** Press Copy, Proof Reading and Proof Reader, Organization Management of Newspapers
- Unit – III** Advertisement and Media planning, Advertisement and organization of Circulation Department
- Unit - IV** Management of News Agencies, News Agencies : Problems and Prospective, Editoria l Department of a Newspaper (structure and function)

Reference Books :

1. A. L. Gatehouse: A Manual for Film Planning & Plate Making.
2. K. C. Jain, L. N. Aggarwal: Production Planning, Control and Industrial Management.
3. Kelly: Newspaper Technology.
4. Martand T. Telsang: Production Management, S. Chand Publication, New Delhi, 2005.
5. Saxena: Principles and Practices of Management.
6. Shejwalkar and Ghanekar: Principles and Practices of Management.