



UNIVERSITY OF CALCUTTA

Notification No. CSR/62/2024

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 16.08.2024 approved the complete syllabus of Journalism & Mass Communication (4-year Honours & Honours with Research and 3-year MDC), under CCF.

The above shall take effect from the odd semester Examinations, 2024 and onwards.

SENATE HOUSE

Kolkata-700073

30.08.2024

A handwritten signature in blue ink, followed by the date '30/8/2024' written in blue ink.

Prof.(Dr.) Debasis Das

Registrar

REGISTRAR
UNIVERSITY OF CALCUTTA

University of Calcutta
UG Syllabus
On
4-Year Degree Course
Journalism and Mass Communication

COURSE STRUCTURE-2023 (NEP) JOURNALISM & MASS COMMUNICATION (Sem-1 to Sem-8)

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC-1</u> <u>(4 CR.)</u> <u>(40+20+40)</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
1	<u>CC1:</u> Basics of Journalism & Mass Comm-3 CR. <u>TU:</u> 1 CR.	SAME AS MAJOR Basics of Journalism & Mass Comm-3 CR. <u>TU:</u> 1CR	<u>Introduction to</u> <u>J&MC</u> <u>(2TH+1TU)</u>		Practicing Journalism (Practical)		-----	-----	

<u>SEM ESTE R</u>	<u>DSC/CORE (4 CR. 100 Marks) 3TH+1P</u>	<u>MINOR (4 CR. 100 Marks) 3TH+1P</u>	<u>IDC (3 CR. 75 Marks)</u>	<u>AEC (2 CR. 50 Marks)</u>	<u>SEC (4 CR. 100 Marks) Practical</u>	<u>CVAC (2 CR. 50 Marks)</u>	<u>SUMMER INTERNSHIP (3 CR.)</u>	<u>DISSERTATION/ RESEARCH WORK (12 CR.)</u>	<u>TOTAL CREDIT</u>
2	CC2: Broadcasting Principles-3 cr. + TU: 1 CR.	M-2 SAME AS MAJOR Broadcasting Principles-3 cr. TU: 1CR	SAME COURSE as SEM.1		SEC2: Practicing Audio-Visual (Practical)		SI	-----	

<u>SEM ESTE R</u>	<u>DSC/CORE (4 CR. 100 Marks) EACH UNIT-25 MARKS</u>	<u>MINOR (4 CR. 100 Marks) EACH UNIT-25 MARKS</u>	<u>IDC (3 CR. 75 Marks)</u>	<u>AEC (2 CR.) EACH UNIT-25MRKS</u>	<u>SEC-3 (4 CR.) (40+30+30) Practical</u>	<u>CVAC (2 CR. 50 Marks)</u>	<u>SUMMER INTERNSHIP (3 CR.)</u>	<u>DISSERTATION/ RESEARCH WORK (12 CR.)</u>	<u>TOTAL CREDIT</u>
3	CC-3: Reporting & Editing-3 CR. TU: 1 CR- Tutorial project.	Same as Sem-1	Same as Sem-1	Compulsory English	Field Project; Photography project; Page making software for a tabloid		-----	-----	

	CC-4: Communication, Media & Society- 3 CR. TU: 1 CR				journal (Practical)				
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<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
4	<u>CC-5:</u> History of Indian Journalism-3 CR. <u>TU:</u> 1 CR <u>CC-6:</u> Media Management & Press Law- 3 CR. <u>TU:</u> 1 CR <u>CC-7:</u> Advertising- 3CR <u>PR:</u> Ad making 1CR	Same as Sem-2					Rest will do	-----	

	CC-8: Public Relations- 3CR PR- PR Tools- 1CR								
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<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
5	CC-9: Introduction to New & Digital Media-3 CR. PR: Web Page making- 1 CR . CC-10: Development Communication - 3 CR. TU: 1 CR CC-11: Advanced Media & Cultural Theories-	CC-4: Communication, Media & Society- 3 CR. TU: 1 CR					-----	-----	

3CR TU: 1CR									
CC-12: Film Studies- 3CR PR- Script & Mobile Filming- 1CR									

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
6	CC-13: Communication Research-3 CR. TU: 1 CR CC-14: Forms of Communication: Classical to Critical- 3 CR. TU: 1 CR CC-15: PR-	CC-8: Public Relations- 3CR PR- PR Tools- 1CR					-----	-----	

Documentary Film Making- 4CR									
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<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
7	<p>CC-16: Folk & Community Media- 3 CR. PR: 1 CR: GD, Poster, Inforgraphic Design</p> <p>CC-17: Political Communication & International Affairs- 3 CR. PR: 1 CR: GD, Poster, Inforgraphic Design Social Media Planning.</p> <p>CC-18: Health,</p>						-----	-----	

	<p>Science, Environment Communication- 3CR TU: 1CR</p> <p>CC-19: Human Rights & Gender Studies- 3CR PR: Photographic project on Env- Gender-HR awareness, Health Survey- 1CR</p>								
SEM ESTE R	<p><u>DSC/CORE (4 CR. 100 Marks)</u> <u>EACH UNIT-25 MARKS</u></p>	<p>MINOR (4 CR. 100 Marks) EACH UNIT-25 MARKS</p>	<p>IDC (3 CR. 75 Marks)</p>	<p>AEC (2 CR.) EACH UNIT- 25MRKS</p>	<p>SEC-1 (4 CR.) (40+20+40)</p>	<p>CVAC (2 CR. 50 Marks)</p>	<p>SUMM ER INTER NSHIP (3 CR.)</p>	<p>DISSERT ATION/ RESEAR CH WORK (12 CR.)</p>	<p>TOTA L CREDI T</p>
8	<p>CC-20: PR: Dissertation & Viva - 4 CR.</p> <p>CC-21: Essay- 2 CR. Survey Content Anaysis-2CR</p>						-----	-----	

<u>Additional</u>									
CC-22: Feature Film making- 4 CR									

- **Laboratory Requirements for Journalism & Mass Communication (Major + Minor):**

(a) **All Laboratories should be Air Conditioned;**

(b) **One Computer Teacher, having suitable experiences in computer operation, film making/editing;**

(c) **Laboratory Attendant to be appointed;**

(d) **Sound-proof studio (optional);**

(e) **Recording System (Audio & Video);**

(f) **Hi-speed Internet connection;**

(g) **Necessary Software to be installed: Page-making Software; Photo Editing Software; Video Editing Software; Audio Editing Software; Bangla Software (Unicode).**

- **The Pedagogy:**

The teaching-learning of the programme would be organized through lectures, tutorials, practicals, projects, presentations, workshops, seminars and hands-on training using ICT extensively. Practical sessions are incorporated as an important component in most of the papers, with hands-on training in the use of various equipment, such as Cameras, Editing Machines etc.

- Examination:**

For each practical / Tutorial based course of 4 Credit the question pattern shall be:

Types of Questions	Marks Allotted	Number of questions	Total Marks (100)
Objective types	2	10	20
Short Answer Type	5	2	10
Subjective Type	15	3	45
Practical / Tutorial			25

For each paper of 3 Credit

Types of Questions	Marks Allotted	Number of questions	Total Marks (75)
Objective	1	10	10

types			
Short Answer Type	2	5	10
Subjective Type	15	2	30
Tutorial			25

For each 2 Credit paper

Types of Questions	Marks Allotted	Number of questions	Total Marks
			(50)
Objective types	1	10	10
Short Answer Type	2	5	10
Subjective Type	15	2	30

DETAILED SYLLABUS

Semester-1

DSCC 1-Basics of Journalism and Mass Communication (JMC-1) (3Th + TU)

Unit-1

Types of Media: Print, Broadcast and New Media (Digital and Social Media); Structure of Newspaper organization; News: Definition, Types, Elements; News Sources; Structure of news: Inverted Pyramid; Intro or Lead; Objectivity; Political reporting, Financial reporting, Sports reporting; News Agencies: functions; International News Agencies.

Unit-2

Print Media Editing: Principles of Editing; Headlines – Types; Page Making - Principles; Photo journalism: Definition; Photo Journalist; Caption writing; Feature: Definition, Types; Editorial; Column and Columnist; Interviewing: Research, planning, framing questions.

Unit-3

Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise); Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal,

interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)

Unit-4

Tutorial Project: Field Work and its Printable Outcome: Different types of News writing from your own locality with proper headlines and suitable intro. (All projects are to be stored in the Drive Account for necessary evaluation.

***The field project shall be a group project consisting of 7-10 students in each group.**

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sujit Roy: Sambad Sangbadik Sangbadikata; Som Publications.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (8) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributers.
- (9) Nalini Rajan (ed.): 21st Century Journalism in India; Sage.
- (10) Saptarshi Som: Khaborer Boi; Gyandarpan.

SEC 1

Practicing Journalism (Practical: 40+20+40)

Unit 1

Newspaper Page Make-up: Designing the Front Page that includes Chimney, Anchor, Solus, Slug with necessary page-making software and the photo-editing software;

Unit 2

Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Book Review, Film Review, Review of Television Programmes

Unit 3

Feature, Column, Editorial writings in political, sports, national and international affairs for Print Media – Writing Techniques

Semester-2

DSCC 2- Broadcasting Principles (3TH+1TU)

Unit-1

Radio: Development projects through Radio broadcasting in India; AIR- Services (External News Division, Vividh Bharti, Yuva Vani); Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines; Community Radio; HAM Radio; Autonomy of Indian broadcasting: Prasar Bharati; FM Radio, Radio Jockey.

Unit-2

Television and National Development; Satellite TV Experiment (SITE); Satellite Channels operating in India; Agenda Setting techniques used by TV channels; Basic camera movements; Ethical issues and recent sting operations; TV news techniques: finding the story, packaging, use of clippings, PTC, VO, AVO, VOC; Viewership rating: TAM, TRP; Graphics and Special Effects.

Unit-3

Understanding Television Soap Opera, Decoding Reality Shows, Impact of Television on Children, Women; Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV; Differences in reporting and presentation between Radio and Television.

Unit-4

Tutorial Project: Pre production, Production and Post Production for Radio and Television; Preparing Mobile (audio-visual) News Capsule; Viva Voce.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) Sujit Roy: TV Sangbadikata; Som Publications.
- (4) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (5) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (6) Andrew Boid: Broadcast Journalism; Oxford.
- (7) Arvind Singhal: Communication for Innovation; Sage.
- (8) Kirk A. Johnson: Television and Social Change in India; Sage.

SEC2:

Practicing Audio-Visual (Practical) (4 Credits)

Unit 1: 30 Marks

Record a radio talk written by the student him/herself; Edit the radio talk using sound editing software with at least two advertisement and signature tune.

Unit 2: 30 marks

Prepare a slide show on selected news based topics (5 to 10 topics selected by the dept.)- 15 slide presentation

Unit 3: 20 + 20 Marks

Writing for television talk show script, TV News Script, TV entertainment programme script.

Readings:

CC-2 to be followed.

IDC-JMC

Introduction to J&MC (2TH+1TU)

UNIT-1

News: Definition; Elements of news; News Sources; Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects; Column and Columnist; Interviewing: Research, planning, framing questions, The News Agencies: functions; various international News Agencies;

UNIT-2

Communication: Definition, Process and Semiotic school; Forms of Communication (verbal, on-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal, interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)

UNIT-3

TUTORIAL: offline survey by a group of (minimum 5 students to maximum 10students) on a particular topic decided by the department

Or an individual presentation on any IDC topic

Readings:

- (1) Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (2) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributors.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt. Ltd (2003).
- (5) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.

Semester-3

DSCC 3- Reporting & Editing Practices for Print Media (3Th + TU)

Unit-1

Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;

Unit-2

Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism

Unit-3

Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.

Unit-4

Tutorial Project: Term paper on any paper topic.

Minor-3: Same as Major-3

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (7) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (8) Saptarshi Som: Khaborer Boi; Gyandarpan.
- (9) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;

DSCC- 4: Communication Media & Society (3Th + TU)

Unit-1

General Linear models of Communication: Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Concepts of Semiology: Sign, Code, Text and Signification.

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-2

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-3

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

Unit-4

Tutorial Project: Term paper or Poster Design & Presentation on any topic of this module.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prentice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

IDC: Same as Sem-1

SEC-3 (PR- 4CR- 40+30+30):

- (i) Field based communication project. Students (5 in a group) are to be asked to cover a chosen field on a prescribed format to explore the geo-social and demographic conditions and theorize.**
- (ii) Photography project on semester topic.**
- (iii) Learning page making software for a tabloid journal.**

Semester-4

DSCC 5- History of Indian Journalism (3Th + TU)

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy. H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

Unit-2

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindsthan Times, The Indian Express.

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; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, N.Ram.

Unit-4

Tutorial Project: Term Paper on any topic of this module.

Readings:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) SushovanSarkar: Bengal Renaissance and Other Essays;

- (3) J. Natarajan: History of Indian Journalism; Publication Division.
- (4) Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (5) Mohit Moitra: A History of Indian Journalism; National Book Agency.
- (6) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (7) Recommendations of First Press Commission.
- (8) D.C. Bhattacharya: Indian Politics and Government;
- (9) D.C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha;

DSCC 6- Media Management & Press Law (3Th + TU)

Unit-1

Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and functions. Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

Unit-2

Freedom of Information and freedom of press: Indian experience; From Press Commission to Press Council of India: before and after globalization; Right to Information Act, Right to privacy.

Unit-3

Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Seditious Speech Act, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Journalistic and Media Ethics.

Unit-4

Tutorial Project: Term Paper on any topic of this module.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management. Iowa State University Press.
- (3) Arvind Singhal: India's Communication Revolution, Sage.
- (4) Vanita Kohli: The Indian Media Business, Response Books.
- (5) Biplab Loh Chowdhury: Media Management; Unique Books International.
- (6) K.P. Yadav: Media Management; Adhyayan Publishers & Distributors.
- (7) Durgadas Basu: Press Laws in India; Prentice Hall of India.
- (8) Bansi Manna: Press Laws in India; Academic Publisher.
- (9) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (10) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

DSCC 7- Advertising Principles and Practice (3Th + 1PR)

Unit-1

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage;

Unit-3

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies, Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-4

Practical (1CR- Marks-25):

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.

Readings:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple; Madesimple Books.
- (3) James S. Norris: Advertising; Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (7) David Ogilvy: Ogilvy on Advertising, Pan/Prion Books
- (8) Frank Jefkins: Advertising Made Simple, Rupa & Co.
- (9) S. A. Chunawalla: Advertising Theory And Practice, Himalaya Publishing House
- (10) Jaishri Jethwaney: Advertising, Phoenix Publishing House.

DSCC 8- Public Relations (3Th + 1PR)

Unit-1

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Unit-3

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal 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.

Unit-4

Practical (1CR- Marks-25):

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).

Readings:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (4) Anne Gregory: Public Relations; IPR Publications.

- (5) SubirGhosh: Public Relations Today; Rupa& Co.
- (6) Samar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.
- (7) Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcose& Glen T, Public Relations, Pearson.
- (10) Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

Semester-5

DSCC 9- Introduction to New & Digital Media (3Th + 1PR)

Unit-1

Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Understanding Virtual Cultures and Digital Journalism; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society.

Unit-2

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism; Brief history of Blogging;

Unit-3

Hyperlocal Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism. Tools of Online Journalism: Multimedia, Interactivity, Social Networking Sites, Storytelling structures, AI and Large Language Models; Use of AI in Journalism- Pros and Cons; AI and Social Surrealism.

Unit-4

Practical (1CR- Marks-25):

Advanced Pagemaking: Hyperlinks, Weblogs and Content Management Systems (CMS);; websites; Linear and Non-linear, Writing Techniques, Linking, Visual and Content Design, Website planning and visual design, Creating and Promoting a Blog.

Readings:

- (1) Vincent Miller. Understanding digital culture, Sage Publications, 2011.
- (2) Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.
- (3) Siapera, Eugenia. Understanding new media.Sage, 2011.
- (4) Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- (5) Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.

DSCC -10: Development Communication (3CR + 1TU)

Unit-1

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals. Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Ev. Rogers' Development communication school, Dominant Paradigm of Development Model (DPD); Diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.

Unit-2

Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post-liberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication;

Unit-3

Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Essay Writing on any related topic.

Unit4:

Tutorial Project: Term Paper or Poster Design on any topic of this Module.

Readings:

1. Arvind Singhal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.
2. J V Vilanilam: Development Communication in Practice, India and the Millennium Development Goals. Sage. 2009.
3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai: Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, NewDelhi. 2002.
4. Abir Chattopadhyay: Jnapon Tatwo O Sanskriti, Progressive Publisher, 2022.
5. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.
6. Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment: Sage. 2001
7. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Standford, 1964.

8. Uma Narula, W. Barnett Pearce. Development as communication: A perspective on India. Southern Illinois University Press, 1986
9. Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.
10. K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
11. Dipankar Sinha: Development Communication, Contexts for the 21st Century; Orient Black Swan.

DSCC 11- Advanced Media & Cultural Theories (3Th + TU)

Unit-1

Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message.

Unit-2

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Understanding media Codes, Texts. Public Sphere and Public Media: Jurgen Habermas and Theory of Communicative Action; Corporatization and Globalization of Mass Media.

Unit-3

Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Scap Theory; Concept of Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).

Unit-4

Tutorial Project: Term Paper, Poster/Infographic Presentation on any topic to be chosen from this module

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.
- (10)Hartley, J. (2002) Communication, Cultural and Media Studies: The Key Concepts (3rd Edition). London: Routledge.
- (11) Douglas Kellner: Media Culture, Sage.
- (12) Siebert, F., Schramm, W. and Peterson T. (1956) Four Theories of the Press. Urbana, Illinois: University of Illinois Press.

DSCC 12- Film Studies (3Th + 1PR)

Unit-1

Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America.

Unit-2

Overview of Indian New Wave: Satyajit Ray, Ritick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalakrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.

Unit-3

Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene. History of Documentary Films (Global and Indian Perspectives); Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin.

Essay Writing on any related Topic

Unit-4

Practical: Cinema Scripts, Creative Planning: story boards and shot lists, shoot scheduling.

Readings:

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Nelmes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) ParthaRaha: Cinema r Itibritwo; Dey's Publisher.
- (7) Renu Saran: History of Indian Cinema; Diamond Books.
- (8) M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford.
- (9) Manas Ghosh: Chalachchitre Tritiyo Duniya Iran; Boichitra Prakashan

Minor-5.1:

Communication Media & Society (3Th + TU)

Unit-1

General Linear models of Communication: Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Concepts of Semiology: Sign, Code, Text and Signification.

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-2

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-3

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

Unit-4

Tutorial Project: Term paper or Poster Design & Presentation on any topic of this module.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prentice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

Semester-6

DSCC 13- Communication Research (3Th + 1TU)

Unit-1

Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature). Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale.

Unit-2

Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work; Signs and Codes in Research Methods.

Unit-3

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods, Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Unit-4

Tutorial Project (1CR- Marks-25): Term Paper, Poster/Infographic Presentation on any topic to be chosen from this module.

Readings:

- (1) Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- (2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- (3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- (4) John Fiske. Introduction to Communication Studies, Routledge Publications,1982.
- (5) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences,Forge Press (For Case Studies) Amazon,2002.

DSCC 14- Forms of Communication: Classical and Critical (3Th + 1TU)

Unit-1

Basic concept of Epistemology and Indian Epistemology: Nyaya School; Concept of Sadharanikaran, Rasa theory, Nine Rasas; Bhartrihari's philosophy of language; Sphota Theory: Meaning significance in Indian Linguistics; Understanding Lokayata Darshan, Plato's Divided Line and Knowledge.

Unit-2

Communicating Codes and Text: Types of codes and Texts; Critical forms of communication: Non-linear modes of communication; Deconstruction method of communicating Codes; Barthes' method of deconstructing forms of message; Foucault's concept of Power Discourse; Derrida's agrammaticality in communication: Concept of Deconstruction and Differance;

Unit-3

Understanding mediated Metaphors and Metonyms (Visual and Text); Analyzing (Reading and Decoding) Media Forms & Genres: Soap Opera, Reality Shows (News and other entertainment Programmes: Chamber Reality shows, external reality shows); Advertisement Texts (Print and Display Ad copies); Meta verse: Stages of MV- Digital Twins, Digital Natives, Surreality; Components of Meta verse communication – Virtual Reality, Augmented Reality, Mixed Reality.

- (1) Debiprasad Chattopadhyay: Lokayata; Peopl's Publishing House.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) K. S. Prasad: The Philosophy of Language in Classical Indian Tradition; D.K. Printworld P. Ltd.
- (4) Tony Thwaites: Intriducing Culture and Media Studies: A Semiotic Approach, Palgrave.
- (5) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (7) Matthew Ball: The Metaverse and How It Will Revolutionize Everything; Liveright, 2022.

Unit-4

Tutorial Project (1CR- Marks-25): Term Paper, Poster/Infographic Presentation on any topic to be chosen from this module.

DSCC 15- Documentary Film Making (4CR- PR)

Minor-6.1:

Public Relations (3Th + 1PR)

Unit-1

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Unit-3

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal 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.

Unit-4

Practical (1CR- Marks-25):

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).

Readings:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.

- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (4) Anne Gregory: Public Relations; IPR Publications.
- (5) Subir Ghosh: Public Relations Today; Rupa & Co.
- (6) Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parshad.
- (7) Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson.
- (10) Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

Semester-7

CC 16- Folk and Community Media (3CR + 1PR)

Unit-1

Culture versus Tradition; Definition of Folk Culture, Cultural landscape and Folk Culture; Understanding ethnicity, legends, ballads, personal narratives, folk tales, rituals, myths; Dominant Culture versus Subaltern Culture; Folk Culture vs. Popular Culture vs. Media Culture; Participatory Communication and Use of Folk cultures; cultural Pluralism vs. Cultural Hegemony.

Unit-2

Definition and characteristics of community, Types of community; History of Community media; Community Newspapers; Emerging Roles and functions of Community Radio; Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media; Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul, Puppetry.

Unit-3

Impact of Five Year Plans in fulfilment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers; Fate of district Pages of corporate newspaper houses; Community Media and Global Technology; Globalization and future of Folk media and Community Media.

Unit-4

Practical Project (1CR- Marks-25): Group Discussion on any given topic; Poster or Infographic Design on community media initiative; Documentation of oral history from folk members; Documenting storytelling; Documenting folk performances.

Readings:

- (1) R. M. Dorson: Folklore and Folklife; University of Chicago Press.
- (2) ShyamParmar: Traditional Folk Media in India, Routledge,1994.
- (3) Wakil Ahmed: Banglar Lok Sanskriti, Gatidhara Prakashoni, Bangladesh.
- (4) Wakil Ahmed: Lok Kala Tatwo O Matabad, Boipatro, Bangladesh.
- (5) Ashutosh Bhattacharya: LokSahityerItihash,
- (6) Folk and Tribal Cultural Centre(ed): BongiyoS hilpoParichay.

CC 17- Political Communication & International Affairs (3Th + 1PR)

Unit-1

Political Communication- Definition; Relationship of politics with mediated communication; Theoretical approaches: Jurgen Habermas on Communicative Action; Imbalances in Information Flow; Rise of Global Short Wave Transmission and News Agencies in the post World War-II, UNESCO and McBride Commission; Recommendations of McBride Commission: NANAP, NWICO; Rights of Information vs. Freedom of Information; Globalization of Media.

Unit-2

Mass persuasion and propaganda: Priming and Agenda Setting; Responsibilities of media in framing public opinion: Walter Lippmann, public policy, Noam Chomsky: Media Control; Channels of political communication; Mediation, facilitation and dialogue; Leadership, politics and social advocacy; Fundamentals of political engagement.

Unit-3

Identity politics in India: Role of mass media; Modern discourse of identity; Rhetoric of Social Movements, local assertions and its links to global assertions, Human Development Index, Development and Environmental Concerns - conflict of interests between economic and environmental concerns.

Unit-4

Practical Project (1CR- Marks-25):

Group Discussion on any given topic; Poster and Infographic Design on political, international issues; Social Media campaigning for political communication; Designing mock political campaign Political Advertisements.

Readings:

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, Pantheon Books, New York.
2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge
4. Harold Laswell; *The Theory of Political Propaganda*
5. Craig Calhoun: *The Modern discourse of identity*.
6. Abir Chattopadhyay: *Jnapontatwo O Sanskriti*; Progressive Publishers.

CC 18- Health, Science & Environment Communication (3Th + 1TU)

Unit-1

Strategies for Health Communication; Barriers to Effective Health Communication; Strategies to improve health communication; Understanding culture to promote health communication; Health and Media: Changing health behaviour during Pandemic; Health literate Care Model (HLCM); Health care system in India: National Institute of Health; Central Drug Standard Control (CDSCO); Directorate General of Health Services, Pharmacy Council of India (PCI), National Medical Commission; Pandemic and Health Communication; Effective interpersonal communication between health care provider and client; Interactive Health Care Marketing Communications; Medical Transcription: Writing about medicine; Community Involvement in Health communication; Engaging patients in healthcare; WHO, FAO, Janasasthya Movement.

Unit-2

Basic contexts of Science Communication; Science Communication through institutions/organizations: Indian Science News Association, Indian Association for the Cultivation of Science; Bangiyo Bijnan Parishad; Science Association of Bengal, BITM, Pashchimbanga Bijnan Mancha; Science & Media: Role of Print, Electronic and Folk Media, Storytelling, Visual Communication, New Media blogging and Social Media; Areas of Science Communication: Agricultural Science, Biological and Medical Science, Public Health Engineering, Essential features of science reporting; Role of a science page editor; popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media; Anti-Superstition Movement.

Unit-3

Global and National Issues of Environment Communication; Climate Change and Environmental Equity; Understanding Ramsar Sites: Ramsar Sites in India, Environment Movements: Silent valley movement, Chipko Movement, Apikko Movement, Narmada Banchao Movement, Anti-Teheri Dam Movement, Anti-Almatti Dam Movement

Unit-4

Tutorial Project: Term Paper on chosen topics;

Readings:

- (1) Richard K. Thomas: Health Communication, Springer.
- (2) Renato Schiavo: Health Communication: From Theory to Practice 2nd Edition
- (3) Nancy Grant Harrington (Ed.): Health Communication: Theory, Method, and Application 1st Edition.
- (4) Elise Hancock: Ideas into Words: Mastering the Craft of Science Writing, Baltimore and London: Johns Hopkins, 2003.
- (5) N Corcoran (Ed.): Communicating health: strategies for health promotion; Sage.
- (6) Uttaran Dutta: A Handbook of Health Communication in South East Asia, Routledge.

CC 19- Human Rights and Gender Studies (3Th + 1PR)

Unit-1

Rights: inherent, inalienable, universal, indivisible; Values: Dignity, liberty, equality, justice, unity in diversity; Balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups; Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, Amnesty International, Social Violence & HR, RTI, Right to Privacy.

Unit-2

Understanding Sex and Gender; Understanding Patriarchy, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act).

Unit-3

Feminist movements: Liberal Feminism; Radical Feminism, Marxist Feminism, Cultural Feminism, Eco-Feminism, Third World Feminism; Seneca Falls Convention and Women Rights, 1848; Age of consent Bill and Women Rights; Suffrage Movement; Gender Mainstreaming and UNDP Guidelines.

Unit-4

Practical (1CR): Group Discussion on given Case Studies, Survey analysis on HR related issues.

Readings:

1. UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
2. UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
3. UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
4. Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
5. Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986).
6. UNESCO, Yearbook on Human Rights.

Semester-8

CC- 20 – Dissertation (4CR)

CC- 21 – Essay Writing and Survey Content Analyses (2CR + 2CR)

Additionally,

CC- 22 – Feature Film Making (4CR). Students shall conduct the project in a five member group to be constituted by the concerned department.

University of Calcutta
UG Syllabus
On
3-Year Degree Course
Journalism and Mass Communication

COURSE STRUCTURE-2023 (NEP) JOURNALISM & MASS COMMUNICATION

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>EACH UNIT-25</u> <u>MARKS</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25 MARKS</u>	<u>SEC-1</u> <u>(4 CR.)</u> <u>(40+20+40)</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
1	DSCC-1 Basics of Journalism & Mass Comm-3 CR. <u>TU: 1 CR.</u>		<u>Introduction to</u> <u>J&MC</u> <u>(2TH+1TU)</u>		<u>SEC1-1-P:</u> Practicing Journalism (Practical)		-----	-----	

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SEC</u> <u>(4 CR. 100</u> <u>Marks)</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>IMTE</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u>
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							<u>RNSHI</u> <u>P</u> <u>(3 CR.)</u>	<u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>T</u>
2	DSCC-2 Broadcasting Principles-3 cr. + <u>TU</u> : 1 CR.		SAME COURSE LIKE SEM.1		Same as Sem-1		-----	-----	
3	DSCC-3 Communication, Media & Society- 3 CR. <u>TU: Term Paper on topic</u> 1 CR	Same as CC-1 of Sem-1	Same as Sem-1		Same as Sem-1				
4	DSCC: 4 Public Relations- 3CR PR- PR Tools- 1CR DSCC: 5 Advertising- 3CR PR: Ad making 1CR	Same as CC-2 of Sem-2							
5	DSCC- 6: Reporting & Editing-3 CR. <u>TU</u> : 1 CR- Tutorial DSCC-7	Minor: Communication, Media & Society- 3 CR. <u>TU: Term Paper on topic</u> 1 CR							

	History of Indian Journalism-3 CR. TU: 1 CR (if candidate opts for CC-1)	Minor: Public Relations- 3CR PR- PR Tools- 1CR							
6	DSCC-8 Media Management & Press Law- 3 CR. TU: 1 CR DSCC-7 History of Indian Journalism-3 CR. TU: 1 CR (if candidate opts for CC-2)	Minor: Advertising- 3CR PR: Ad making 1CR Minor: Reporting & Editing-3 CR. TU: 1 CR- Tutorial							

• **Laboratory Requirements for Journalism & Mass Communication (Major + Minor):**

- (a) All Laboratories should be Air Conditioned;
- (b) One Computer Teacher, having suitable experiences in computer operation, film making/editing;
- (c) Laboratory Attendant to be appointed;
- (d) Sound-proof studio (optional);
- (e) Recording System (Audio & Video);
- (f) Hi-speed Internet connection;
- (g) Necessary Software to be installed: Page-making Software; Photo Editing Software; Video Editing Software; Audio Editing Software; Bangla Software (Unicode).

- **The Pedagogy:**

The teaching-learning of the programme would be organized through lectures, tutorials, practicals, projects, presentations, workshops, seminars and hands-on training using ICT extensively. Practical sessions are incorporated as an important component in most of the papers, with hands-on training in the use of various equipment, such as Cameras, Editing Machines etc.

- **Examination:**

For each practical / Tutorial based course of 4 Credit the question pattern shall be:

Types of Questions	Marks Allotted	Number of questions	Total Marks (100)
Objective types	2	10	20
Short Answer Type	5	2	10
Subjective Type	15	3	45

Practical / Tutorial	25
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For each paper of 3 Credit

Types of Questions	Marks Allotted	Number of questions	Total Marks (50+25)
Objective types	1	10	10
Short Answer Type	2	5	10
Subjective Type	15	3	15X2
Tutorial			25

For each 2 Credit paper

Types of Questions	Marks Allotted	Number of questions	Total Marks (50)
Objective types	1	10	10

Short Answer Type	2	5	10
Subjective Type	15	2	30

DETAILED SYLLABUS

SEMESTER- 1&2

JOUR-MD-CC1-1-TH

-Basics of Journalism and Mass Communication (JMC-1) (3Th + TU)

Unit-1

Types of Media: Print, Broadcast and New Media (Digital and Social Media); Structure of Newspaper organization; News: Definition, Types, Elements; News Sources; Structure of news: Inverted Pyramid; Intro or Lead; Objectivity; Political reporting, Financial reporting, Sports reporting; News Agencies: functions; International News Agencies.

Unit-2

Print Media Editing: Principles of Editing; Headlines – Types; Page Making - Principles; Photo journalism: Definition; Photo Journalist; Caption writing; Feature: Definition, Types; Editorial; Column and Columnist; Interviewing: Research, planning, framing questions.

Unit-3

Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise); Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal, interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization)

Unit-4

Tutorial Project: Field Work and its Printable Outcome: Different types of News writing from your own locality with proper headlines and suitable intro. (All projects are to be stored in the Drive Account for necessary evaluation.

***The field project shall be a group project consisting of 7-10 students in each group.**

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sujit Roy: Sambad Sangbadik Sangbadikata; Som Publications.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (8) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributers.
- (9) Nalini Rajan (ed.): 21st Century Journalism in India; Sage.

JOUR-MD-CC2-2-TH:
-Broadcasting Principles (3TH+1TU)

Unit-1

Radio: Development projects through Radio broadcasting in India; AIR- Services (External News Division, Vividh Bharti, Yuva Vani); Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines; Community Radio; HAM Radio; Autonomy of Indian broadcasting: Prasar Bharati; FM Radio, Radio Jockey.

Unit-2

Television and National Development; Satellite TV Experiment (SITE); Satellite Channels operating in India; Agenda Setting techniques used by TV channels; Basic camera movements; Ethical issues and recent sting operations; TV news techniques: finding the story, packaging, use of clippings, PTC, VO, AVO, VOC; Viewership rating: TAM, TRP; Graphics and Special Effects.

Unit-3

Understanding Television Soap Opera, Decoding Reality Shows, Impact of Television on Children, Women; Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV; Differences in reporting and presentation between Radio and Television.

Unit-4

Tutorial Project: Pre production, Production and Post Production for Radio and Television; Preparing Mobile (audio-visual) News Capsule; Viva Voce.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) Sujit Roy: TV Sangbadikata; Som Publications.
- (4) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (5) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (6) Andrew Boid: Broadcast Journalism; Oxford.
- (7) Arvind Singhal: Communication for Innovation; Sage.
- (8) Kirk A. Johnson: Television and Social Change in India; Sage.

JOUR-MD-SEC-TH:
Print Advertising (4 Credits)

Unit 1

Advertising: Definition; Types of Advertising; Classification of Advertising: Classified and Display Advertising; History of print advertising in India; Basic idea of modern print advertising.

Unit 2

Types of Newspaper Advertisements, Display Board Advertising: Definition with examples, Leaflets, Pamphlets;

Unit 3

Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Writings; Ad-Layout: Thumbnail-Rough-Comprehensive Layouts;

Unit 4

Ad-Agencies: Definition; Functions; Ad-Manager; Advertising Department of a Newspaper.

SEMESTER-3

DSCC-3: Communication Media & Society (3Th + TU)

Unit-1

General Linear models of Communication: Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Concepts of Semiology: Sign, Code, Text and Signification.

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-2

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-3

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

Unit-4

Tutorial Project: Term paper or Poster Design & Presentation on any topic of this module.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.

- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengage Learning)2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prentice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

Minor-3: Same as Sem-1

SEC-3 Practical:

Same as Sem-1

SEMESTER-4

DSCC-4- Public Relations (3Th + 1PR)

Unit-1

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Unit-3

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal 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.

Unit-4

Practical (1CR- Marks-25):

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).

Readings:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (4) Anne Gregory: Public Relations; IPR Publications.
- (5) Subir Ghosh: Public Relations Today; Rupa & Co.
- (6) Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parshad.
- (7) Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson.
- (10) Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

DSCC-5- Advertising (3Th + 1PR)

Unit-1

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage;

Unit-3

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies, Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-4

Practical (1CR- Marks-25):

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.

Readings:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple; Madesimple Books.
- (3) James S. Norris: Advertising; Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;

- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (7) David Ogilvy: Ogilvy on Advertising, Pan/Prion Books
- (8) Frank Jefkins: Advertising Made Simple, Rupa & Co.
- (9) S. A. Chunawalla: Advertising Theory And Practice, Himalaya Publishing House
- (10) Jaishri Jethwaney: Advertising, Phoenix Publishing House.

Minor-4: Same as Sem-2

SEMESTER-5

DSCC-6: Reporting & Editing (3Th + TU)

Unit-1

Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;

Unit-2

Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism

Unit-3

Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.

Unit-4

Tutorial Project: Term paper on any paper topic.

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (7) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (8) Saptarshi Som: Khaborer Boi; Gyandarpan.
- (9) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;

DSCC-7: History of Indian Journalism (3Th + TU) (If the candidate opts for CC-1)

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy. H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

Unit-2

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindsthan Times, The Indian Express.

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; Development of News Agencies; Contributions of Eminent Journalists: M. Chalpathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, N.Ram.

Unit-4

Tutorial Project: Term Paper on any topic of this module.

Readings:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) SushovanSarkar: Bengal Renaissance and Other Essays;
- (3) J. Natarajan: History of Indian Journalism; Publication Division.
- (4) RangaswamyParthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (5) MohitMoitra: A History of Indian Journalism; National Book Agency.
- (6) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (7) Recommendations of First Press Commission.
- (8) D.C. Bhattacharya: Indian Politics and Government;
- (9) D.C. Bhattacharya: BharatiyaRajniti O ShashonByabostha;

Minor- 5.1:

Communication Media & Society (3Th + TU)

Unit-1

General Linear models of Communication: Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Concepts of Semiology: Sign, Code, Text and Signification.

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-2

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-3

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

Unit-4

Tutorial Project: Term paper or Poster Design & Presentation on any topic of this module.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.

- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006
- (9) Bernet, John R, (1989) Mass Communication, an Introduction, Prentice Hall.
- (10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

Minor-5.2

Public Relations (3Th + 1PR)

Unit-1

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Unit-3

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal 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.

Unit-4

Practical (1CR- Marks-25):

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).

Readings:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (4) Anne Gregory: Public Relations; IPR Publications.
- (5) SubirGhosh: Public Relations Today; Rupa& Co.
- (6) Samar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.
- (7) Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcose& Glen T, Public Relations, Pearson.
- (10)Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

SEMESTER- 6**DSCC-8: Media Management & Press Law (3Th + TU)****Unit-1**

Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and functions. Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

Unit-2

Freedom of Information and freedom of press: Indian experience; From Press Commission to Press Council of India: before and after globalization; Right to Information Act, Right to privacy.

Unit-3

Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Sedition, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Journalistic and Media Ethics.

Unit-4

Tutorial Project: Term Paper on any topic of this module.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management. Iowa State University Press.
- (3) Arvind Singh: India's Communication Revolution, Sage.
- (4) Vanita Kohli: The Indian Media Business, Response Books.
- (5) Biplab Loh Chowdhury: Media Management; Unique Books International.
- (6) K.P. Yadav: Media Management; Adhyayan Publishers & Distributors.
- (7) Durgadas Basu: Press Laws in India; Prentice Hall of India.
- (8) Bansi Manna: Press Laws in India; Academic Publisher.
- (9) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (10) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

DSCC- History of Indian Journalism (3Th + TU) (If the candidate opts for CC-2)

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press; Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy. H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

Unit-2

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindsthan Times, The Indian Express.

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; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, N.Ram.

Unit-4

Tutorial Project: Term Paper on any topic of this module.

Readings:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) SushovanSarkar: Bengal Renaissance and Other Essays;
- (3) J. Natarajan: History of Indian Journalism; Publication Division.
- (4) RangaswamyParthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (5) MohitMoitra: A History of Indian Journalism; National Book Agency.
- (6) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (7) Recommendations of First Press Commission.

(8) D.C. Bhattacharya: Indian Politics and Government;

(9) D.C. Bhattacharya: BharatiyaRajniti O ShashonByabostha;

Minor- 6.1:

Advertising Principles and Practice (3Th + 1PR)

Unit-1

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage;

Unit-3

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies, Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-4

Practical (1CR- Marks-25):

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.

Readings:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple; Madesimple Books.
- (3) James S. Norris: Advertising; Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (7) David Ogilvy: Ogilvy on Advertising, Pan/Prion Books
- (8) Frank Jefkins: Advertising Made Simple, Rupa & Co.
- (9) S. A. Chunawalla: Advertising Theory And Practice, Himalaya Publishing House
- (10) Jaishri Jethwaney: Advertising, Phoenix Publishing House.

Minor-6.2**Reporting & Editing Practices for Print Media (3Th + TU)****Unit-1**

Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;

Unit-2

Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism

Unit-3

Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.

Unit-4

Tutorial Project: Term paper on any paper topic.

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (7) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (8) Saptarshi Som: Khaborer Boi; Gyandarpan.
- (9) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;