



UNIVERSITY OF CALCUTTA

GURUPADA SAREN

SECRETARY

COUNCILS FOR UNDERGRADUATE STUDIES,
UNIVERSITY OF CALCUTTA.

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Ref.No : CUS/ 216 (cir.)/18
Dated the 20th April, 2018

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

Sir/Madam,

The undersigned is to inform you that the proposed revised semesterised draft Syllabus for Journalism & Mass Communication (Honours & General) Courses of Studies under CBCS has been uploaded in the Calcutta University website (www.caluniv.ac.in).

The said syllabus has been prepared by the U.G. Board of Studies in Journalism & Mass Communication, C.U., suppose to be implemented from the academic session 2018-2019


You are requested kindly to go through it and send your feedback within 30th April, 2018.

In this regard you may send your observation/ suggestion to the Department of U.G. Councils, C.U. or through email (u.g.councilsc.u@gmail.com), and you also may contact Prof. Abir Chattopadhyay, Chairperson, U.G.B.O.S. in Journalism & Mass Communication, C.U. of through e-mail (abir.communication@gmail.com).

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

Thanking you,

Yours faithfully,


Secretary 20/04/18



University of Calcutta
B.A. (Hons.)
Journalism and Mass Communication
Three Year Degree Course
Under Choice Based Credit System (CBCS)

Course Type	Total Papers	Credits [Theory + Tutorial]& [Theory + Practical]		
Core Courses	14	14X5=70 14X1=14	14X4=56 14X2=28	84
Discipline Specific Course	4	4X5=20 4X1=4	Same	24
Generic Electives	4	4X6=24	Same	24
AECC	2	2X2=4	Same	4
SEC	2	2X2=4	same	4
Totals	26			140

Course Structure: Semester wise distribution of Courses:

	Core Courses CC	AEC	SEC	DSE	Credits
I 400 marks 20Cr.	C1 Introduction to Journalism C2 History of Indian Journalism	English, MIL, EVS			C1=6 C2=6 AEC=2 GE1=6
	C1 & C2=T-5; T-1; GE=T6; AEC=T4				Total=20
II 400 marks 20Cr.	C3 Reporting and Editing C4 Practicing Journalism	English, MIL, EVS			C3=6 C4=6 AEC=2 GE2=6
	C3=T-5;T-1; C4=T5,T1; GE=T6; AEC=T4				Total=20
III 500 marks	C5 Introduction to Radio C6 Communication		SEC-1 Radio Production		C5=6 C6=6 C7=6

26Cr	Media, Society C7 Media and Cultural Studies				SEC1=2 GE3=6
	C5,C6,C7= T-5;T-1; GE3=T-6; SEC=P2				Total=26
IV 500 marks 26Cr	C8Media Management, Press Laws C9 Introduction to Television C10 Film theories		SEC-2 Documentary Production		C8=6 C9=6 C10=6 SEC2=2 GE4=6
	C8 & C9=T5;T1; SEC=P2; GE4=T6				Total=26
V 400 marks 24Cr	C11 Introduction to New Media C12 Development Communication			DSE-1 Global Media & Politics DSE-2 Media, Human Rights, Gender and Env. Studies DSE-3 dissertation with Presentation	C11=6 C12=6 DSE=6+6 (Any Two)
	C10 & C11=T5;P1; DSE(2)=T5;T1				Total=24
VI 400 marks 30Cr	C13 Advertising and Ad-Production C14Public Relations			DSE-4 Multimedia Journalism DSE-5 Communication Research and Methods DSE-6 Folk Media and Communication	C13=6 C14=6 DSE=6+6 (Any Two)
	C12,C13,C14= T5,T1; DSE(2)=T5,T1				Total=24
				Grand Total	140

Division of Marks (Out of 100)

Attendance	10
Internal Assessment	10
Exam. (80)	15 for 1 Credit 65 for 5 Credits
1 Credit for each course	Term Paper, Seminar, Assignments etc. (UnivProg.)
5 Credits	University Question

65 marks for theoretical segment; 15 marks for tutorial-related segments as suggested below (any one from each mode): upto 1000 words for one Term Paper/upto 500 words for each of the two Term Papers/ equivalent Book Review/equivalent Comprehension. Report Presentation/Poster Presentation/Field work--- based on syllabus-related and/or current topics (May be done in groups) [The modes and themes and/or topics of a. and b. to be decided by the concerned faculty of respective colleges.

Semester – I

C1 Introduction to Journalism

Marks=100(6Credits)

Total:60 classes(min)

Unit 1

Understanding News, Ingredients of news, News: meaning, definition, nature, The news process: from the event to the reader [how news is carried from event to reader], Hard news vs. Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line,byline.

Unit 2

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press, Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news.

Unit 3

Understanding the structure and construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet.

Unit 4

Different mediums-a comparison, Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism, Role of Media in a Democracy: Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media, Ethics in journalism.

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (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) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (10) Tony Harcup: Journalism: Principles and Practice; Sage.

C2 History of Indian Journalism

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.

Unit-2

H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and SambadPrabhakar; 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-3

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and BalGangadharTilak; Contribution of Mahatma Gandhi in Indian Journalism; Contribution of Nazrul Islam in Bengali literary journalism.

Unit-4

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. Chalapati Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPatgaonkar, N.Ram.

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;

Semester – II

C3 Reporting and Editing

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece; Feature: Definition, types, writing a feature; Advertorials.

Unit-2

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; Covering Press Conference; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;

Unit-3

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-4

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

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: Editing Manual;
- (8) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (9) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (10) Tony Harcup: Journalism: Principles and Practice; Sage.

C4 Practicing Journalism

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

Writing a Report in about 150 words from given points; Writing a News Feature; Writing feature on other topics of interest; Writing Headlines from News Stories; Proof Reading.

Unit-2

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

Unit-3

Book Review, Film Review, Review of Television Programmes, Writing an Editorial, Writing Anchor Story.

Unit-4

Page Designing of a broadsheet using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.

***Installation of Bangla Software mandatory for both page make-up and editing.**

Semester – III

C5 Introduction to Radio

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-2

Autonomy of AIR: PrasarBharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.

Unit-3

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; 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; Ethical issues.

Unit-4

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.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.

C6 Communication, Media, Society

Marks=100(6Credits)

Total: 60 classes(min)

Unit-1

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; Basic concepts of Semiology: Sign, Code, Text.

Unit-2

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-3

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-4

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Globalization of media and Propaganda model; Understanding Media Conglomeration.

C7 Media and Cultural Studies

Marks=100(6Credits)

Total: 60 classes(min)

Unit-1

Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message; Technological Determinism.

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; Assignments: understanding media codes. texts.

Unit-3

Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.

Unit-4

Political Economy of media, Ideology and Hegemony; Representation of nation, class, caste and gender issues in Media (assignment based); Corporate (organizational) Communication models: Conduit Model, Grapevine model; Assignments on various cultural forms, impact of communication technologies, culture industry, dominant culture, media texts.

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) 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 Publishers.
- (7) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (8) Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
- (9) Dan Laughey: Key Themes in Media Theory; Rawat Publication.

SEC-1 Skilled Enhancement Course

Marks=100(2Credits)

Radio Production

Unit-1

Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary, Studio interviews, Studio discussions, Phone-in programmes.

Unit-2

Pre-Production for Radio Script: Writing radio commercials, writing teasers, and promos,

Unit-3

Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recording skills, live studio broadcast with multiple sources, Cuesheet and recording, news production.

Unit-4

Editing, Creative use of Sound Editing. Digital editing, special sound effects, Creative use of Sound; archived sounds, creating mood with sound, silence as sound (Exercise: Producing any one of the formats in Unit 1), Anchoring and Phone-in.

Semester – IV

C8 Introduction to Television

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

Public Service Broadcasting: 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 and recent sting operations.

Unit-2

Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning.

Unit-3

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview.

Unit-4

Viewership rating: TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting; Editing: Introduction to Video Editing, use of softwares; Practicing classes: Camera and Shooting techniques, Using Softwares, Editing Techniques, TV Script Writing.

Readings:

- (1) John Riber: Writing and Production for Television and Film; Sage, India.
- (2) Ivor Yorke: Television Journalism; Focal Press.
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.

C9 Film Theories and Production

Marks=100(6Credits)

Total: 60 classes(min)

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, JafarPanahi; Imperfect Cinema of Latin America.

Unit-2

Indian New Wave Masters: Satyajit Ray, RitwickGhatak, MrinalSen; 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, Image.

Unit-4

Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin, ShyamBenegal, RituparnoGhosh, AparnaSen, Mira Nair, AdoorGopalkrishnan.

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) KiranmoyRaha: 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.

Total:60 classes(min)

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.

Unit-2

Dual Economy: Circulation versus Advertisement; Media Autonomy: PrasarBharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

Unit-3

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-4

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 Ethics.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan PatrikaPvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management.Iowa State University Press.
- (3) ArvindSinghal: India's Communication Revolution, Sage.
- (4) VanitaKohli: The Indian Media Business, Response Books.
- (5) BiplabLohoChowdhury: Media Management; Unique Books International.
- (6) K.P Yadav: Media Management;Adhyayan Publishers & Distributors.
- (7) DurgadasBasu: 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

SEC-2: Documentary Film Production

Marks=100(2Credits)

Unit-1

History of Documentary Films (Global and Indian Perspectives); Documentary movements; Role of NFDC and Films Division; Role of CBFC in India.

Unit-2

Documentary Film Production Techniques;

Unit-3

Producing a Documentary Film with Viva-Voce.

- **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 (duly signed by the college authority) on the day of examination will be treated absent for the whole paper.**

Semester – V

C11 Introduction to New Media

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society.

Unit-2

Understanding Virtual Cultures and Digital Journalism, 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.

Unit-3

Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and content management systems; Citizen and Participatory Journalism: Hyperlocal Journalism, New Media and Social Networks: New Media, Social Networking websites; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

Unit-4

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, 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) Siaper, Eugenia. Understanding new media. Sage, 2011. Introduction.
- (4) Borderless World. Oxford University Press US.

Total:60 classes(min)

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.

Unit-2

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – 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-3

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

Unit-4

Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, e chaupal, 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.

Readings:

1. ArvindSinghal, 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 DevelopmentGoals. Sage. 2009.
3. K.Mahadavan, KiranPrasad, Youichi Ito and VijayanPillai. Communication, ModernisationandSocial Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, NewDelhi. 2002.
4. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.
5. MelkoteSrinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment: Sage. 2001

6. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.
7. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
8. Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.

DSE-1 Global Media & Politics

Marks=100(6Credits)

Total: 60 classes(min)

Unit-1

Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.

Unit-2

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony.

Unit-3

Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism; Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV).

Readings:

- (1) DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
- (2) Yahya R. Kamalipour and Nancy Snow.War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- (3) “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- (4) DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- (5) Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
- (6) Edward S. Herman & Robert McChesney: Global Media; Madhyam Books.

DSE-2Media, Human Rights, Gender, Environment Studies Marks=100(6Credits)

Total:60 classes(min)

Unit-1

Rights : inherent, inalienable, universal, indivisible; Values : Dignity, liberty, equality, justice, unity in diversity; Need for balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups;

Unit-2

Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy.

Unit-3

Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement and Media Studies;

Unit-4

Universal Declaration of Human Rights; Human Rights Institutions: Amnesty International; Human Rights Issues in India;Presentation: Representation of Human Rights issues and violations in International and media;

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.

DSE-3Dissertation with Presentation

Marks=100(6Credits)

Semester – VI

C13 Advertising and Ad-Production

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

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.

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; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-3

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.

Unit-4

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

Readings:

- (1) SwetaVerma and AmitArora: 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) AlokBajpaye: Advertising Management;
- (6) SarojitDutta: Advertising Today: The Indian Context;Kolkata Profile Publishers

C14 Public Relations

Marks=100(6Credits)

Total:60 classes(min)

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.

Unit-4

Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.

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.

DSE-4Multimedia Journalism

Marks=100(6Credits)

Total:60 classes(min)

Unit 1

Introduction to Multimedia; Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

Unit-2

Print

Multi-platform Communications; Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit-3

Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

Unit-4

Mobile journalism

Screen sizes & responsive web, Information multimedia and web architecture, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, Interactive writer.

Readings:

- (1) Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
- (2) Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.

DSE-5 Communication Research and Methods

Marks=100(6Credits)

Total:60 classes(min)

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.

Unit-2

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-3

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.

Unit-4

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

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.

DSE-6Folk and Community Media

Marks=100(6Credits)

Total:60 classes(min)

Unit-1

CultureandTradition-Meaning ofCulture,Tradition,Oraltradition;Dominant Culture versus Subaltern Culture.

Unit-2

Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses.

Unit-3

Community and Folk Media in West Bengal; Definition and characteristics of communityTraditional Folk Media (TFM) - Concept and Forms – meaning, characteristics;Difference from Mass Media;

Unit-4

Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Jhapan, Baul.

Readings:

- (1) ShyamParmar (Author): Traditional Folk Media in India,Routledge,1994.
- (2) Wakil Ahmed: BanglarLokSanskriti, GatidharaPrakashoni, Bangladesh.
- (3) Wakil Ahmed: Lok Kala Tatwo O Matabad, Boipatro, Bangladesh.
- (4) Ashutosh Bhattacharya: LokSahityerItihash,
- (5) Folk and Tribal Cultural Centre(ed): BongiyoSnilpoParichay.

University of Calcutta
B.A. (General)
Journalism and Mass Communication
Three Year Degree Course
Under Choice Based Credit System (CBCS)

Semester	Name of the Courses	Course Type	Credit	Full Marks
Semester-I	Basics of Journalism: History of Print Media	CC1	6	100
	Other than Journalism	CC2	6	100
	English	LCC-1	6	100
	EVS	AECC-1	2	100
				Total=20
Semester-II	Media Management	CC3	6	100
	Other than Journalism	CC4	6	100
	Hindi/MIL	LCC-2	6	100
	Communicative English English/MIL	AECC-2	2	100
				Total=20
Semester-III	Advertising/Public Relations	CC5	6	100
	Other than Journalism	CC6	6	100
	English	LCC2	6	100
	Anchoring or Corporate PPT	SEC-1	2	50
				Total=20

Semester-IV	Press Laws and Indian Constitution	CC7	6	100
	Other than Journalism	CC8	6	100
	Hindi/MIL	LCC-2	6	100
	Dissertationproject orDocumentary Script Writing	SEC-2	2	50
				Total=20
Semester-V	Film Studies	DSE-1	6	100
	Other than Journalism	DSE-2	6	100
	Generic Elective (Any Discipline Other Than Core Disciplines Including Languages)	GE-1	6	100
	Skill Enhancement Courses	SEC-3	2	100
				Total=20
Semester-VI	Broadcasting Media	DSE-3	6	100
	Other than Journalism	DSE-4	6	100
	Generic Elective (Any Discipline Other Than Core Disciplines Including Languages)	GE-2	6	100
	Skill Enhancement Course	SEC-4	2	100
				Total=20

65 marks for theoretical segment; 15 marks for tutorial-related segments as suggested below (any one from each mode): upto 1000 words for one Term Paper/upto 500 words for each of the two Term Papers/ equivalent Book Review/equivalent Comprehension. Report Presentation/Poster Presentation/Field work--- based on syllabus-related and/or current topics (May be done in groups) [The modes and themes and/or topics of a. and b. to be decided by the concerned faculty of respective colleges.

Course Details

Semester-I

C1 Basics of Journalism

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Newspaper and socio-economic and cultural development in India; News: Definition; Elements of news; News Sources; Different types of new; The Editor: functions and responsibilities; Editorial freedom; Role of theeditor in recent perspective; News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities.

Unit-2

Duties and Responsibilities of Reporter,Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief,District Correspondent;News writing:Structure of news (inverted pyramid structure); Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects, Arrangement, Style of presentation.

Unit-3

Editing: Principles of Editing; Copy Testing; Computer Editing; Differenttypes of Headlines; Computer applications;Page Make-up; Front page and other pages; Principles to be followed; Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printingprocess.

Unit-4

Column and Columnist; Importance of column; Letters to the Editor; Importance; Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers; The News Agencies: functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting.

Readings:

- (1) K. M. Srivastava: News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (2) M. V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Manual;
- (4) Vir Bala Agarwal & V. S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (5) Baidyanath Bhattacharya: Adhunik Ganamadyam;

Semester-II

C3 Media Management

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Newspaper as a business enterprise and its public service role; Indian experience; Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence; Sources of revenue of newspapers; Scope in India; Departments of Newspaper organizations and functions; Front page of a daily newspaper; Film review; Book review; Music review; Radio and Television review.

Unit-2

Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy; Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS);

Unit-3

Advertisement department of a Newspaper; Administration of Ad-department; Advertisement Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;

Unit-4

Newspaper Printing: Evolution of newspaper printing process; Public Service Broadcasting: Prasar Bharati; Electronic Media Management: Licensing, Organizational Patterns; TRAI; The Broadcasting Bill 1997.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Vanita Kohli: The Indian Media Business, Response Books.
- (3) K.P Yadav: Media Management; Adhyayan Publishers & Distributors.

Semester-III

C5 Advertising and Public Relations

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion;

Unit-2

Advertising agency: structure, functions, important functionaries; Client; Agency relationship; Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities; Copy for electronic media and print media; Ad-administration and Video production.

Unit-3

Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector; PR Tools; Press Release; Press Conference; Press Rejoinder; Community Relations, Media Relations.

Unit-4

Corporate PR; House Journal: Target planning, Data collection, Editing principles, Production and distribution; PR Institutions: PRSI, IPR; Role of Social Media in PR; Crisis PR; Corporate Social Responsibility (CSR); Assignments.

Readings:

- (1) Alok Bajpaye: Advertising Management;
- (2) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers;
- (3) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (4) Frank Jefkins: Public Relations Made Simple; Heinemann; London.

Semester-IV

C7 Press Laws and Indian Constitution

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Indian Constitution; Main features; Fundamental Rights; President of India: Power and position; Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position; Parliament; Supreme Court; and High Court; Local governments;

Unit-2

Indian Foreign Policy; National Economic policy; New Industrial policy; Finance Commission and its functions; Five Year Plans: Objectives and Achievements; Niti Ayog.

Unit-3

Press Laws: Defamation, Contempt of Court; Parliamentary Privileges Act; Article 19(1)A and freedom of press; Copyright Act; Official Secrets Act; Working Journalists' Act;

Unit-4

Journalistic Ethics; Freedom and responsibility of the press; Press Commission and Press Council of India: Constitution, objectives and guidelines; Media Council of India.

Readings:

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

Semester-V

DSE-1 Film Studies

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Gardecinema and Underground Cinema; Brief history of Documentary Cinema in India.

Unit-2

Film Movements: French New Wave, Italian Neo-realism; Post-independence popular Bombay films, Growth of regional cinema in India; Contemporary Indian film genres: Masala Films, Underworld films, Art or Parallel cinema.

Unit-3

Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, MrinalSen, RitwikGhatak. Landmarks of Indian Cinema: PatherPanchali, GupiGyneBaghaByne, Meghe Dhaka Tara, Subarnarekha, AkalerSandhane,Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto KoGussaKiyun Ata Hain, Dahan, Chitragada.

Unit-4

Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing.

Readings:

- (1) Satyajit Ray: Our Films Their Films;
- (2) KiranmoyRaha: Bengali Cinema;
- (3) ParthaRaha: Cinema r Itibritwo; Dey's Publisher.
- (4) Jill Nelmes: An Introduction to Film Studies; Psychology Press.

Semester-VI

DSE-3 Journalistic Writings and Broadcasting Media

100 Marks(6credits)

Total: 60 classes(min)

Unit-1

Writing on various social issues, fashion, music and arts, education, employment opportunities, health, environment; Press Conference and Interview; How to handle an important source of news; Need for preparation; How to conduct; Different types of interview; Women and mass media; Women's page; Women's magazines: Scope in India; Assignments.

Unit-2

Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television; FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio.

Unit-3

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; Autonomy of Indian broadcasting; Impact of TV on Print media; Differences in news reporting and presentation between Radio & TV; Balanced Presentation and Objectivity; Basic camera movements.

Unit-4

Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.

Readings:

- (1) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (2) Sisir Bhattacharya: Television Sambadikata;
- (3) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.