

UNIVERSITY OF CALCUTTA



Dr. MILAN KUMAR PAL, M.Sc., Ph.D.
O.S.D.
UNIVERSITY OF CALCUTTA.

Ref No. CUS/12/17
Dated the 11th January, 2017

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To
The Principals/T.I.C.
of all the Undergraduate Colleges
offering B.A. (Honours) in Journalism & Mass Communication
affiliated to the University of Calcutta

Sir/ Madam,

The undersigned would like to forward you the Draft Syllabus for Journalism and Mass Communication (Honours), to be implemented from the academic session 2017-2018 to get feedback from the Department of Journalism & Mass Communication in your college.

You are requested to send your feedback within 27th January, 2017.

In this regard you may send your observations/ suggestions to the Department of U.G. Councils, C.U. or through email (u.g.councilsc.u@gmail.com) or you may contact Prof. Abir Chattopadhyay, Chairperson, U.G.B.O.S., Journalism & Mass Communication, C.U. (Mob:9433173551; email: abir.communication@gmail.com).

Your cooperation in this regard will be highly appreciated. Kindly treat the matter as urgent.

Thanking you,

Yours faithfully,

(Milan Kr. Pal)
O.S.D., C.U.

University Of Calcutta



**Syllabus for Three-Year B.A. (Honours) Courses
in
Journalism & Mass Communication
(Lab Oriented Communication and Media Course)
Honours**

Part-I

Paper-I		100 Marks
First Half:	Reporting and Editing Techniques	50 Marks
	Module One: Principle of News	25 Marks
	Module Two: Journalistic Positions and Responsibilities	25 Marks
Second Half:	Journalistic Praxis & Elementary Communication	50 Marks
	Module three: Journalistic Fields and Praxis	25 Marks
	Module Four: Elementary Communication	25 Marks
Paper-II		100 Marks
First Half:	History of Indian Journalism National Affairs	50 Marks
	Module One: History of Indian Journalism	25 Marks
	Module Two: Growth of Professional Journalism and National Affairs	25 Marks
Second Half:	Practical	50 Marks

Part-II

Paper-III	Communication and Media Studies	100 Marks
First Half:	Principles of Communication	50 Marks
	Module One: Communication Theories	25 Marks
	Module Two: Media, Society and Culture	25 Marks
Second Half:	Communication Schools and International Media Affairs	50 Marks
	Module Three: Communication Schools and Media Studies	25 Marks
	Module Four: International Communication, Media Affairs and Comparative media studies	25 Marks
Paper-IV	Practical	100 Marks

Part-III

Paper-V	Media Management and Press Laws and Film Studies	100 Marks
First Half:	Media Management and Press Laws	50 Marks
	Module One: Media Management	25 Marks
	Module Two: Press Laws and Human Rights	25 Marks
Second Half:	Film Studies	50 Marks
	Module Three: Film Theories	25 Marks
	Module Four: Film Production Techniques	25 Marks

Paper-VI	Radio and Television	100 Marks
First Half:	Radio Journalism and Production	50 Marks
	Module One	25 Marks
	Module Two	25 Marks
Second Half:	Television Journalism and Production	50 Marks
	Module Three	25 Marks
	Module Four	25 Marks
Paper-VII	Advertising and Public Relations	100 Marks
First Half:	Advertising	50 Marks
	Module One	25 Marks
	Module Two	25 Marks
Second Half:	Public Relations	50 Marks
	Module Three	25 Marks
	Module Four	25 Marks
Paper-VIII	Practical	100 Marks

Syllabus in Detail

Part-I

Paper-I 100 Marks

First Half: **Reporting and Editing Techniques** 50 Marks

Module One: Principles of News 25 Marks

News: Elements, Values, Objectivity; Beat and Source: definitions, differences; Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Headline: types of, importance, writing headline for newspaper; Principles of Editing, Principles of Sub-Editing; Principles of Agency News; Principle of Page Making and Lay-out; Principle of writing an Editorial; Post Editorial; Principle of Feature: Definition, types, writing a feature; Principle of Interviewing: Research, planning, framing questions, writing the piece; Advertorials; Covering Press Conference; Journalistic aberrations: Paid News, Yellow Journalism.

Module Two: Journalistic Positions and Responsibilities 25 Marks

Positions, qualities, duties and responsibilities of: Correspondent, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau, Assistant Editor, Executive Editor and Chief Editor, Special Correspondent, District Correspondent, Foreign Correspondent, Columnist, Photo Journalist, News Coordinator.

Second Half: **Journalistic Praxis & Elementary Communication** 50 Marks

Module three: Journalistic Praxis 25 Marks

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 and Business Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Page-3 Reporting, Online Journalism, Column Writing, Magazine Editing, Photo Journalism.

Books and References:

- (1) John Hohenberg: Professional Journalists;
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;

- (8) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (9) Anjan Basu: Sambad Sampadana;
- (10) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (11) Tony Harcup: Journalism: Principles and Practice; Sage.
- (12) Arindam Basu and Sujoy Dhar: Reporter: A Handbook for Every Journalist; Alchemy.

Module Four: Elementary Communication

25 Marks

Communication: Popular Definitions and Functions; Means of Communication: Verbal and Non-Verbal; Linear Communication Frame: SMCR; Types of Communication: Intra/ Inter/ Group/ Mass Communication; Tools of Communication: Newspaper/Radio/ Television/ Cinema/ Web Media (email, website); Mass Media in India; Growth of new media: Social Media: SMS, WhatsApp, Facebook.

Books and References:

- (1) Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (2) Keval J. Kumar: Mass Communication in India;
- (3) Baidyanath Bhattacharya: Adhunik Ganamadhya;

Paper-II

100 Marks

First Half: **History of Indian Journalism National Affairs**

50 Marks

Module One: Early Phases of Indian Journalism

25 Marks

Glimpses of early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham, Serampore Baptist Missionary Press, Raja Rammohan Roy, Young Bengal Movement, Iswar Chandra Gupta; History of Press Ordinance and Liberation of Press;

Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act, Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Mahatma Gandhi in Indian Journalism.

Books and References:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) Sushovan Sarkar: 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.

Module Two: Growth of Professional Journalism and National Affairs

25 Marks

Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Time of India, The Indian Express, The Statesman, Deccan Herald, Illustrated Weekly, Malayala Manorama, Dainik Bhaskar; Development of News Agencies; Growth of National Media System: All India Radio and Doordarshan; Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Supreme Court, Parliament, Election Commission of India, Five Year Economic Plans.

Books and References:

- (1) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (2) Recommendations of First Press Commission.
- (3) D.C. Bhattacharya: Indian Politics and Government;
- (4) D.C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha;

Second Half: **Practical**

50 Marks

First Part (Written)

25 Marks

Writing a Report in about 150 words from given points; Writing a News Feature; Writing Headlines from News Stories; Writing Caption of a News Photo; Proof Reading of a dummy Sheet.

Second Part (Computer Practical)

20 Marks

Editing a given piece of News Report or Agency Copy using Word-Processing Software (including a suitable lead and headline); Drawing a Dummy Front Page of a Daily using a Page-making Software; Rewriting and Summarizing a given piece with headlines using word processing software.

Third Part (Viva Voce)

5 Marks

Viva-Voce on media related General Knowledge and Current Affairs;

***Candidates failing to appear in any of the segment of Practical Examination shall be treated absent for the whole paper.**

Part-II

Paper-III **Communication and Media Studies** **100 Marks**

First Half: **Principles of Communication** **50 Marks**

Module One: Communication Theories and Models 25 Marks

Classical Rhetoric form 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; Normative models of press; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory; Cultivation model; Semiotic communication studies: Sign, Code, Text, Signification, Structuralist application of communication.

Module Two: Media, Society and Culture 25 Marks

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society. Dominant media paradigm and Hypodermic model; Development media paradigm and Diffusion of Innovation and Dependency model; Active Audience: Uses and Gratifications model; Agenda Setting series of models; Globalization of media and manufacturing of consent and propaganda model.

Second Half: **Communication Schools and International Media Affairs** **50 Marks**

Module Three: Communication Schools and Media Studies 25 Marks

Frankfurt Critical School; Semiotic School; British School: Centre for Contemporary Cultural Studies; Ev. Rogers' Development communication school; Communication and Society: Public Sphere and Public Media; Corporatization and Globalization of Mass Media.

Books and References:

- (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) Srinivas Melkote and Leslie Steves: Communication in the Third World; Sage.
- (5) Arvind Singhal: Communication for Innovation; Sage.
- (6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publisher.
- (7) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (8) Uma Narula: Development Communication;
- (9) K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.
- (10) Dan Laughey: Key Themes in Media Theory; Rawat Publication.

Module Four: International Communication, Comparative Media Affairs

25 Marks

Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; Development Paradigm of Communication versus Dominant Paradigm of Communication; Gulf War and the rise of Global Media; Globalization of Media: Media Conglomeration; Press System of Neighbouring countries of Indian subcontinent before and after Globalization.

Books and References:

- (1) John B. Thompson: Media and Modernity, Polity Press.
- (2) Report of McBride Commission: Many Voices One World.
- (3) Maya Ranganathan and Usha M. Rodrigues: Indian Media in a Globalized World; Sage.
- (4) Noam Chomsky: Media Control; Natraj Publication.
- (5) Hugo De Burgh (Ed.): Making Journalist; Routledge.

Paper-IV Practical

100 Marks

Written Segment

30 Marks

Book Review, Film Review, Review of Television Programmes, Writing an Editorial, Writing Anchor Story, Writing Interviewed Copy with headline, Lead or Intro Writing, Editing Agency Creed.

Project and Presentation

20+20=40

Dissertation Project on topics of social interest (within four thousand words) and Slide Presentation on the dissertation topic.

Computer

30 Marks

Advanced Page Designing of a broadsheet using Page making software and photo editing software; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurbs, shoulder, reverse etc.

Designing Web Page of a Newspaper using Page Making Software.

****Candidates failing to appear in any of the segment of Practical Examination shall be treated absent for the whole paper.**

Part-III

Paper-V: Media Management and Press Laws and Film Studies **100 Marks**

First Half: **Media Management and Press Laws** **50 Marks**

Module One: Media Management **25 Marks**

Media Ownership, types of various media ownership patterns; Media management techniques; Corporatization of media before and after globalization; FDI in Indian media; Departments of newspaper; Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks: DTH, TRP, ABC, NRS.

Books and References:

- (1) Gulab Kothari: Newspaper Management in India.
- (2) Herbert Lee Williams: Newspaper Organization and Management.
- (3) Arvind Singhal: India's Communication Revolution.
- (4) Baidyanath Bhattacharya: Sambadpatro Parichalan Byabostha.
- (5) Vanita Kohli: The Indian Media Business. Response Books.
- (6) Biplab Loho Chowdhury: Media Management; Unique Books International.
- (7) K.P Yadav: Media Management.

Module Two: Press Laws and Human Rights **25 Marks**

Freedom of Information and freedom the press: Indian experience; Press Commission to Press Council of India: before and after globalization; 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 Ethics, Yellow Journalism, Right to Information Act, Contemporary Indian media and Universal Declaration of Human Rights; various aspects of Human Rights: Women rights, Child rights; Media and gender inequality.

Books and References:

- (1) Durgadas Basu: Press Laws in India
- (2) Bansi Manna: Press Laws in India
- (3) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (4) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise.

Second Half: **Film Studies**

50 Marks

Module Three: Film Theories

25 Marks

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-Realism Movement; Classical Hollywood Auteur theory; An Overview of Iranian New Wave Cinema; An Overview of Latin American Cinema movements; Indian New Wave Masters: Satyajit Ray, Ritick Ghatak, Mrina Sen; Exploring contemporary Bombay cinema narratives: Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films.

Module Four: Film Production Techniques

25 Marks

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, Image; Brief life-sketch and contributions of filmmakers: Akira Kurosawa, Orson Welles, Sergei Eisenstein, Federico Felini, Charles Chaplin, Shyam Benegal, Govind Nihalni, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Recent trends in cinema production in India; Digital cinema production.

Books and References:

- (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) Partha Raha: 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.

Paper-VI **Radio and Television**

100 Marks

First Half: **Radio Journalism and Production**

50 Marks

Module One: Journey of Radio in India

25 Marks

History of AIR; Inception and Growth of Radio News in India; Development of entertainment programmes in AIR: Increasing reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need, disaster; Audience segment; Autonomy of AIR and Doordarshan: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National programme in AIR; Radio Jockey: Role and Responsibilities; International radio stations: BBC, VOA.

Module Two: Radio Production

25 Marks

Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis; Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Ethical issues; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot. Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing, use of softwares.

Books and Reerences:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television;
- (3) U.L. Barua: This is All India Radio;
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.

Second Half: Television Journalism and Production**50 Marks****Module Three: Growth of Television in India**

25 Marks

Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO, ethical issues. Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; Anchoring: Body language, pitch, tone, fluency.

Module Four: Reality in Television

25 Marks

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; viewership rating: TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting. Editing: introduction to Video Editing, use of softwares.

Books and References:

- (1) John Riber: Writing and Production for Television and Film;
- (2) Ivor Yorke: Television Journalism;
- (3) Carl Bode: The Age of Television;

- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
(5) Andrew Boid: Broadcast Journalism; Oxford.

Paper-VII Advertising and Public Relations 100 Marks

First Half: **Advertising 50 Marks**

Module One: Introduction to advertising 25 Marks

Advertisement as communication, historical overview, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling; Advertising research; advertising campaigning strategy; Sales and marketing: SWOT analysis, marketing and sales promotion, USP, consumer behaviour; Target Audience; brand positioning; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Module Two: Construction of advertisement production 25 Marks

Types of advertisement: Classified-display, Local-regional-national-international, consumer-corporate ad, industrial-trade-retail, government-private, outdoor, surrogate, radio-TV-internet. Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out; Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

Books and References:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising;
- (3) James S. Norris: Advertising;
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context;

Second Half: **Public Relations 50 Marks**

Module Three: Introduction to Public Relations 25 Marks

PR-Definitions, historical overview of the discipline, PR- Management function, Image Management; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types, case studies; 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; PRO-Role, Qualities and Functions.

Module Four: Public Relations Techniques 25 Marks

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

Books and References:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Samar Basu: Jana Sanjog; Paschibanga Rajyo Pustak Parshad.
- (3) Sam Black: Practical Public Relations
- (4) Philip Lesly: Handbook of Public Relations and Communications;
- (5) Frank Jefkins: Public Relations in Your Business;
- (6) Anne Gregory: Public Relations in Practice; IPR Publications.

Paper-VIII Practical 100 Marks

First Half:	Written Segment and Anchoring	50 Marks
Second Half:	Video Documentary and Computer Applications	50 Marks

First Half:

Written Segment: Radio Presentation; Radio Talk, Radio News; Radio Script writing; News Script for Television; Script writing for other Television programmes like Talk Show, Panel Discussion; Press Release, Press Rejoinder, Slogan writing, Illustrations; Classified Advertisement, Display Advertisement; Writing for House Journal; Documentary Script writing;

40 Marks

Anchoring: Five Minutes

10 Marks

Second Half:

Video Documentary

35 Marks

(30 Marks for Documentary Film and 5 for Viva-Voce)

Computer Applications:

15 Marks

Preparing an Advertisement using necessary software.

- **Two candidates will make a Team for each Documentry Production;**
- **Candidates failing to appear any half of the practical paper or viva-voce or non-exhibition of video documentary on the day of examination will be treated absent for the whole paper.**