

Lesson plan for CBCS Syllabus:
Department of Journalism and Mass Communication,
Muralidhar Girls' College
ODD SEMESTER- HONOURS

SEMESTER ONE HONOURS

Semester	Paper CC-1-1-TH+P	Unit	Topic	July- September/October- December	Faculty Name
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	News: Meaning and concept, Hard news vs. Soft news	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	Attribution, verification, balance and fairness	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	Dateline, credit line, by line	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	Different forms of print: A historical Perspective	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	Penny Press	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	1	Tabloid Press	September	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	2	Language of news: Robert Gunning	september	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism- Theory	2	Principles of clear writing: Rudolf Flesch Formula – Skills to write	september	DR. INDRANI RAHA

			news		
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Sociology of news: Factors affecting news treatment	september	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Paid News and Yellow Journalism	september	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Agenda Setting	september	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Trial by Media	september	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Gate keepers	September	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Politics of news	September	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction Of Journalism-Theory	2	Neutrality and Bias in news	September	DR. INDRANI RAHA
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	3	Basic knowledge of computer for print journalism	september	SHASHI SUBBA
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	3	Handling Page Making software	september	IVY SHAHA
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	3	And photo editing software	November	PARAMITA PAL
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	3	Writing a news report from given points	November	NABANITA KUNDU+ DR. INDRANI RAHA
SEMESTER	The	3	Writing	November	DR.INDRANI

ONE HONOURS	Introduction of Journalism– Practical		Headlines from News Stories		RAHA+ NABANITA KUNDU
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	3	Writing Intro: Language of news	November	DR.INDRANI RAHA+ NABANITA KUNDU
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	4	Rewriting and summarizing a given piece of news with headlines and suitable intro	November	PARAMITA PAL
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	4	Creating a sample page on computer with hard and soft news	September	IVY SHAHA
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	4	Writing Anchor Story	September	SAMINUR RAHAMAN
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	4	Writing article	September	SAMINUR RAHAMAN
SEMESTER ONE HONOURS	The Introduction of Journalism– Practical	4	Assignment: Preparing a presentation on types and categories of news	November	SHASHI SUBBA

Semester	Paper CC-1-2-TH+TU	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	1	Early Indian Journalism: Contribution of James Augustus Hickey	September	Nabanita Kundu
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	1	James Silk Buckingham and Calcutta Journal	September	Nabanita Kundu
SEMESTER	History of	1	Serampore Baptist	September	Nabanita

ONE HONOURS	Indian Journalism-Theory		Missionary Press: Dig darshan		Kundu
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	1	Serampore Baptist Missionary Press: Samachar Darpan	September	Nabanita Kundu
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	1	Social Reform Movement and Raja Rammohan Roy	November	Nabanita Kundu
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	2	H.L.V. Derozio and Young Bengal Movement	September	Ivy Shaha
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	2	Iswar Chandra Gupta and Sambad Prabhakar	September	Ivy Shaha
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	2	History of Press Ordinances and Liberation of Press	September	Ivy Shaha
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	2	Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash	September	Ivy Shaha
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	2	Movement against Vernacular Press Act	September	Ivy Shaha
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	3	Extremist Press: Sandhya, Bande-Mataram and Jugantar	September	Saminur Rahaman
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	3	Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak	September	Saminur Rahaman
SEMESTER ONE HONOURS	History of Indian Journalism-Theory	3	Contribution of Mahatma Gandhi in Indian Journalism	September	Saminur Rahaman

SEMESTER ONE HONOURS	History of Indian Journalism- Theory	3	Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times, The Indian Express.	November	Saminur Rahaman
SEMESTER ONE HONOURS	History of Indian Journalism- Theory	4	Recommendations of Indian Press Commissions	November	Paramita Pal
SEMESTER ONE HONOURS	History of Indian Journalism- Theory	4	Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman	November	Paramita Pal
SEMESTER ONE HONOURS	History of Indian Journalism- Theory	4	Development of News Agencies	November	Paramita Pal
SEMESTER ONE HONOURS	History of Indian Journalism- Theory	4	Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N.Ram	December	Paramita Pal

SEMESTER THREE HONOURS

Semester	Paper CC-3-5-TH+TU	Unit	Topic	July- September/October- December	Faculty Name
SEMESTER THREE HONOURS	Communication, Media, Society	1	Classical Rhetoric form of Communication	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Shannon- Weaver's Mathematical model of communication and criticism	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Schramm- Osgood's Interactive model of communication	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Newcomb's Systemic model	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Westley- McLean's Mass Communication model	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	David Berlo's Linear model	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Roman Jakobson's communication model	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication, Media, Society	1	Basic concepts of Semiology: Sign, Code, Text	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Communication,	2	Normative theories of press	July- September	SAMINUR RAHAMAN

	Media, Society				
SEMESTER THREE HONOURS	Communication, Media, Society	2	Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model	July- September	SAMINUR RAHAMAN
SEMESTER THREE HONOURS	Communication, Media, Society	2	McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory	July- September	SAMINUR RAHAMAN
SEMESTER THREE HONOURS	Communication, Media, Society	3	Phases of media society relations: Mass Society	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Phases of media society relations: Functionalism	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Phases of media society relations:: Critical Political Economy	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Technological Determinism	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Information Society	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Dominant media paradigm and Hypodermic series of models	July- September	DR.INDRANI RAHA

SEMESTER THREE HONOURS	Communication, Media, Society	3	One-step flow theory	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Development paradigm of media: Two- step flow theory	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Diffusion of Innovation	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Media Dependency theory	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Active Audience proposition	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	3	Uses and Gratifications model	July- September	DR.INDRANI RAHA
SEMESTER THREE HONOURS	Communication, Media, Society	4	Cultivation Theory	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Communication, Media, Society	4	Agenda Setting series of models (Priming- Framing - Gatekeeping- Agenda Setting)	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Communication, Media, Society	4	Spiral of Silence	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Communication, Media, Society	4	Information Imbalance: McBride Commission	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Communication,	4	Globalization of media and Propaganda	July- September	IVY SHAHA

	Media, Society		model		
SEMESTER THREE HONOURS	Communication, Media, Society	4	Understanding Media Conglomeration	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Communication, Media, Society	4	Corporate (organizational) Communication models: Conduit Model, Grapevine model.	July- September	IVY SHAHA

Semester	Paper CC-3-6-TH+TU	Unit	Topic	July- September/October- December	Faculty Name
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Frankfurt Critical School: Culture Industry	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Semiotic School: Ferdinand De Saussure	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	C.S. Peirce	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Roland Barthes	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Meaning of text message, Signification, Myth	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Birmingham School: Centre for Contemporary Cultural Studies	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	1	Marshall McLuhan: Medium is the Message.	October- December	SHASHI SUBBA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Understanding Culture	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Definitions of Culture: Mass	October- December	DR. INDRANI RAHA

			Culture		
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Popular Culture	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Folk Culture	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Elite culture,	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Commercial culture	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Media as Texts; Signs and Codes in Media	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Discourse Analysis	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Understanding Media Culture: Media Culture and Power	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	2	Assignments: understanding media Codes, Texts	October- December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	3	Ev. Rogers' Development communication school	October- December	SAMINUR RAHAMAN
SEMESTER THREE HONOURS	Media and Cultural Studies	3	Dominant Paradigm of Development Model	October- December	SAMINUR RAHAMAN
SEMESTER THREE HONOURS	Media and Cultural Studies	3	Communication and development of third world media: Indian experience	October- December	SAMINUR RAHAMAN
SEMESTER	Media and	3	Public Sphere	October-	SAMINUR

THREE HONOURS	Cultural Studies		and Public Media: Jurgen Habermas	December	RAHAMAN
SEMESTER THREE HONOURS	Media and Cultural Studies	3	Corporatization and Globalization of Mass Media	October-December	SAMINUR RAHAMAN
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Political Economy of media, Ideology and Hegemony	October-December	IVY SHAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Ideas of Cultural Studies: Colonialism, Post colonialism, Nationalism, Internationalism	October-December	IVY SHAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Hybrid Culture	October-December	IVY SHAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Post structuralism	October-December	IVY SHAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Postmodernism	October-December	IVY SHAHA
SEMESTER THREE HONOURS	Media and Cultural Studies	4	Representation of nation, class, caste and gender issues in Media (assignment based).	October-December	IVY SHAHA

Semester	Paper CC-3-7-TH+P	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER THREE	Introduction to Radio	1	History of AIR	July- September	PARAMITA PAL

HONOURS					
SEMESTER THREE HONOURS	Introduction to Radio	1	Inception and Growth of Radio News in India;	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	1	Educational Radio in Developing countries (Neurath Project)	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	1	Development of entertainment programmes in AIR	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	1	reach and access	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	1	From Amateur or Ham to FM and Digitalization of Radio in India	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	1	Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	2	Autonomy of AIR: Prasar Bharati	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	2	Radio formats: Community Radio, Campus Radio	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	2	National Programme in AIR	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio	2	Radio Jockey: Role and Responsibilities	July- September	PARAMITA PAL
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	3	Radio Magazine, Interview, Talk	July- September	NABANITA KUNDU

			Show, Discussion, Feature,		
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	3	Documentary Studio interviews, Panel discussions, Phone-in programmes;	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	3	Pre-Production for Radio Script: Writing radio commercials, teasers and promos	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	4	Radio Personnel;	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	4	Radio Script: Pre- Production,;	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	4	Production skills	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	4	Copywriting; Field recording skills, live studio broadcast with multiple sources, Cuesheet and recording, news production;	July- September	NABANITA KUNDU
SEMESTER THREE HONOURS	Introduction to Radio- PRACTICAL	4	Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme	July- September	NABANITA KUNDU

Semester	Paper: SEC: Skill	Unit	Topic	July- September/October-	Faculty Name
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	Enhancement Course -TH			December	
SEMESTER THREE HONOURS	Radio Writings & Presentation	1	Radio writing techniques: Writing for radio idioms and spoken word, Ethical Issues	July- September	IVY SHAHA
SEMESTER THREE HONOURS	Radio Writings & Presentation	1	elements of radio news; Radio feature, News reel, Radio Talk, Interview, Pre-production idea and research	July- September	SHASHI SUBBA
SEMESTER THREE HONOURS	Radio Writings & Presentation	1	radio script, storyboarding, proposal writing, budget, floor plan, pilot, Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing	October- December	NABANITA KUNDU
SEMESTER THREE HONOURS	Radio Writings & Presentation	2	Working in Radio news room; functions of	October- December	PARAMITA PAL

			recording room		
SEMESTER THREE HONOURS	Radio Writings & Presentation	2	Sound for Radio: different types- Sync/non-sync/natural and ambience sound	October-December	DR. INDRANI RAHA
SEMESTER THREE HONOURS	Radio Writings & Presentation	2	Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis	October-December	SAMINUR RAHAMAN

SEMESTER FIVE HONOURS

Semester	Paper CC-5-11-TH+P	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER FIVE HONOURS	Introduction to New Media	1	Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	1	Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web	July- September	SHASHI SUBBA
SEMESTER	Introduction	1	Understanding	July- September	SHASHI

FIVE HONOURS	to New Media		Virtual Cultures and Digital Journalism		SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	1	Information society and new media	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	1	Technological Determinism	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	1	Computer Mediated Communication (CMC)	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	1	Networked Society	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Internet and its Beginnings	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Remediation and New Media technologies,	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Online Communities	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	User Generated Content and Web 2.0	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Networked Journalism, Alternative Journalism;	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Social, Media in Context,	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Activism and New Media; Citizen and Participatory Journalism: Hyper local Journalism	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Introduction to New Media	2	Security and Ethical Challenges in Online Journalism: Security challenges	July- September	SHASHI SUBBA
SEMESTER FIVE	Introduction to New Media	2	Ethics of online journalism	July- September	SHASHI SUBBA

HONOURS					
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	3	Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks,	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	3	Weblogs and Content Management Systems (CMS); websites;	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	3	New Media and Social Networks: New Media, Social Networking and media activities;	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Contextualized Journalism	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Linear and Non-linear writing,	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4		July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Writing Techniques	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Linking, Multimedia	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Storytelling structures	July- September	SAMINUR RAHAMAN

SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Visual and Content Design, Website planning and visual design	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Content strategy and Audience Analysis	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Brief history of Blogging,.	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Introduction to New Media-Practical	4	Creating and Promoting a Blog	July- September	SAMINUR RAHAMAN

Semester	Paper CC-5-12-TH+TU	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER FIVE HONOURS	Development Communication	1	Development: Concept, concerns, paradigms;	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Concept of development	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Measurement of development,	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Development versus growth	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Human development	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Development as freedom	July- September	DR. INDRANI RAHA
SEMESTER FIVE	Development Communication	1	Models of	July- September	DR. INDRANI

HONOURS			development		RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Basic needs model: Nehruvian model,	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Gandhian model	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Panchayati raj	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	Developing countries versus developed countries	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	1	UN millennium dev goals.	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Development Communication	2	Development communication: Concept and approaches,	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Paradigms of development: Dominant paradigm dependency	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	alternative paradigm	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Dev comm. models – diffusion of innovation, empathy, magic multiplier,	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Alternative Dev comm. approaches	July- September	IVY SHAHA

SEMESTER FIVE HONOURS	Development Communication	2	Sustainable Development	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Participatory Development	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Inclusive Development	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Gender and development	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	2	Development support comm. – definition, genesis, area woods triangle	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Development Communication	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 post- liberalization eras,	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Development Communication	3	Role, performance record of each medium- print, radio, TV, video, traditional media	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Development Communication	3	Role of development	July- September	NABANITA KUNDU

			agencies and July- September NGOs in development communication		
SEMESTER FIVE HONOURS	Development Communication	4	Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;	July- September	PARAMITA PAL
SEMESTER FIVE HONOURS	Development Communication	4	Cyber media and dev –e- governance, national knowledge network, ICT for dev narrow casting	July- September	PARAMITA PAL
SEMESTER FIVE HONOURS	Development Communication	4	Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy,	November	PARAMITA PAL

			consumer awareness.		
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Semester	Paper: DSE (Discipline Specific Elective)-A-TH+TU	Unit	Topic	July-September/October - December	Faculty Name
SEMESTER FIVE HONOURS	Global Media & Politics	1	Imbalances in Global Information Flow	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Global Media & Politics	1	Rise of International News Agencies	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Global Media & Politics	1	Toward an alternative World Communication Order and McBride Commission	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Global Media & Politics	1	International Media Regulations	July- September	NABANITA KUNDU
SEMESTER FIVE HONOURS	Global Media & Politics	2	Gulf War and the rise of Global Media	July- September	SAMINUR RAHAMAN + PARAMITA PAL
SEMESTER FIVE HONOURS	Global Media & Politics	2	Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera	July- September	SAMINUR RAHAMAN + PARAMITA PAL
SEMESTER FIVE HONOURS	Global Media & Politics	2	Major international television channels: BBC, CNN, FOX, CBC	July- September	SAMINUR RAHAMAN + PARAMITA PAL

SEMESTER FIVE HONOURS	Global Media & Politics	2	Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony	July- September	SAMINUR RAHAMAN + PARAMITA PAL
SEMESTER FIVE HONOURS	Global Media & Politics	3	Cross Culture Communication-	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Herbert Schiller	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Concept of Media Imperialism	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Media and Present Indian Market: Information War, Fake Information	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Global Satellite system-Cable &Satellite TV (C&S),	July- September	DR.INDRAN I RAHA+ IVY SHAHA
SEMESTER FIVE	Global Media & Politics	3	Direct To Home	July- September	DR.INDRAN I RAHA+ IVY

HONOURS	Politics		(DTH)		SHAHA
SEMESTER FIVE HONOURS	Global Media & Politics	3	Internet Protocol TV (IPTV).	July- September	DR.INDRAN I RAHA+ IVY SHAHA
Semester	Paper: DSE (Discipline Specific Elective)-B-TH+TU	Unit	Topic	July-September/October - December	Faculty Name
SEMESTER FIVE HONOURS	Communication Research	1	Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Communication Research	2	Role of theory, in research	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Communication Research	2	Steps of Research (Research question, Hypothesis, Review of Literature)	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Communication Research	2	Methods of Media Research: Qualitative-quantitative components,	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Communication Research	2	Content Analysis	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Communication Research	2	Exploratory research: Qual-Quan (Mixed) method	July- September	IVY SHAHA

SEMESTER FIVE HONOURS	Communication Research	2	Narrative Analysis, Historical Research	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Communication Research	2	Semiotic Research Methods	July- September	IVY SHAHA
SEMESTER FIVE HONOURS	Communication Research	2	Chi-Square Test, T-Test, Likert Scale	July- September	SHASHI SUBBA
SEMESTER FIVE HONOURS	Communication Research	3	Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error,	July- September	PARAMITA PAL
SEMESTER FIVE HONOURS	Communication Research	3	Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.	July- September	SAMINUR RAHAMAN
SEMESTER FIVE HONOURS	Communication Research	4	Data Analysis Techniques; Coding and Tabulation	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Non-Statistical Methods (Descriptive and Historical)	July- September	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Bibliography	October- December	DR. INDRANI RAHA

SEMESTER FIVE HONOURS	Communication Research	4	Writing the research report	October- December	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Ethnographies and other Methods,	October- December	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Readership and Audience Surveys	October- December	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Ethnographies, textual analysis	October- December	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	discourse analysis	October- December	DR. INDRANI RAHA
SEMESTER FIVE HONOURS	Communication Research	4	Ethical perspectives of mass media research	October- December	DR. INDRANI RAHA

SEMESTER ONE GENERAL

Semester	Paper CC/GE-1-1-TH+TU	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	1	Newspaper and socio-economic and cultural development in India;	September	SHASHI SUBBA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	1	News: Definition; Elements of news; News Sources; Different types of new;	September	SHASHI SUBBA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	1	The Editor: functions and responsibilities;	September	SHASHI SUBBA

			Editorial freedom; Role of the editor; News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities		
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Duties and Responsibilities of Reporter, Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief, District Correspondent;	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Structure of news: inverted pyramid; Intro; Lead	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Language of news writing	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Objectivity	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Feature: Definition, Types	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Editorial: Importance	October- December	NABANITA KUNDU + PARAMITA PAL
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	2	Choice of subjects, Arrangement, Style of presentation	October- December	NABANITA KUNDU + PARAMITA PAL

SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Editing: Principles of Editing; Copy Testing	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Computer Editing	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Different types of Headlines	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Computer applications	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Page Make-up; Front page and other pages; Principles to be followed	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	3	Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printing process.	October- December	DR. INDRANI RAHA
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Column and Columnist; Importance of column;	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Letters to the Editor;	October- December	IVY SHAHA+ SAMINUR RAHAMAN

			Importance		
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	The News Agencies: functions; Styles of Agency reporting	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Various international News Agencies	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Political reporting	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Financial reporting	October- December	IVY SHAHA+ SAMINUR RAHAMAN
SEMESTER ONE GENERAL	BASICS OF JOURNALISM	4	Sports reporting	October- December	IVY SHAHA+ SAMINUR RAHAMAN

SEMESTER THREE GENERAL

Semester	Paper CC/GE-1-3-TH+P	Unit	Topic	July-September/October-December	Faculty Name
SEMESTER THREE GENERAL	Advertising and Public Relations	1	Advertising: Definition; Different types; Classified and display; Advertisement	July- September	SHASHI SUBBA

			medium; different types; relative advantages; Selection criteria;		
SEMESTER THREE GENERAL	Advertising and Public Relations	1	Ethics of Advertising	July- September	SHASHI SUBBA
SEMESTER THREE GENERAL	Advertising and Public Relations	1	Market research; Brand positioning; Creative strategy; Market and its segmentation	July- September	DR.INDRANI RAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	1	Sales promotion	July- September	DR.INDRANI RAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	2	Advertising agency: structure, functions, important functionaries;	July- September	NABANITA KUNDU +PARAMITA PAL
SEMESTER THREE GENERAL	Advertising and Public Relations	2	Client-Agency relationship;	July- September	NABANITA KUNDU +PARAMITA PAL
SEMESTER THREE GENERAL	Advertising and Public Relations	2	Copy writing; Types of Copy; How to prepare	July- September	NABANITA KUNDU +PARAMITA PAL
SEMESTER THREE GENERAL	Advertising and Public Relations	2	Principles of writing; Main features	July- September	NABANITA KUNDU +PARAMITA PAL
SEMESTER	Advertising	2	Copy writer:	July- September	NABANITA

THREE GENERAL	and Public Relations		qualities, duties and responsibilities		KUNDU +PARAMITA PAL
SEMESTER THREE GENERAL	Advertising and Public Relations	3	Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	PRO: Qualities and Duties;	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	PR in Public Sector; PR for Private Sector	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	PR Tools; Press Release; Press Conference; Press Rejoinder	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	Community Relations, Media Relations;	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	Corporate PR	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	House Journal	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	PR Institutions: PRSI, IPR	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	3	Crisis PR	July- September	SAMINUR RAHAMAN +IVY SHAHA

SEMESTER THREE GENERAL	Advertising and Public Relations	3	Corporate Social Responsibility (CSR)	July- September	SAMINUR RAHAMAN +IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Basic knowledge of Computer for print journalism	July- September	SHASHI SUBBA
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Writing a News Report in about 150 words from given points	July- September	IVY SHAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Writing Headlines from News Stories; Writing Headline	July- September	DR.INDRANI RAHA
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Intro; Writing Anchor Story	July- September	SAMINUR RAHAMAN
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Writing article	July- September	NABANITA KUNDU
SEMESTER THREE GENERAL	Advertising and Public Relations	4	Creating a display advertisement on Photo Editing Software	July- September	PARAMITA PAL

SEMESTER FIVE GENERAL

Semester	Paper DSE Discipline Specific Course) -A- 5-TH+TU	Unit	Topic	July- September/October- December	Faculty Name
SEMESTER FIVE GENERAL	Specialized writing	1	Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;	July- September	SHASHI SUBBA+ DR. INDRANI RAHA
SEMESTER FIVE GENERAL	Specialized writing	2	Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;	July- September	PARAMITA PAL AND SAMINUR RAHAMAN
SEMESTER FIVE GENERAL	Specialized writing	3	Women and mass media; Women's page; Women's magazines: Scope in India; Assignments.	July- September	IVY SHAHA
SEMESTER FIVE	Specialized writing	4	Ad-Copy for	July- September	NABANITA KUNU

GENERAL			electronic media and print media; Storyboard writing; Writing Press Release.		
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SEMESTER FIVE GENERAL SEC..Journalistic Writing

Semester	Paper JORG –SEC-A-	Topic	July- September/October- December	Faculty Name
SEMESTER FIVE GENERAL	Journalistic Writing	News: Definition, Elements, Values, Objectivity	July- September	Sashi Subba
SEMESTER FIVE GENERAL	Journalistic Writing	Hard News Vs Soft News, Intro, Lead,	July- September	Paramita Pal
SEMESTER FIVE GENERAL	Journalistic Writing	Headlines, Types	October- December	Saminur Rahaman
SEMESTER FIVE GENERAL	Journalistic Writing	Specialization in Journalism : Interpretative and Investigative Journalism Reporter,	October- December	Dr. Indrani Raha
SEMESTER FIVE GENERAL	Journalistic Writing	Chief Reporter, News Editor, Special Correspondent	October- December	Dr. Indrani Raha
SEMESTER FIVE GENERAL	Journalistic Writing	Feature,	October- December	Saminur Rahaman

		Definition, Types, Qualities of a Feature		
SEMESTER FIVE GENERAL	Journalistic Writing	Write Editorial, Role of Editor	October- December	Paramita Pal
SEMESTER FIVE GENERAL	Journalistic Writing	Writing headlines from a News Stories,	October- December	Ivy Shaha
SEMESTER FIVE GENERAL	Journalistic Writing	Writing News Report from given points	October- December	Ivy Shaha
SEMESTER FIVE GENERAL	Journalistic Writing	Writing Feature Article on a Given topic	October- December	Nabanita Kundu
SEMESTER FIVE GENERAL	Journalistic Writing	Principles of writing Editorials on Important Issues	October- December	Nabanita Kundu

EVEN SEMESTER- HONOURS

SEMESTER TWO HONOURS

Semester	Paper CC-2-3-TH+TU	Unit	Topic	January- March/ April - June	Faculty Name
SEMESTER TWO HONOURS	ReportingandEditing	1	News: Elements, Values	January-March	SHASHI SUBBA
SEMESTER TWO HONOURS	ReportingandEditing	1	Objectivity, Beat and Source	January-March	SHASHI SUBBA
SEMESTER TWO HONOURS	ReportingandEditing	1	Principles of News (Report) Writing: Intro, Lead, Principles of	January-March	SHASHI SUBBA

			Agency News		
SEMESTER TWO HONOURS	ReportingandEditing	1	Principle of Page Making	January-March	SHASHI SUBBA
SEMESTER TWO HONOURS	ReportingandEditing	1	Interviewing: Research, planning, framing questions, writing the piece	January-March	SHASHI SUBBA
SEMESTER TWO HONOURS	ReportingandEditing	1	Feature: Definition, Types;Advertorials	January-March	SHASHI SUBBA
SEMESTER TWO HONOURS	ReportingandEditing	2	Special Correspondent, District Correspondent, Foreign Correspondent;	January-March	DR. INDRANI RAHA
SEMESTER TWO HONOURS	ReportingandEditing	2	Columnist	January-March	DR. INDRANI RAHA
SEMESTER TWO HONOURS	ReportingandEditing	2	News Coordinator, Executive Editor, Assistant Editor, Chief Reporter	January-March	DR. INDRANI RAHA
SEMESTER TWO HONOURS	ReportingandEditing	2	Photo Journalist	January-March	DR. INDRANI RAHA
SEMESTER ONE HONOURS	ReportingandEditing	2	Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau	January-March	DR. INDRANI RAHA
SEMESTER TWO HONOURS	ReportingandEditing	2	Headline: types, importance, writing headline for newspaper	January-March	SAMINUR RAHAMAN
SEMESTER TWO HONOURS	ReportingandEditing	2	Principle of writing an Editorial	January-March	SAMINUR RAHAMAN
SEMESTER TWO HONOURS	ReportingandEditing	2	Post Editorial	January-March	SAMINUR RAHAMAN
SEMESTER TWO HONOURS	ReportingandEditing	2	Principles of Sub-Editing;	January-March	SAMINUR RAHAMAN
SEMESTER TWO HONOURS	ReportingandEditing	3	Specialization in Journalism: Interpretative and Investigative Journalism	January-March	NABANITA KUNDU
SEMESTER TWO HONOURS	ReportingandEditing	3	Political Journalism	January-March	NABANITA KUNDU
SEMESTER	ReportingandEditing	3	Crime and Legal	January-	NABANITA

TWO HONOURS			Journalism, Public Affairs Reporting	March	KUNDU
SEMESTER TWO HONOURS	ReportingandEditing	3	Human Interest Stories	January-March	NABANITA KUNDU
SEMESTER TWO HONOURS	ReportingandEditing	3	Human Rights Reporting, Corporate,	January-March	NABANITA KUNDU
SEMESTER TWO HONOURS	ReportingandEditing	3	Economic, Financial and Business Journalism.	January-March	NABANITA KUNDU
SEMESTER TWO HONOURS	ReportingandEditing	4	Agriculture Journalism, Science Journalism, Sports Journalism	January-March	PARAMITA PAL
SEMESTER TWO HONOURS	ReportingandEditing	4	Film Journalism, Environment Journalism, Fashion and Entertainment Journalism,	January-March	PARAMITA PAL
SEMESTER TWO HONOURS	ReportingandEditing	4	Page-3 Reporting	January-March	PARAMITA PAL
SEMESTER TWO HONOURS	ReportingandEditing	4	Column Writing, Writing for Magazine	January-March	PARAMITA PAL
SEMESTER TWO HONOURS	ReportingandEditing	4	Special and supplementary Pages.	January-March	PARAMITA PAL

Semester	Paper CC-2-4-TH+P	Unit	Topic	January-March/ April – June	Faculty Name
SEMESTER TWO HONOURS	MediaandCommunication	1	Communication: Definition Processes, Semiotic school	January-March	SAMINUR RAHAMAN
SEMESTER TWO HONOURS	MediaandCommunication	1	Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)	January-March	DR. INDRANI RAHA
SEMESTER TWO	MediaandCommunication	1	Functions of communication and	January-March	DR. INDRANI

HONOURS			mass communication (surveillance, correlation, transmission, entertainment, validation,mobilization)		RAHA
SEMESTER TWO HONOURS	MediaandCommunication	2	Role of Media in a Democracy	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	Responsibility to Society, Contemporary debates and issues relating to media;	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	Online journalism, Citizen Journalism;Covering news	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	Covering Speeches, Meetings and Press Conferences;	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	Covering of beats- crime, courts, city reporting, local reporting	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	hospitals, health; education, sports	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	2	Understanding new media: e-mail, social media; Ethics in journalism.	January- March	Ivy Shaha
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Writing a News Feature; Writing feature on other topics of interest	January- March	Saminur Rahaman
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Principles of Editing a given piece of News Report	January- March	NABANITA KUNDU
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Agency Copy including a suitable lead and headline	January- March	Saminur Rahaman
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Writing Column	January- March	Ivy Shaha
SEMESTER TWO	MediaandCommunication	3 Practical	Book Review,	January- March	SHASI SUBBA

HONOURS					
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Film Review,	January-March	SHASI SUBBA
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Review of Television Programmes	January-March	SHASI SUBBA
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	writing editorial	January-March	Paramita Pal
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	Writing Anchor Story	January-March	Paramita Pal
SEMESTER TWO HONOURS	MediaandCommunication	3 Practical	writing post- editorial	January-March	DR. INDRANI RAHA
SEMESTER TWO HONOURS	MediaandCommunication	4 Practical	Publishing a Tabloid Journal using Page making software	January-March	Ivy shaha + Nabanita Kundu
SEMESTER TWO HONOURS	MediaandCommunication	4 Practical	photo editing software	April – June	Paramita Pal
SEMESTER TWO HONOURS	MediaandCommunication	4 Practical	Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc	April - June	Ivy shaha + Nabanita Kundu

SEMESTER FOUR HONOURS

Semester	Paper CC-4-8-TH+P	Unit	Topic	January-March/ April – June	Faculty Name
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	Public Service Broadcasting: Doordarshan	January-March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	early days, introduction of news, commercials and entertainment;	January-March/	SHASHI SUBBAIvy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	Satellite TV to Private TV; 24X7 news and news channels	January-March/	Ivy Shaha

SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	narrowcasting and outside coverage	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	audience segment	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	Agenda Setting techniques used by TV channels	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	1	Ethical issues and recent sting operations.	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	2	Television programme format: Visual text: basics of visual	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	2	reporting skills and editing	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	2	graphics and special effects	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	2	camera positioning, TV news techniques: finding the story, packaging: use of clippings	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	2	PTC, VO, AVO; Viewership rating: TAM, TRP	January- March/	Ivy Shaha
SEMESTER FOUR HONOURS	IntroductiontoTelevision	3	Presenting real lives in Television	January- March/	DR.INDRANI RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	3	constructing reality in reality shows; TV Talk Shows:	January- March/	DR.INDRANI RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	3	Hosting, Legal pitfalls; Soap, News Magazine, Interview;	January- March/	DR.INDRANI RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	3	Television Documentaries: understanding,	January- March/	DR.INDRANI RAHA
SEMESTER	IntroductiontoTelevision	3	writing a	January-	DR.INDRANI

FOUR HONOURS			concept, script writing and shooting;	March/	RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4 Practical	Editing: Introduction to Video Editing	January-March/	Shasi Subba
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Camera and Shooting techniques	January-March/	DR.INDRANI RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Editing Techniques, TV ScriptWriting.	January-March/	DR.INDRANI RAHA
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Documentary Film	April – June	All Faculties
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Documentary Film	April – June	All Faculties
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Documentary Film	April – June	All Faculties
SEMESTER FOUR HONOURS	IntroductiontoTelevision	4	Documentary Film	April – June	All Faculties

Semester	Paper CC-4-9-TH+TU	Unit	Topic	January-March/ April – June	Faculty Name
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	Film and Cinema; Film as a medium of mass communication	January-March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	History of Indian Motion Pictures	January-March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	French New Wave Cinema	January-March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	Left Bank and Cahier du cinema group	January-March	Nabanita Kundu

SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	Italian Neo-Realist Movement	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	Auteur theory;	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, JafarPanahi	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	1	Overview of Indian New Wave: Satyajit Ray, RittickGhatak	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	2	Mrinal Sen, ShyamBenegal, Rituparno Ghosh, Aparna Sen,	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	2	Mira Nair, AdoorGopalkrishnan	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	2	Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives;	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	2	History of Documentary Films; Animation cinema.	January- March	Nabanita Kundu
SEMESTER FOUR HONOURS	Film TheoriesandProduction	3	Film production: Pre-production, production and post-	January- March	Saminur Rahaman

			production;		
SEMESTER FOUR HONOURS	Film TheoriesandProduction	3	Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	3	Language of cinema: Montage, Mise-en-scene.	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	4	History of Documentary Films (Global and Indian Perspectives)	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	4	Documentary movements in India; Role of NFDC and Films Division;	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	4	Role of CBFC in India;	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	4	Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman,	January- March	Saminur Rahaman
SEMESTER FOUR HONOURS	Film TheoriesandProduction	4	Sergei Eisenstein, Federico Felini, Charles Chaplin.	January- March	SAMINUR RAHAMAN

Semester	Paper CC-4-10-TH+TU	Unit	Topic	January- March/ April – June	Faculty Name
SEMESTER FOUR HONOURS	Media Management,PressLaws	1	Media Ownership: types of various media ownership patterns	January-March	Shasi Subba
SEMESTER FOUR	Media Management,PressLaws	1	Changing patterns of Media	January-March	Shasi Subba

HONOURS			management;		
SEMESTER FOUR HONOURS	Media Management,PressLaws	1	Corporatization of mass media after globalization;	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	1	FDI in Indian media	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	1	Managerial departments of newspaper andfunctions.	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Dual Economy	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Circulation versus Advertisement	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Media Autonomy: PrasarBharati experience	January-March	Shasi SubbaL
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Digital Development of media and legal frameworks; DTH, TRP;	January-March	PARAMITA PASHasi SubbaL
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB,	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	2	Publication Division, Films Division.	January-March	Shasi Subba
SEMESTER FOUR HONOURS	Media Management,PressLaws	3	Freedom of Information and freedom of press: Indian experience	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	3	From Press Commission to Press Council of India:	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	3	before and after globalization; Right to Information Act,	January-March	Paramita Pal
SEMESTER FOUR	Media Management,PressLaws	4	Right to privacy;	January-March	Paramita Pal

HONOURS					
SEMESTER FOUR HONOURS	Media Management,PressLaws	4	Freedom of speech and expression	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	4	Media Laws: Defamation, Contempt of Court,	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	4	Sedition, Official Secrets Act, Copyright Act	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	4	Press Registrations of Books Act, Obscenity Act, Working Journalists Act,	January-March	Paramita Pal
SEMESTER FOUR HONOURS	Media Management,PressLaws	4	Parliamentary Proceedings Act, Code of Ethics.	January-March	Paramita Pal

Semester	Paper: SEC: B-4-1 Skill Enhancement Course -TH	Unit	Topic	January- March/ April – June	Faculty Name
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	1	Understanding the Documentary film, Introduction to Realism	April – June	Paramita Pal
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	1	Debate; Observational and Verite documentary;	April – June	Paramita Pal
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	1	Introduction to Shooting styles;	April – June	NABANITA KUNDU

SEMESTER FOUR HONOURS	DocumentaryFilmProduction	1	Introduction to Editing styles; Structure and scripting the documentary;	April – June	Dr. IndraniRaha
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	2	Documentary Production, Pre- Production,	April – June	Shasi Subba
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	2	Researching the Documentary, Research: Library, Archives, location, life stories, ethnography;	April – June	Shasi Subba
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	2	Writing a concept: telling a story; Treatment;	April – June	Ivy Shaha
SEMESTER FOUR HONOURS	DocumentaryFilmProduction	2	Writing a proposal and budgeting.	April – June	Saminur Rahaman

SEMESTER SIX HONOURS

Semester	Paper CC-6-13 -TH+TU	Unit	Topic	January- March/ April – June	Faculty Name
SEMESTER SIX HONOURS	Advertising	1	Advertisement as a medium of communication	January- March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	1	Contemporary experiences; historical overview of	January- March/	Shasi Subba

			advertising,		
SEMESTER SIX HONOURS	Advertising	1	socio-economic and cultural impact;	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	1	Advertising theories: AIDA model, DAGMAR,	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	1	Maslow's hierarchy model;	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	1	advertising in mass media: media positioning, planning and scheduling.	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	2	Advertising research; advertising campaigning strategy (CPT analysis);	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	2	Basic needs Sales and marketing: SWOT(C) analysis, marketing and sales promotion	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	2	Unique Selling Proposition, consumer behavior; Target Audience; brand positioning	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	2	Surrogate Advertising: Surrogacy vs. Sabotage	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	2	Ethics and Law: Advertising ethics and Laws	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	2	Cultural codes; Online Advertising	January-March/	Saminur Rahaman
SEMESTER SIX HONOURS	Advertising	3	Ad Agency	January-March/	Nabanita Kundu
SEMESTER	Advertising	3	research and planning	January-	Nabanita

SIX HONOURS			including media planning	March/	Kundu
SEMESTER SIX HONOURS	Advertising	3	work procedure, agency-client relationship;	January-March/	Nabanita Kundu
SEMESTER SIX HONOURS	Advertising	3	Regulatory Boards, Case studies	January-March/	Nabanita Kundu
SEMESTER SIX HONOURS	Advertising	4 Practical	Types of advertisement: Classified-display, Local-regional-national-international Ad,	January-March	Shasi Subba
SEMESTER SIX HONOURS	Advertising	4	consumer- corporate ad, industrial-trade-retail Ad,	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	4	government-private, outdoor, surrogate, radio-TV- internet-mobile;	January-March/	Shasi Subba
SEMESTER SIX HONOURS	Advertising	4	Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo,	April – June	Shasi Subba
SEMESTER SIX HONOURS	Advertising	4	Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.	April – June	Shasi Subba

Semester	Paper CC-6-14-TH+TU	Unit	Topic	January- March/ April – June	Faculty Name
SEMESTER SIX HONOURS	PublicRelations	1	PR-Definitions, historical overview of the discipline	January- March April – June	Paramita Pal
SEMESTER SIX HONOURS	PublicRelations	1	PR as Management function, Image Management	January- March	Paramita Pal
SEMESTER SIX HONOURS	PublicRelations	1	Public Relations versus Advertisement	January- March	Paramita Pal
SEMESTER SIX HONOURS	PublicRelations	1	Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing	January- March	Paramita Pal
SEMESTER SIX HONOURS	PublicRelations	1	Publics: Definition, types; Integrated Marketing Communication	January- March	Paramita Pal
SEMESTER SIX HONOURS	PublicRelations	2	PR Theories and principles: Research, planning, implementation and evaluation	January- March	Saminur Rahaman
SEMESTER SIX HONOURS	PublicRelations	2	James Grunig's Four PR models	January- March	Saminur Rahaman
SEMESTER SIX HONOURS	PublicRelations	2	Publicity model, Public Information model	January- March	Saminur Rahaman
SEMESTER SIX HONOURS	PublicRelations	2	Two-way asymmetrical model, Two-way symmetrical model;	January- March	Saminur Rahaman
SEMESTER SIX HONOURS	PublicRelations	2	Strategic Communication; PRO: Role, Qualities and Functions.	January- March	Saminur Rahaman
SEMESTER SIX HONOURS	PublicRelations	3	Tools of PR: Press Release, Annual Report,	January- March	Ivy Shaha

SEMESTER SIX HONOURS	PublicRelations	3	House Journal, Press Conference and Press Tour,	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	3	Corporate Film;		Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	3	Relationship Management: Media Relations	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	3	Community Relations and CSR,	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	3	Internal or Employee Relations.	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	4	Financial PR; Crisis PR:	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	4	Issue-emergency-crisis, Crisis PR strategies;	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	3	PR Agency: New Trends,	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	4	In-house PR vs Agency,	January-March	Ivy Shaha
SEMESTER SIX HONOURS	PublicRelations	4	Client Agency relationship.	January-March	Ivy Shaha

SEMESTER SIX HONOURS	DSE-A-6-3 TH+TU	Unit	Topic		
SEMESTER SIX HONOURS	DissertationwithPresentation	4	Students will do a micro research project(7000 to 8000 words) on	January-March	– Group wise faculties division

			any topic		
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Semester	Paper: DSE (Discipline Specific Elective)-B-6-3 TH+TU	Unit	Topic	Week of the Month	Faculty Name
SEMESTER SIX HONOURS	Folk andCommunityMedia	1	Culture and Tradition-Meaning of Culture	January-March	Saminur Rahaman
SEMESTER SIX HONOURS	Folk andCommunityMedia	1	Tradition, Oral tradition;	January-March	Saminur Rahaman
SEMESTER SIX HONOURS	Folk andCommunityMedia	1	Dominant Culture versus Subaltern Culture.	January-March	Saminur Rahaman
SEMESTER SIX HONOURS	Folk andCommunityMedia	2	Impact of Five Year Plans in fulfillment of rural development	January-March	Ivy Shaha
SEMESTER SIX HONOURS	Folk andCommunityMedia	2	NGO communication, Extension of rural objectives;	January-March	Ivy Shaha
SEMESTER SIX NOURS	Folk andCommunityMedia	2	Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses.	January-March	Ivy Shaha
SEMESTER SIX HONOURS	Folk andCommunityMedia	3	Community and Folk Media in West Bengal;	January-March	Nabanita Kundu
SEMESTER SIX HONOURS	Folk andCommunityMedia	3	Definition and characteristics of	January-March	Nabanita Kundu

			community;		
SEMESTER SIX HONOURS	Folk andCommunityMedia	3	Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media;	January-March	Nabanita Kundu
SEMESTER SIX HONOURS	Folk andCommunityMedia	4	Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki	January-March	Paramita Pal
SEMESTER SIX HONOURS	Folk andCommunityMedia	4	Jatra, Bhavai,	January-March	Paramita Pal
SEMESTER SIX HONOURS	Folk andCommunityMedia	4	Ramlila and Raslila	January-March	Paramita Pal
SEMESTER SIX HONOURS	Folk andCommunityMedia	4	Important Folk forms of Bengal: Gambhira, Kabigaan,	January-March	Paramita Pal
SEMESTER SIX HONOURS	Folk andCommunityMedia	4	Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul.		Paramita Pal

EVEN SEMESTER- GENERAL

SEMESTER TWO GENERAL

Semester	Paper CC/GE-2-2-TH+TU	Unit	Topic	January-March/April-June	Faculty Name
SEMESTER TWO	MediaManagement	1	Newspaper as a business	January-March	SHASHI SUBBA

GENERAL			enterprise and its public service role; Indian experience		
SEMESTER TWO GENERAL	MediaManagement	1	Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration& Convergence;	January-March	SHASHI SUBBA
SEMESTER TWO GENERAL	MediaManagement	1	Sources of revenue of newspapers; Scope in India;		Dr. IndraniRaha
SEMESTER TWO GENERAL	MediaManagement	1	Departments of Newspaper organizations and functions;;		Dr. IndraniRaha
SEMESTER TWO GENERAL	MediaManagement	1	Radio and Television review.		Dr. IndraniRaha
SEMESTER TWO GENERAL	MediaManagement	2	Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper'spolicy		NABANITA KUNDU
SEMESTER TWO GENERAL	MediaManagement	2	Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager		NABANITA KUNDU
SEMESTER TWO GENERAL	MediaManagement	2	RNI; Audit Bureau of Circulation (ABC), National Readership Survey		Ivy Shaha

			(NRS);		
SEMESTER TWO GENERAL	MediaManagement	3	Advertisement department of a Newspaper; Administration of Ad-department		Saminur Rahaman
SEMESTER TWO GENERAL	MediaManagement	3	Advertisement Manager: Duties and responsibilities;		Saminur Rahaman
SEMESTER TWO GENERAL	MediaManagement	3	Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;		Saminur Rahaman
SEMESTER TWO GENERAL	MediaManagement	4	Newspaper Printing: Evolution of newspaper printing process;		Paramita Pal
SEMESTER TWO GENERAL	MediaManagement	4	Public Service Broadcasting:		Paramita Pal
SEMESTER TWO GENERAL	MediaManagement	4	PrasarBharati;		Paramita Pal
SEMESTER TWO GENERAL	MediaManagement	4	Electronic Media Management: Licensing, Organizational Patterns		Shasi Subba
SEMESTER TWO GENERAL	MediaManagement	4	TRAI; The Broadcasting Bill 1997.		Shashi Subba

SEMESTER FOUR GENERAL

Semester	Paper CC/GE-4-4-TH+TU	Unit	Topic	January- March/April- June	Faculty Name
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	1	Indian Constitution; Main features; Fundamental Rights;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	1	President of India: Power and position; Prime Minister: power and position;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	1	; Chief Minister: Power and position; Governor: Power and position;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	1	Parliament; Supreme Court; and High Court; Local governments;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	2	Indian Foreign Policy;National Economic policy;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	2	; New Industrial policy; Finance Commission and its functions;		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	2	Five Year Plans: Objectives and Achievements; NitiAyog.		Saminur Rahaman
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	3	Press Laws: Defamation, Contempt of Court		Paramita Pal
SEMESTER FOUR GENERAL	Press Laws andIndianConstitution	3	Parliamentary Privileges Act; Article 19(1)A and freedom of press;		Paramita Pal

SEMESTER FOUR GENERAL	Press Laws and Indian Constitution	3	Copyright Act; Official Secrets Act; Working Journalists' Act;		Paramita Pal
SEMESTER FOUR GENERAL	Press Laws and Indian Constitution	4	Journalistic Ethics; Freedom and responsibility of the press;		Paramita Pal
SEMESTER FOUR GENERAL	Press Laws and Indian Constitution	4	Press Commission and Press Council of India: Constitution, objectives and guidelines, Media Council of India.		Paramita Pal

Skill Enhancement Course

SEC (All Faculties)

Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows;

Semester	Paper JORG-SEC- B_4/6-2	Unit	Topic	January- March/April- June	Faculty Name
SEMESTER SIX GENERAL SEC	Radio- Television Script Writing	1	Script- Definition- Structure- Characteristics, Purpose of script for radio and television		Shasi Subba
SEMESTER SIX GENERAL	Radio- Television Script Writing	1	Script and construction of message, Method of Radio Script for both news and entertainment programme		Paramita Pal

SEMESTER SIX GENERAL	Radio- Television Script Writing	1	Methods of Television Script for both news and entertainment programme-		Ivy shaha
SEMESTER SIX GENERAL	Radio- Television Script Writing	2	How to write Radio News Script, How to write Television News script		Dr. Indrani Raha
SEMESTER SIX GENERAL	Radio- Television Script Writing	2	Use of Language in radio and television script writing, Method of talk show Script for both radio and television		Nabanita Kundu
SEMESTER SIX GENERAL	Radio- Television Script Writing	2	Basic principles of script writing for both radio and television, sample script writing for both radio and television (News, Talk Show and other programmes)		Saminur Rahaman

SEMESTER SIX GENERAL

Semester	Paper DSE Discipline Specific Course) - A-6-1-TH+TU	Unit	Topic	January- March/April- June	Faculty Name
SEMESTER SIX GENERAL	BroadcastingMedia	1	Radio: Development of Radio broadcasting in India; Radio and society;		Shasi Subba +Paramita Pal
SEMESTER SIX GENERAL	BroadcastingMedia	1	Radio News: Elements of radio news; Differences in reportingand presentation between Radio andTelevision		Shasi Subba +Paramita Pal
SEMESTER SIX GENERAL	BroadcastingMedia	2	FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama,;		Nabanita Kundu
SEMESTER SIX GENERAL	BroadcastingMedia	2	Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.		Nabanita Kundu
SEMESTER SIX GENERAL	BroadcastingMedia	3	Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and		Ivy Shaha

			entertainment medium;writing; Writing Press Release.		
SEMESTER SIX GENERAL	BroadcastingMedia	3	Differences in news reporting and presentation between Radio &TV;Balanced Presentation and Objectivity; Basic camera movements.		Ivy Shaha
SEMESTER SIX GENERAL	BroadcastingMedia	4	Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon		Saminur Rahaman
SEMESTER SIX GENERAL	BroadcastingMedia	4	Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.		Dr. Indrani Raha