



**University of Gour Banga**

*Syllabi for*

**Three Years Honours Degree Cours**

(Under 1+1+1 System)

# **Journalism & Mass Communication**

**University of Gour Banga  
P.O. – Mokdumpur,  
Dist. – Malda  
West Bengal  
PIN - 732103**

## University Of Gour Banga

### Syllabus of 3-Year BA (Hons) in Mass Communication & Journalism Course Under 1+1+1 Annual Examination System

#### Course Objectives:

1. To enable students to enhance media literacy level and appreciate importance of the process and chain of events of communication and its media.
2. To expose them to various career branches of communication and media such as journalism and media production, rural and development communication, advertising, public relations through class of theory and practical so that they are ready to join relevant areas after the course.
3. To prepare them for higher level studies in the discipline by ensuring foundation for such progression in studies.
4. To prepare them for serving the districts under jurisdiction of UGB for improving media and communication entrepreneurship in the area.

#### Course Structure:

Year & Part	Marks	Paper no.	Name	Paper Type	Marks	Examination
1 <sup>st</sup> Part I	I 100	I A(MC Q)	Introduction to Communication & Media	Theory & Practical	20(M CQ)+ 50(T)+ 30(pr actical )	30 minutes MCQ +2.30 hours Written+ 2 items practical
	II 100 Total 200	B1(W ritten ) B2(Pr actica l)				
		II A(MC Q)B( Writt en)	History of Indian Journalism & Media Law	Theory	20 (MCQ )+ 80(Wr itten)	30 minutes MCQ +3.30 hour Written
2 <sup>nd</sup> Part II	III 100 IV	III A(MC Q)	Reporting, Editing & Photography for print Journalism	Theory & Practical	20(M CQ)+ 50(T)+	30 minutes MCQ +2.30 hours

	100 Total 200	B1(Theory) B2 (Practical)		I	30(practical)	Written+ 3 items practical
		IV A (MCQ) B 1(Written) B2 (Practical)	Folk Media & Development Communication	Theory & Field Study	20 (MCQ)+ 50(Written) +30 (Field Report presentation)	30 minutes MCQ +2.30 hour Written+ 2 item report presentation & interview
3 <sup>rd</sup> Part III	V 100 VI 100 VII 100 VIII 100 Total 400	V A(MCQ) B1(Written) B2 (Practical)	Television & Radio	Theory & Practical	20(MCQ)+ 50(T)+ 30(practical)	30 minutes MCQ +2.30 hours Written+ 3 items practical
		VI A(MCQ) B1(Written) B2 (Practical)	Advertising & Public Relations	Theory Practical	20 (MCQ)+ 50(Written) +30 (2 item practical)	30 minutes MCQ + 2.30hour Written+ 2 item report presentation
		VII A(MCQ) B1(Written) B2 (Practical)	a.National &International Affairs b.Media entrepreneurship c. Introduction to Film d. Documentary/short film making	Theory Theory	20(MCQ)+ 20X3= 60(T)+ 20(practical)	30 minutes MCQ +3.00 hours Written+ 1 items practical(item D)
		VIII A(MCQ) B1(W	New Media, Social Communication & Citizen Journalism	Theory & Practical	20 (MCQ)+ 50(Wr	30 minutes MCQ + 2.30 hour Written+ 2

		ritten ) B2(Pr actica l)			itten) +30 (2 item practi cal)	item practical
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## PART I:

### Paper I:

#### Introduction to Communication & Media (For A & B1)

Communication: Definition (from Process, event and Sadharanikaran approach) and functions, Difference between Natural (Human) & Mediated Communication

Types of communication: Intrapersonal, Interpersonal, Group, Mass, Mass-line, mass-self (Interactive)

Communication

Media: Types of Human Media-Folk & Classical

Types of Mass Communication Media-Print-Radio-Television-Film-Photography

Types of Interactive Media- Web, Mobile Phone, Tablet etc.

Types of Storage Media

Media Literacy: Awareness of Knowledge structure, How Mind Works and Effect Processes

Indian Communication Perspective: Sadharanikaran, Gandhian & Tagorean Approach

Overview of Western Communication Thoughts: Rhetorics, Technological Determinism

Overview of theories & Models: Lasswell's Paradigm, Mathematical Theory (Shanon & Weaver), Critical Theory (Frankfurt School), Agenda Setting Model, Uses & Gratification Model, Schramm's Model, Castels-Manovich-Appadurai's new media theorizations

#### Recommended Books:

Keval J Kumar, Mass Communication in India, Jaico Publishers, Mumbai

Subir Ghosh, Indian Communication Perspective, Sahitya Sansad, Kolkata

Partha Chattopadhyay, Gnanagapon (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata

#### Practicals (For B2)

1. Interpersonal and group Communication Skilling for positive personality and Presentation essentials: Done through workshop mode  
Examined through Powerpoint presentation/ Knowledge and contemporary informedness based interview- 1 item
2. Reading of mass media and new media for

- a. Cognitive, emotional, aesthetic and moral dimensions
- b. Control over presented interpretation
- c. Understanding content generation and media production

Examined through viewing based group discussion and personal reading –response test—1 item

## **Paper II: History of Indian Journalism & Media Law (For A & B1)**

### **1. History of Indian Journalism**

Early years of Journalism: Hickey to Rammohan Roy

Indian Newspapers in 19<sup>th</sup> century with Special Reference to Bengal : Issues covered  
English Newspapers by Foreigners in 19<sup>th</sup> & 20<sup>th</sup> Century : Coverage and Approach

Indian Newspapers in 20<sup>th</sup> century (Upto 1947) with special reference to role of Gandhi, Tagore, Ramananda Chattopadhyay, Tilak, C.R. Das, Jawaharlal Nehru & Subhas Chandra Bose  
Local Press before independence in Bengal with special reference to Gour Banga  
Acts of British Repression of Indian Newspapers From 19<sup>th</sup> to 20<sup>th</sup> century (upto 1947)

Indian Journalism after 1947 with special Reference to Bengali Press, Emergency period, Development of regional Press

### **Media Law**

Freedom of Press & Indian Constitutional provisions

General Laws impacting media: Defamation, Contempt of Court, official Secrets Act, Right to Information Act, CRPC and IPC provisions

Media Specific Laws and Regulations: PRB Act (1867), Working Journalists and other newspaper Employees (Condition of Services and Miscellaneous Provisions) Act 1955, Copyright Act, Prasar Bharati Act, Cinematograph Act, Acts for Cable TV and radio, IT act

Media Regulators: Press Council, Film Censor Board, TRAI.

Ethical Considerations for Journalists

### **Recommended Books:**

Jitendranath Basu, Romance of Indian Journalism, Calcutta University, 1979

Durgadas Basu, Law of The Press

Partha Chattopadhyay, Bharatiya Sangbadpatrer Ruprekha (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2011

Bangshi Manna, Bharater Press Ain (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata

## **Part 2**

### **2nd Year**

### **Paper III**

### **Reporting, Editing & Photography for Journalism (For A & B1)**



Journalism As Career and Mission

Staple of Journalism : News and Views-editorial, letter to the editor, feature, column, post-edit, middle piece, special articles

Types: Investigative, Interpretative, Conflict & Peace, Development, Narrative Journalism etc.

News: Concept, News Value, News as social construct

Structure, style and language of news

Reporting: Assignment, Sourcing Information, Selecting Information, Interviewing

Reporter: Skills, Mindset, function, Different positions for reporter in news Organization

News Photography : Qualities of a news photographer, photo selection, cropping and scaling, caption writing

Editing: Principles and House Policy, executive and creative function in editing

Copy editing and Page Editing: accuracy, meeting space constraint, style book

Principles of Page Layout and Design, Typography and Headline

Editorial Department Positions: Sub editor to Editor, managing editor, Chief Editor

Basic principles of photo editing, computerized photo editing

picture editing softwares- photoshop, photo editor

importance of picture editing

#### **Recommended Books:**

**M.Chatterjee & B.L. Choudhury, Issues and Practices in Communication & Media (2014)**

T J S George, Editing: A handbook for Journalism

Partha Chattopadhyay (Ed.), sangbadbidya (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2010

Sourin Banerjee Soumyo bandyopadhyay, Sangbad Sampadana (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2011

#### **Practical (For B2)**

**Media Monitoring:** Every student be given task of monitoring content, presentation and slant of a newspaper on one issue each in politics, culture, media, economics and socio-political ill (Corruption, nepotism, different divides in society, superstition etc) during first two months of first year.

**Field reporting :** From third month every student has to report from field (Town, own village/ Block/ Municipality and district) on issues of politics, culture, media, economics and socio-political ill and

events in the college. Stories should be in news, feature and interview format. The practice should continue for six months, every student submitting at least ten copies.

**News Photography:** From third month every student has to take at least two photographs with decided news angle and novelty for own stories. This is co-terminus with reporting assignment.

**Copy editing :** From third month every student has to edit copies and photos by others. In total ten stories are to be edited for journalistic style, correctness and lucidity of language, correctness of information, proper attribution to source, headlining and caption preparation.

From third month to eighth month, at the end day of the month, best copy of every student is to be displayed (either as a wall newspaper or as a student-designed and computer-generated tabloid) in front of the department. This paper will be designed and edited by students in rotation.

Examination will take 1 item each from reporting, editing and photography.

#### **Paper IV**

#### **Folk Media & Development Communication (For A & B1)**

##### **1. Folk Media**

Folk Media: Definition, Characteristic features and advantages

Communication through Traditional Folk Media: utilizing Oral Tradition, Material Culture, Social Folk Customs, Performing Arts

Indian Culture and Folk Media

Popular Folk Media Forms of Bengal with special Reference to Malda, North Dinajpur and South Dinajpur: Folk Song, Folk dance, Folk Theatre, Puppetry, Story Telling etc.

Popular annual Folk Communication Events of Bengal with special Reference to Gour Banga Zone: traditional fairs, bratas, festivals

##### **2. Development Communication**

Development Communication : Context of Origin and scope of devcom

Overview of evolution of ideologies Influencing Devcom from end of 1940 till date: modernization, dominant paradigm, Sustainable development, ecologically sustainable development, participatory Development, ICT 4D, Community Driven Development

Overview of Devcom media usage for different ideologies and their impact on Development

Indian Approach to Devcom: Utilizing Sadharanikaran perspective, folkmedia, social communication, Mass-line communication for Rural Development

#### **Recommended Books:**

Shyam Parmar, Traditional Folk Media In India

D. Mukhopadhyay, Folk Arts and Social Communication, Publication Division ,GOI

Kiran Prasad, Development Communication in India, BR Publishing, new Delhi

#### **B2 Field Work**

1. Folk Media Field Assignment
2. Devcom Field-based Assignment

Examination will be interview and presentation based, 1 item each in Folk Media and Devcom

#### **B2 Practicals**

1. Writing for blog and Social media
2. Citizen Reporting

Examination will be on 1 item each in both.

#### **Part III Year 3**

##### **Paper V: Television & Radio (For A & B1)**

##### **A : Television Journalism**

Importance of Television Media and Its Impact

Basics of TV Journalism: Visual first-Audio as support, background, qualities of a TV reporter and anchor, Reporting and anchoring: understanding news package- VO, AVO, VOSOT ,PTC, Byte and format,pre recorded presentation and live coverage, compiling a news bulletin

Understanding camera: Different types, Shots and movements

News, Discussion panel, Phone-in on issues

News Sourcing and production : News Producer, News editor, assignment editor, input editor, Reporting team, video editor , Technical director etc.

Principles of Video editing

Byte-journalism and sting operation : impact on TV Journalism

##### **B: Radio Journalism**

Radio as media, its types and impact

Understanding difference of radio language from TV language

Radio News Preparation: Reporting from field- reporter's take and source audio, radio and other media monitoring, agency take, news-scripting

News Reading: Voice modulation and pitch, pronunciation, clarity of content through reading

Techniques and handling of instruments(microphone, voice recorder etc.) of radio production

FM radio and Community Radio: Set up and function

##### **Recommended Books:**

S K Jamal, Radio (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata,2011

Sisir Bhattacharya, Television Sangbadikata (beng) Paschim Banga Rajya Pustak Parshad, Kolkata,

##### **Practicals (For B2)**

1. TV practical



## 2. Radio Production

Examination will be on 1 item each

### **Paper VI :Advertising & Public Relations (For A & B1)**

#### **A: Advertising**

Advertising :Definition, process and Communication Objective

Advertising Model: AIDA, Communication Response Sequence, Stimulus-Response

Advantages of Advertising, Criticism of Advertising

Ad Organization : Advertising Agency , Ad. Department of Media House

Ad. Agency Functions: Pitching for account, client servicing, creative service, ad production, media planning, media Buying, campaign evaluation

Indoor Media for advertising: comparing advantages of Newspaper, magazine, TV, Radio and web

Outdoor Media for Advertising:BillBoard, Poster, Banner, Glowsign, Hoarding

Advertising copy writing, Qualities of a copy writer

#### **B.Public Relations**

Public Relations: Definition, difference with advertising and promotion, Internal and external Public

Functions of PR: Employee relations, Media Relations, Crisis Management, media coverage monitoring, community relations and CSR function, Hospitality management etc.

Tools of PR: Press Release, rejoinder, press communiqué, backgrounder, ANR, VNR, House Journal etc.

Government PR organizations: Press Information Bureau Govt. of India , Information I& Cultural Relations department of West Bengal, PR department of Public Sector Undertakings

PR of NGOs, academic institutions, Hospitals

Corporate Communication

#### **Recommended Books:**

J M Kaul, Public Relations in India

Manindra Mohan,Advertising Management,Prentic Hall

### **Advertising and PR Practicals (For B2)**

#### Advertising Practical

1.Copy writing: Ten advertising copies are to be prepared and displayed in ad portfolio

2. Designing Ad with Photoshop and corel-draw: Five out of ten copies are to be turned into finished ad display and presented as part of Portfolio.

#### PR Practical:

1. Organize an event in college or participate as PR group of college, Arrange media coverage of the event and Monitor media for publication or telecast. Prepare a portfolio of the group work which should include Copy of PR tools used.
2. Press release and backgrounder writing.

## Paper VII: National & International Affairs, Media Entrepreneurship and Film (For A & B1)

### A : National & International Affairs

Indian Constitution: Structure, Characteristics, Fundamental Rights and duties  
Executive wing of Union and state: Prime Minister and council of Ministers, Chief Minister and Council of Ministers, Bureaucracy  
Legislative Wing: Law makers- Loksabha, Rajyasabha, bidhan sabha and Bidhan parishad  
Judiciary: Supreme court, High court and lower courts, Chief Justice of India  
Balance among legislature-judiciary-legislature  
Planning for development and Planning Commission  
Three tier Panchayati raj : Its power and responsibility  
Govt. Policy : economic, educational, industrial, agricultural, Cultural and educational  
Election Commission and functioning of democracy  
India's relation with neighbouring states  
India's Foreign Policy vis-à-vis China and USA  
India and ASEAN, India and BRICK  
UNO and Its Organizations  
International Development , UNESCO & World Bank  
World Security, Security Council and NATO  
International Trade, Business , IPR and WTO  
Food security, agriculture and FAO

### B. Media Entrepreneurship

Overview of Media Industry in India with Special Reference to West Bengal  
Media Business in Gour Banga region: A scope analysis  
Types of Media Ownership and capital  
How to run small media unit  
Essential Management for media entrepreneurship  
Government Assistance in setting up small media business  
Preliminaries of media Economics for small media business

### C:Introduction to Film Studies

Development of film as media in India with special reference to Bengal  
cinema and society: effects of cinema as a medium of mass communication  
Classical Hindi films: Contribution of Bimol Roy, Guru Datt, Mehbob Khan & Kamal Amrohi  
The 'News Wave' movement: Satyajit Ray, Mrinal Sen, Adoor Gopal Krishnan, Hrishikesh Mukherjee, Syam Benegal, Mani Ratnam, Aparna Sen  
Stages of Film production: Pre-production, production and post production  
Basics of cinematography, documentary films and feature films  
Overview of Film theory

### Recommended Books:

D. Basu, Indian Constitution  
P. Mukhopadhyay, Sangbad patra Parichalana  
B.L. Choudhury, Media Organization Management  
J Nelmes, An Introduction to Film Studies, Routeledge  
G. Roberje, Indian Film Theory, sampark, kolkata 2010

**D. Practical (For B2)**

Documentary/Short film making

**Paper VIII : New Media, Social Communication & Citizen Journalism (For A & B1)**

New Media: Other names, Reconstruction of media for interactivity-storage-transmission, use Communication and traits : transforming Communication relationship, computer, hand held devices and network, Web & Internet, Characteristic features

New Media Message: Nature, non-linear design and website, elements of message, User-generated message

Types of message: E-mail, Bulletin Board, Instant message, Short Message, Multimedia Message, Web page, Web slice, RSS feed, Powerpoint presentation

Social Communication: traditional social communication , Web media Social networking

Social Communication through networking sites (Facebooketc.), chatroom, blogging, mobile devices

Citizen Journalism : scope and importance, platforms (folk media, community newspaper, community radio, local cable channel and new Media)

Folk Journalism: Utilizing Folk media for Citizen Journalism

Citizen Journalism utilizing blog, website, mobile phone, audio-clips and pod-casting

**Recommended Books:**

Jagdish Chakraborty, Net,Media and the Mass Communication, Authorpress

Loho Choudhury Biplab, Naba Madhyamer Ruprekha

**Practical (For B2):**

1. Writing for blog and social media

2. Citizen Reporting

Examination will be on 1 Item each in both.