



# UNIVERSITY OF CALCUTTA

SENATE HOUSE

87/1, College Street, Kolkata – 700 073

*Prof. (Dr.) Soma Bandyopadhyay*

Registrar (Acting)

Phone : 2241-0071/4984

Fax : 91-033-2241-3222

E-mail : somabando@yahoo.co.in

প্রফেসর (ডঃ) সোমা বন্দ্যোপাধ্যায়  
কার্যনির্বাহী নিবন্ধক

## TO WHOM IT MAY CONCERN

This is to certify that Muralidhar Girls' College, p-411/14, Gariahat Road, Ballygunge, Kolkata- 700029, West Bengal is affiliated to the University of Calcutta and recognized by the University Grants Commission and the following Courses/Subjects are taught in the said college as per approval:

Sl No	Name of the Course(s) and Duration	Affiliation		Period of Validity for the year(s)
		Permanent	Temporary	
1.	Three Year B.A. Honours Courses in English, Bengali, Sanskrit, Education, History, Philosophy, Political Science, Sociology, Psychology, Geography, Journalism & Mass Communication	NA		Affiliation stands valid till date
2.	Three Year B.A. General in Elective English, Bengali, Sanskrit, Education, History, Philosophy, Political Science, Sociology, Psychology, Geography, Journalism & Mass Communication	NA		Do
3.	Three Year B.Sc. General Course in Botany, Economics, Geography, Psychology, Mathematics, Statistics, Chemistry, Film Studies	NA		Do
4.	Three Year B.Sc. Honours Course in Botany, Economics, Geography, Psychology	NA		Do
5.	Three Year Major Course in Tourism & Travel Management	NA		Do

Date: 21.02.2016  
Place : Kolkata

*Kripalini Bhowmik*  
20.7.20  
Principal  
Muralidhar Girls' College

*S. Bandyopadhyay*  
Prof. (Dr.) S. Bandyopadhyay  
Registrar (Acting) 22.03.16.



# UNIVERSITY OF CALCUTTA

**GURUPADA SAREN**  
SECRETARY  
COUNCILS FOR UNDERGRADUATE STUDIES,  
UNIVERSITY OF CALCUTTA.

Ref.No : CUS/ 268 (Cir.)/18  
Dated the 07<sup>th</sup> May, 2018

## SENATE HOUSE

Kolkata - 700 073.  
Phone : 2241-0071-74,  
2241-0077-78, 2241-4989-90,  
2241-2850-51, 2241-2859  
Fax : 91-033-2241-3222  
E-mail : u.g.councilsc.u@gmail.com  
Website : www.caluniv.ac.in

To  
The Principals/T.I.C.  
of all the U.G. Colleges  
affiliated to the University of Calcutta

Sir/Madam,

The undersigned is directed to forward you the University Notifications No. CSR/3/18, dt.07.05.2018 and CSR/4/18, dt.07.05.2018, containing new Admission & Examination Regulations for semester-wise three-year (six semesters) B.A./B.Sc./B.Mus. (Honours/General) and B.A./B.Sc./B.Com.(Major) Courses of Studies under CBCS.

This new Admission and Examination Regulation will come into effect from this academic session, i.e., 2018-2019.

The said Notifications along with detail Regulations is also available in the University Website.


Thanking you,

Enclo:

The University Notifications No. CSR/3/18, dt.07.05.2018 & CSR/4/18, dt.07.05.2018 along with detail Regulations.

Yours faithfully,

  
Secretary 07/05/18

  
Principal

20.7.20  
Muralidhar Girls' College



# UNIVERSITY OF CALCUTTA

## Notification No. CSR/ 12 /18

It is notified for information of all concerned that the Syndicate in its meeting held on 28.05.2018 (vide Item No.14) approved the Syllabi of different subjects in Undergraduate Honours / General / Major courses of studies (CBCS) under this University, as laid down in the accompanying pamphlet:

### List of the subjects

Sl. No.	Subject	Sl. No.	Subject
1	Anthropology (Honours / General)	29	Mathematics (Honours / General)
2	Arabic (Honours / General)	30	Microbiology (Honours / General)
3	Persian (Honours / General)	31	Mol. Biology (General)
4	Bengali (Honours / General /LCC2 /AECC1)	32	Philosophy (Honours / General)
5	Bio-Chemistry (Honours / General)	33	Physical Education (General)
6	Botany (Honours / General)	34	Physics (Honours / General)
7	Chemistry (Honours / General)	35	Physiology (Honours / General)
8	Computer Science (Honours / General)	36	Political Science (Honours / General)
9	Defence Studies (General)	37	Psychology (Honours / General)
10	Economics (Honours / General)	38	Sanskrit (Honours / General)
11	Education (Honours / General)	39	Social Science (General)
12	Electronics (Honours / General)	40	Sociology (Honours / General)
13	English ((Honours / General/ LCC1/ LCC2/AECC1)	41	Statistics (Honours / General)
14	Environmental Science (Honours / General)	42	Urdu (Honours / General /LCC2 /AECC1)
15	Environmental Studies (AECC2)	43	Women Studies (General)
16	Film Studies ( General)	44	Zoology (Honours / General)
17	Food Nutrition (Honours / General)	45	Industrial Fish and Fisheries – IFFV (Major)
18	French (General)	46	Sericulture – SRTV (Major)
19	Geography (Honours / General)	47	Computer Applications – CMAV (Major)
20	Geology (Honours / General)	48	Tourism and Travel Management – TTMV (Major)
21	Hindi (Honours / General /LCC2 /AECC1)	49	Advertising Sales Promotion and Sales Management –ASPV (Major)
22	History (Honours / General)	50	Communicative English –CMEV (Major)
23	Islamic History Culture (Honours / General)	51	Clinical Nutrition and Dietetics CNDV (Major)
24	Home Science Extension Education (General)	52	Bachelor of Business Administration (BBA) (Honours)
25	House Hold Art (General)	53	Bachelor of Fashion and Apparel Design – (B.F.A.D.) (Honours)
26	Human Development (Honours / General)	54	Bachelor of Fine Art (B.F.A.) (Honours)
27	Human Rights (General)	55	B. Music (Honours / General) and Music (General)
✓ 28	Journalism and Mass Communication (Honours / General)		

The above shall be effective from the academic session 2018-2019.

SENATE HOUSE  
KOLKATA-700073  
The 4<sup>th</sup> June, 2018

*spaul*  
4/6/18  
(Dr. Santanu Paul)  
Deputy Registrar

**University of Calcutta**  
**B.A. (Hons.)**  
**Journalism and Mass Communication (JORA)**  
**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	AECC	SEC	DSE	Credits
Sem-1 400 marks 20Cr.	<b>JORA-CC-1-1-TH</b> Introduction to Journalism; <b>JORA-CC-1-1-P</b> Introduction to Journalism; <b>JORA-CC-1-2-TH+TU</b> History of Indian Journalism	English , MIL			CC1=6 CC2=6 AECC=2 GE1=6
	CC1=Th-4;P-2 CC2=TH-5;TU-1;				<b>Total=20</b>
Sem-2 400 marks 20Cr.	<b>JORA-CC-2-3-TH+TU</b> Reporting and Editing <b>JORA-CC-2-4-TH</b> Introduction to Media and Communication <b>JORA-CC-2-4-P</b> Journalism Practical	English , MIL, EVS			CC3=6 CC4=6 AECC=2 GE2=6
	CC3=TH-5;TU-1;				<b>Total=20</b>

	CC4=TH-4;P-2				
Sem-3 500 marks 26Cr	<b>JORA-CC-3-5-TH+TU</b> Communication Media, Society <b>JORA-CC-3-6-TH+TU</b> Media and Cultural Studies; <b>JORA-CC-3-7-TH</b> Introduction to Radio <b>JORA-CC-3-7-P</b> Radio Practical		<b>JORA-SEC-A-3:</b> (any one) <b>JORA-SEC-A-3-1</b> Radio writing & presentation  <b>JORA-SEC-A-3-2</b> Photo Journalism;		CC5=6 CC6=6 CC7=6 SEC-A=2 GE3=6
	CC5,CC6=TH-5;TU-1;CC7=TH-4;PR-SEC=2				<b>Total=26</b>
Sem-4 500 marks 26Cr	<b>JORA-CC-4-8-TH+TU</b> Media Management, Press Laws <b>JORA-CC-4-9-TH</b> Introduction to Television <b>JORA-CC-4-9-P</b> Television Practical <b>JORA-CC-4-10-TH+TU</b> Film Studies		<b>JORA-SEC-B-4:</b> (any one) <b>JORA-SEC-B-4-1</b> Documentary Production; <b>JORA-SEC-B-4-2</b> Feature Production		CC8=6 CC9=6 CC10=6 SEC-B=2 GE4=6
	CC8,CC10=TH-5; TU1;CC9=TH4;PR2; SEC=2;				<b>Total=26</b>
Sem-5 400 marks 24Cr	<b>JORA-CC-5-11-TH</b> Introduction to New Media <b>JORA-CC-5-11-P</b> Introduction to New Media Practical <b>JORA-CC-5-12-TH+TU</b> Development Communication		<b>JORA-DSE-A-</b>	<u>(Anyone in Sem-V)</u> <b>JORA-DSE-A-5-1 for Sem-V</b> Global Media & Politics OR <b>JORA-DSE-A-5-2 for Sem-V</b> Media, Human Rights, Gender and Env. Studies	CC11=6 CC12=6 DSE=6+6 (Any Two)

				<u><b>(Anyone in Sem-VI)</b></u> <b>JORA-DSE-A-6-3</b> <b>for Sem-VI</b> Dissertation with Presentation; OR <b>JORA-DSE-A-6-4</b> <b>for Sem-VI</b> Political Communication	
	CC11=TH-4;PR-2 CC12=TH-5;TU-1; DSE(2)=TH-5;TU-1				<b>Total=24</b>
Sem-6 400 marks 24Cr	<b>JORA-CC-6-13-TH</b> Advertising <b>JORA-CC-6-13-P</b> Advertising Practical <b>JORA-CC-6-14-TH+TU</b> Public Relations		<b>JORA-DSE-B-</b>	<u><b>(Anyone in Sem-V)</b></u> <b>DSE-B-5-1</b> <b>for Sem-V</b> Multimedia Journalism OR <b>DSE-B-5-2</b> <b>for Sem-V</b> Communication Research and Methods <u><b>(Anyone in Sem-VI)</b></u> <b>DSE-B-6-3</b> <b>for Sem-VI</b> Folk&CommunityMedia OR <b>DSE-B-6-4</b> <b>for Sem-VI</b> Health & Science Communication	CC13=6 CC14=6 DSE=6+6 (Any Two)
	CC13=TH-4;PR-2 CC14=TH-5;TU-1; DSE(2)=TH-5;TU-1				<b>Total=24</b>
				<b>Grand Total</b>	<b>140</b>

### **Division of Marks (Out of 100)**

	<b>Programme</b>	<b>Credit Hours</b>
<b>Attendance</b>	<b>10</b>	
<b>Internal Assessment</b>	<b>10</b>	
<b>Exam. (100)</b>	<b>15 for 1 Credit 65 for 5 Credits</b>	<b>1hr. per week 5hrs. per week</b>
<b>1 Credit for each course</b>	<b>Term Paper, Seminar, Assignments etc.</b>	<b>University Programme</b>
<b>5 Credits</b>	<b>University Question</b>	<b>University Programme</b>
<b>For Practical based papers: Exam. (100)</b>	<b>30 for 2 credits 50 for 4 credits Univ. Prog.</b>	<b>4hrs. per week 4hrs. per week</b>

- **65 Marks for theoretical segments; 15 marks for Tutorial segments (CC2, CC3, CC5, CC6, CC8, CC10, CC12, CC14);**
- **50 marks for theoretical segments; 30 marks for Practical segments (For CC1, CC4, CC7, CC9, CC11, CC13);**
- **Upto 2000 words for one term paper/upto 1000 words for each of the two Term Papers / equivalent to Book Review / equivalent to comprehension. Report presentation / Poster presentation / Field work based on syllabus-related and/or current topics (may be done in groups) [The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.**
- **Laboratory Requirements for Journalism (Hons. + Gen.):**
  - (a) **All Laboratories should be Airconditioned;**
  - (b) **One Computer Teacher, having suitable experiences in computer operation, film making/editing;**
  - (c) **Laboratory Attendant to be appointed;**
  - (d) **Sound-proof studio (optional);**
  - (e) **Recording System (Audio & Video);**
  - (f) **Hi-speed Internet connection;**

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

- **The Pedagogy:**

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



- **Examination:**

For each practical based course the question pattern shall be:

<b>Types of Questions</b>	<b>Marks Allotted</b>	<b>Number of questions</b>	<b>Total Marks (100)</b>
<b>Internal Assessment</b>			<b>10</b>
<b>Attendance</b>			<b>10</b>
<b>Objective types</b>	<b>1 (One)</b>	<b>10</b>	<b>10</b>
<b>Short Answer Type</b>	<b>2 (Two)</b>	<b>5</b>	<b>10</b>
<b>Subjective Type</b>	<b>15</b>	<b>2</b>	<b>30</b>
<b>Practical</b>			<b>30</b>

- For each theory based course the question pattern shall be:

<b>Types of Questions</b>	<b>Marks Allotted</b>	<b>Number of questions</b>	<b>Total Marks (100)</b>
<b>Internal Assessment</b>			<b>10</b>
<b>Attendance</b>			<b>10</b>
<b>Objective types</b>	<b>1 (One)</b>	<b>10</b>	<b>10</b>
<b>Short Answer Type</b>	<b>2 (Two)</b>	<b>5</b>	<b>10</b>
<b>Subjective Type</b>	<b>15</b>	<b>3</b>	<b>45</b>
<b>Tutorial based Assessment</b>			<b>15</b>

## **Semester – 1**

### **JORA-CC-1-1-TH: Introduction to Journalism**

**Marks=50 (4 Credits)**

**Total Classes: TH: 4hrs Per Week**

#### **Unit 1**

News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.

#### **Unit 2**

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news; Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism, Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.

### **JORA-CC-1-1-P: Introduction to Journalism-Practical**

**Marks=30 (2 Credits)**

**Total Classes: PR: 4hrs. Per Week**

#### **Unit-3 (Practical)**

Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news.

#### **Unit-4 (Practical)**

Rewriting and Summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News.

#### **Readings:**

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Practice;
- (4) M.K. Joseph: Outline of Reporting;
- (5) K.M. Srivastava News Reporting and Editing;
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (8) Tony Harcup: Journalism: Principles and Practice; Sage.

**Total Classes: TH: 5hrs + TU1hr. Per Week**

**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; Contributions of Nationalist Press in Freedom Movement: National Herald, TheHindstan Times, The Indian Express.

**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. Chalapathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, 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 – 2**

**JORA-CC-2-3-TH+TU: Reporting and Editing**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **Unit-1**

News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece; Feature: Definition, Types; 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; 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 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: Journalism Update; Pragatishil Prokashak.
- (8) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;

**JORA-CC-2-4-TH: Media and Communication****Marks= 50 (4 Credits)****Total Classes: TH: 4hrs. Per Week****Unit-1**

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

**Unit-2**

Role of Media in a Democracy: Responsibility to Society, Contemporary debates and issues relating to media; Online journalism, Citizen Journalism; Covering news: Covering Speeches, Meetings and Press Conferences; Covering of beats- crime, courts, city reporting, local reporting, hospitals, health; education, sports; Understanding new media: e-mail, social media; Ethics in journalism.

**Readings:**

- (1) Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (2) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributors.

**JORA-CC-2-4-P: Introduction to Media and Communication****Marks= 30 (2credits)****Total Classes: 4hrs. Per Week****Unit-3 (Practical)**

Writing a News Feature; Writing feature on other topics of interest; Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Writing Column; Book Review, Film Review, Review of Television Programmes, Writing Editorial, writing post-editorial, Writing Anchor Story.

**Unit-4: (Practical)**

**Assignments:** Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.

**\*10 candidates will make a Team for publishing each Journal;**

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

## **Semester – 3**

**JORA-CC-3-5-TH+TU: Communication, Media, Society**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **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; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

### **Readings:**

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan.

London, 1988.

(8) Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning)2006

(9) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.

(10) Morley, D. (1992) Television, Audiences and Cultural Studies. London and New York: Routledge.

**JORA-CC-3-6-TH+TU: Media and Cultural Studies****Marks=100 (6 Credits)****Total Classes: TH: 5hrs + TU1hr. Per Week****Unit-1**

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

**Unit-2**

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; 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; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).

**Readings:**

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.
- (9) Gupta, Nilanjana ed.(2006) Cultural Studies, World View Publishers.



- (10)Hartley, J. (2002) *Communication, Cultural and Media Studies: The Key Concepts* (3rd Edition). London: Routledge.
- (11) Ang, I. (1990) 'Culture and Communication' in *European Journal of Communication*, Vol.5, Nos. 2 and 3, pp.239-260.
- (12) Siebert, F., Schramm, W. and Peterson T. (1956) *Four Theories of the Press*. Urbana, Illinois: University of Illinois Press.

**JORA-CC-3-7-TH: Introduction to Radio****Marks=50 (4 Credits)****Total Classes: TH: 4hrs Per Week****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 Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos;

**JORA-CC-3-7-P: Introduction to Radio****Marks=30 (2credits)****Total Classes: 4hrs. Per Week****Unit-4 (Practical)**

Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recordings skills, live studio broadcast with multiple sources, Cuesheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.

**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.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.
- (7) Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.

### **JORA-SEC-A-3: Skill Enhancement Course (Any One)**

#### **JORA-SEC-A-3-1-TH: Radio Writings & Presentation**

**80 Marks (2 Credits)**

##### **Unit-1**

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; Ethical issues.

##### **Unit-2**

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.

**Books and References for SEC-A-1: Readings of CC-7 to be followed.**

**OR**

#### **JORA-SEC-A-3-2-TH: Photo Journalism**

**80 Marks (2 Credits)**

##### **Unit 1**

Introduction to Photo Journalism: basic needs of photography, Importance of photographs in print media; Evaluating Photo Journalist's job; Photo caption in print media, Analysis of a Photo Text, Handling Photography Equipments; Digital Photography; Ethics of Photo Journalism; Case Studies in Photo Journalism.

##### **Unit 2**

Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field;

**Assignment:** Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing software.

##### **Readings:**

- (1) Brian Horton: Associated Press Guide to Photo Journalism; McGraw Hill Education.
- (2) Martin Keene: Practical Photojournalism: A Professional Guide; AE Publications, UK.

## **Semester – 4**

### **JORA-CC-4-8-TH Introduction to Television**

**Marks=50 (4 Credits)**

**Total Classes: TH: 4hrs Per Week**

#### **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; 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; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP;

#### **Unit-3**

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; Television Documentaries: understanding, writing a concept, script writing and shooting;

### **JORA-CC-4-8-P: Introduction to Television**

**Marks=30 (2 Credits)**

**Total Classes: 4hrs. Per Week**

#### **Unit-4 (Practical)**

Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.

#### **Practical Exercise:**

**(a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR**

**(b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce;**

- **Three candidates will make a Team for each Documentary Production;**
- **Candidates failing to appear in the examination or non-exhibition of video (duly signed by the college authority) on the day of examination will be treated absent.**

#### **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.
- (6)E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007.
- (7) Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981.
- (8) Yorke, Ivor, Television News (Fourth Edition), Focal Press.
- (9) Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.

**JORA-CC-4-9-TH+TU: Film Theories and Production****Marks=100 (6 Credits)****Total Classes: TH: 5hrs + TU1hr. Per Week****Unit-1**

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

**Unit-2**

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

**Unit-3**

Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene.

**Unit-4**

History of Documentary Films (Global and Indian Perspectives); Documentary movements in India; Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Fellini, Charles Chaplin.

**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.

**JORA-CC-4-10-TH+TU Media Management, Press Laws      Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

**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: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

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

**JORA-SEC-B-4: Skill Enhancement Course (Any One)**

**JORA-SEC-B-4-1: Documentary Film Production**

**80 Marks (2 Credits)**

**Unit 1**

Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary;

**Unit 2**

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting.

**Readings:**

- (1) K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
- (2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.



**JORA-SEC-B-4-2: Feature Film Production****80 Marks (2 Credits)****Unit-1**

Basic production concepts and elements of screenwriting for a low budget; Basic principles of camera composition and lighting for a “film look”; Developing story ideas from contemporary events, personal experiences, favorite movie genres; Making an outline of basic plot development (setup, confrontation, payoff); filling it in with descriptions of the action, and finally the dialogue;

**Unit-2**

Effective and efficient methods of shooting scenes for editing, and working with actors; Actual production of the class script(s); Evaluating raw footage and possible post-production fixes for faults; Editing the footage for maximum impact; Adding sound effects, ADR, and music scoring; finecut.

**Books and references for SEC-B-2: Readings of CC-9 to be followed.**

## **Semester – 5**

### **JORA-CC-5-11-TH: Introduction to New Media**

**Marks=50 (4 Credits)**

**Total Classes: TH: 4hrs Per Week**

#### **Unit-1**

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

#### **Unit-2**

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism: Hyperlocal Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

### **JORA-CC-5-11-P: Introduction to New Media**

**Marks: 30 (2 Credits)**

**Total Classes: 4hrs. Per Week**

#### **Unit-3 (Practical)**

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites;

#### **Unit-4 (Practical)**

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.

- (4) Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- (5) Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.

**Total Classes: TH: 5hrs + TU1hr. Per Week****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. models – 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 post-liberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication;

**Unit-4**

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

**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.

10. Dipankar Sinha: Development Communication, Contexts for the 21<sup>st</sup> Century; Orient Black Swan.

## **For Semester-5 (Any One)**

### **JORA-DSE-A-5: Discipline Specific Elective**

#### **JORA-DSE-A-5-1-TH+TU: Global Media & Politics**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

#### **Unit-1**

Imbalances in Global Information Flow: Rise 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.

## **For Semester-5**

### **JORA-DSE-A-5-2-TH+TU: Media, Human Rights, Gender, Environment Studies**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

#### **Unit-1**

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

#### **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**

Human Rights Institutions: Amnesty International; NGOs; Major Human Rights Issues in India; Presentation: Human Rights issues and violations in International scenario and media operations;

#### **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.

**For Semester-6 (Any One)**

**JORA-DSE-A-6-3-TH+TU: Dissertation with Presentation      Marks=100(6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

- Students will do a micro research project(7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography.
- Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce.



## **For Semester-6**

**JORA-DSE-A-6-4-TH+TU: Political Communication**

**Marks=100(6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **Unit-1**

Political Communication- Definition; Relationship of politics with mediated communication; Theoretical approaches: Jurgen Habermas on Political Communication; Role of media in politics: Power or Democratic Participation; Media bias, political participation and media choice.

### **Unit-2**

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

### **Unit-3**

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

### **Unit-4**

Symbolic and cultural forms of communication between politicians and their publics; Election campaign strategies; Coverage of election campaigns in Indian media; Opinion and Exit Polls: Political Framing. Political Advertisements; Digital Media and Political communication; Digital Political campaigning; Fundamentals of Digital political advertising; Social media strategies in political communication: Use of Facebook, Whatsapp and Twitter

### **Readings:**

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

## **Semester – 6**

### **JORA-CC-6-13-TH: Advertising**

**Marks=50 (4 Credits)**

**Total Classes: TH: 4hrs Per Week**

#### **Unit-1**

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

#### **Unit-2**

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

#### **Unit-3**

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

### **JORA-CC-6-13-P: Advertising**

**Marks=30 (2 Credits)**

**Total Classes: 4hrs. Per Week**

#### **Unit-4 (Practical)**

Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer-corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV-internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.

#### **Readings:**

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

**Total Classes: TH: 5hrs + TU1hr. Per Week**

**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) Subir Ghosh: Public Relations Today; Rupa & Co.
- (6) Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parshad.
- (7) Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson.
- (10) Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

## **For Semester-5 (Any One)**

### **JORA-DSE-B-5: Discipline Specific Elective**

#### **JORA-DSE-B-5-1-TH+TU: Multimedia Journalism**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

#### **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 note-taking, 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 and writing.

#### **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.
- (3) Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.
- (4) Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

## **For Semester-5**

**JORA-DSE-B-5-2-TH+TU: Communication Research**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **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.
- (3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- (4) John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- (5) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.

## **For Semester-6 (Any One)**

**JORA-DSE-B-6-3-TH+TU: Folk and Community Media**

**Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **Unit-1**

Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; 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 community; Traditional 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; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul.

### **Readings:**

- (1) ShyamParmar: 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.

## **For Semester-6**

**JORA-DSE-B-6-4-TH+TU: Health & Science Communication Marks=100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **Unit-1**

Characteristics of Health Communication; Barriers to Effective Health Communication; Strategies to improve health communication; Understanding culture to promote health communication; Health and Media: Changing health behaviour;

### **Unit-2**

Health care system in India; Introduction to Epidemiology for Health Communicators; Effective interpersonal communication between health care provider and client; Impediment to a Sound Provider-Patient Relationship; Community Involvement in Health communication; Engaging patients in healthcare; Health literacy;

### **Unit-3**

Contemporary Health Care Marketing; Interactive Marketing Communications; Advanced Writing for Health Communicators; Research Methods for Health Communicators; Social Media Strategies and Tactics for Health Communicators; Writing about medicine; mobile health design.

### **Unit-4**

Media and science journalism; Science as an essential element in political, corporate and community news; major issues in science journalism; essential features of science reporters; role of a science page editor; popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media

### **Readings:**

- (1) Richard K. Thomas: Health Communication, Springer.
- (2) Renato Schiavo: Health Communication: From Theory to Practice 2nd Edition
- (3) Nancy Grant Harrington (Ed.): Health Communication: Theory, Method, and Application 1st Edition.
- (4) Elise Hancock: Ideas into Words: Mastering the Craft of Science Writing, Baltimore and London: Johns Hopkins, 2003.
- (5) N Corcoran (Ed.): Communicating health: strategies for health promotion; Sage.
- (6) O.P. Jaggi: A Concise History of Science including Science in India.
- (7) R. Sundara, Popular Science in Mass Media.

**University of Calcutta**  
**B.A. (General)**  
**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

Semester	Name of the Courses	Course Type	Credit	Full Marks
Semester-1	<b>JORG-CC/GE-1-1-TH+TU</b> Basics of Journalism	CC1 / GE1	6	100
			<b>Total=20</b>	400
Semester-2	<b>JORG-CC/GE-2-2-TH+TU</b> Media Management	CC2 / GE2	6	100
			Total=20	400
Semester-3	<b>JORG-CC/GE-3-3-TH</b> Advertising/Public Relations (4 Credits);  <b>JORG-CC/GE-3-3-P</b> Advertising/Public Relations (2 Credits)	CC3 / GE3	6	100



			Total-20	400
	<b>JORG-SEC-A-3/5-1</b> Journalistic Writings; <b>JORG-SEC-A-3/5-2</b> Newspaper designing <b>JORG-SEC-A-3/5-3</b> Film Appreciation (on 5 films) <b>JORG-SEC-A-3/5-4</b> Print Advertising	<b>JORG-SEC-A-3/5</b>	2	50
Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A				
			<b>Total=20</b>	400
<b>Semester-4</b>	<b>JORG-CC/GE-4-4-TH+TU</b> Press Laws and Indian Constitution	CC4 / GE4	6	100
	<b>JORG-SEC-B-4/6-1</b> Documentary Script Writing <b>JORG-SEC-B-4/6-2</b> Radio, Television Script Writing <b>JORG-SEC-B-4/6-3</b> Anchoring; <b>JORG-SEC-B-4/6-4</b> Media Presentation;	<b>JORG-SEC-4/6</b>	2	50
Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B				
			<b>Total=20</b>	400
<b>Semester-5</b>	<b>JORG-DSE-A-5-TH+TU</b>	<b>JORG-</b>	6	100

	Film Studies  OR  <b>JORG-DSE-A-5-2-TH+TU:</b> Specialized Writings	<b>DSE-A-5</b>		
	<b>JORG-SEC-A-3/5-1</b> Journalistic Writings;  <b>JORG-SEC-A-3/5-2</b> Newspaper designing  <b>JORG-SEC-A-3/5-3</b> Film Appreciation (on 5 films)  <b>JORG-SEC-A-3/5-4</b> Print Advertising	<b>JORG-SEC-A-2</b>	2	50
<b>Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A</b>				
			<b>Total=20</b>	400
<b>Semester-6</b>	<b>JORG-DSE-B-6-TH+TU</b> Broadcasting Media  OR  <b>JORG-DSE-B-6-2-TH/TU:</b> International Relations	<b>JORG-DSE-B</b>	6	100
	<b>JORG-SEC-B-4/6-1</b> Documentary Script Writing  <b>JORG-SEC-B-4/6-2</b> Radio, Television Script Writing  <b>JORG-SEC-B-4/6-3</b> Anchoring;  <b>JORG-SEC-B-4/6-4</b> Media	<b>JORG-SEC-B-2</b>	2	50

	Presentation;			
<b>Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B</b>				
			<b>Total=20</b>	400

### **Division of Marks (Out of 100)**

	<b>Programme</b>	<b>Credit Hours</b>
<b>Attendance</b>	<b>10</b>	
<b>Internal Assessment</b>	<b>10</b>	
<b>Exam. (100)</b>	<b>15 for 1 Credit 65 for 5 Credits</b>	<b>1hr. per week 5hrs. per week</b>
<b>1 Credit for each course</b>	<b>Term Paper, Seminar, Assignments etc.</b>	<b>University Programme</b>
<b>5 Credits</b>	<b>University Question</b>	<b>University Programme</b>
<b>For Practical based papers: Exam. (100)</b>	<b>30 for 2 credits 50 for 4 credits Univ. Prog.</b>	<b>4hrs. per week 4hrs. per week</b>

- **65 Marks for theoretical segments; 15 marks for Tutorial segments (CC1, CC2, CC4);**
- **50 marks for theoretical segments; 30 marks for Practical segments (For CC3);**
- **Upto 1000 words for one term paper/upto 500 words for each of the two Term Papers / equivalent to Book Review / equivalent to comprehension. Report presentation / Poster presentation / Field work based on syllabus-related and/or current topics (may be done in groups) [The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.**
- **Laboratory Requirements for Journalism (Hons. + Gen.):**
  - (a) **All Laboratories should be Airconditioned;**
  - (b) **One Computer Teacher, having suitable experience in computer operation, film making/editing, to be appointed from professional field;**
  - (c) **Laboratory Attendant to be appointed;**
  - (d) **Sound-proof studio (optional);**
  - (e) **Recording System (Audio & Video);**
  - (f) **Hi-speed Internet connection;**

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

- **The Pedagogy**

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

## **Course Details**

### **Semester-I**

**JORG-CC/GE-1-1-TH+TU: Basics of Journalism**

**100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

#### **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 the editor; 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; Structure of news: inverted pyramid; 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; Different types 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 printing process.

#### **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;
- (6) Sanbad Bidya-Parthya Chattopadhyay-Paschim Banga Rajya Pustak Parshad.

## **Semester-II**

**JORG-CC/GE-2-2-TH+TU: Media Management**

**100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **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.
- (4) Sanbadpatra Sangathan o Parichalana- Pabitra Mukhopadhyay- Paschim Banga Rajya Pustak Parshad.

## **Semester-III**

**JORG-CC/GE-3-3-TH: Advertising and Public Relations**      **Marks=50 (4 Credits)**

**Total Classes: 4hrs Per Week**

### **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.

### **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; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)

**JORG-CC/GE-3-3-P: Journalism**

**Marks=30 (2 Credits)**

**Total Classes: 4hrs Per Week**

### **Unit-4**

Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article; Creating a display advertisement on Photo Editing Software.

### **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.



**Skill Enhancement Course-A-3/5**

**JORG-SEC-A-3/5 (any one): Skill Enhancement Course**

**2 Credits**

**Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A**

**JORG-SEC-A-3/5-1: Journalistic Writings:** Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

**JORG-SEC-A-3/5-2: Newspaper Designing:** Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

**JORG-SEC-A-3/5-3: Film Appreciation:** Analytical appreciation on 5 films (above mentioned);

**JORG-SEC-A-3/5-4: Print Advertising:** Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

## **Semester-IV**

**JORG-CC/GE-4-4-TH+TU: Press Laws and Indian Constitution 100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **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; NitiAyog.

### **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

**Skilled Enhancement Course-B-4/6**

**JORG-SEC-B-4/6-1: Skilled Enhancement Course**

**2 Credits**

**Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B**

**JORG-SEC-B-4/6-1: Documentary Script Writing:** Micro project of 1000 words on any social, political, cultural topic;

**JORG-SEC-B-4/6-2: Radio-Television Script Writing:** Writing Scripts for Radio and Television News and Talk Shows;

**JORG-SEC-B-4/6-3: Anchoring:** 3 minutes Programme Anchoring on topics of interest.

**JORG-SEC-B-4/6-4: Media Presentation:** PPT on any social or corporate planning (5 Slides).

## **Semester-V**

### **JORG-DSE-A-5: Discipline Specific Course (any one)**

#### **JORG-DSE-A-5-1-TH+TU: Film Studies**

**100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

#### **Unit-1**

Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema 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, Mrinal Sen, Ritwik Ghatak. Landmarks of Indian Cinema: Pather Panchali, Gupi Gyne Bagha Byne, Meghe Dhaka Tara, Subarna Rekha, Akaler Sandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitrangada.

#### **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) Kiranmoy Raha: Bengali Cinema;
- (3) Partha Raha: Cinema r Itibritwo; Dey's Publisher.
- (4) Jill Nelmes: An Introduction to Film Studies; Psychology Press.

**OR**

**JORG-DSE-A-5-2-TH+TU: Specialized Writings**

**Marks= 100 (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

Unit-1

Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;

Unit-2

Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;

Unit-3

Women and mass media; Women's page; Women's magazines: Scope in India; Assignments.

Unit-4

Ad-Copy for electronic media and print media; Storyboard writing; Writing Press Release.

**JORG-SEC-A-3/5 (any one): Skill Enhancement Course**

**2 Credits**

**Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A**

**JORG-SEC-A-3/5-1: Journalistic Writings:** Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

**JORG-SEC-A-3/5-2: Newspaper Designing:** Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

**JORG-SEC-A-3/5-3: Film Appreciation:** Analytical appreciation on 5 films (above mentioned);

**JORG-SEC-A-3/5-4: Print Advertising:** Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

## **Semester-VI**

**JORG-DSE-B-6 (any one)**

**JORG-DSE-B-6-1-TH+TU: Broadcasting Media**

**100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

### **Unit-1**

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;

### **Unit-2**

FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.

### **Unit-3**

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; 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.
- (4) Radio Sanbadikata- Kaushik Bhattacharya- ParulPrakasani.

**OR**

**JORG-DSE-B-6-2-TH/TU: International Relations**

**100 Marks (6 Credits)**

**Total Classes: TH: 5hrs + TU1hr. Per Week**

Unit 1

Basic concepts in International Relations: Foreign policy and diplomacy, Non-alignment movement; Indian Foreign Policies; Indo-Pak, Indo-Bangladesh relations.

Unit 2

United Nations: Formation, Charter and Objectives; UN and Millennium Development Goals; Indo-US relations; SAARC, ASEAN.

Unit 3

UN Security Council: Concept of security- traditional and non-traditional, Disarmament and arms control; Sino-Indian relations;

Unit 4

Global Media Economy: Colonialism and Neoliberalism, IMF, World Bank, WTO.

**Readings:**

- (1) Pranab Chattopadhyay: Antorjatik Somporker Ruprekha; New Central Book Agency.
- (2) Shakti Sadhan Mukhopadhyay: Antorjatik Samparka; Progressive Publisher.
- (3) James Lee Ray & Juliet Kaarbo: Global Politics; Houghton Mifflin Company.



**Skilled Enhancement Course-B-4/6**

**JORG-SEC-B-4/6-1: Skilled Enhancement Course**

**2 Credits**

**Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B**

**JORG-SEC-B-4/6-1: Documentary Script Writing:** Micro project of 1000 words on any social, political, cultural topic;

**JORG-SEC-B-4/6-2: Radio-Television Script Writing:** Writing Scripts for Radio and Television News and Talk Shows;

**JORG-SEC-B-4/6-3: Anchoring:** 3 minutes Programme Anchoring on topics of interest.

**JORG-SEC-B-4/6-4: Media Presentation:** PPT on any social or corporate planning (5 Slides).