



University of Gour Banga

Syllabi for

Three Years General Degree Course

(Under 1+1+1 System)

Mass Communication & Journalism General

**University of Gour Banga
P.O. – Mokdumpur,
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West Bengal
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UNIVERSITY OF GOUR BANGA

Syllabus for 3 Year B.A(General)Course of Studies

Subject: Mass Communication & Journalism

Exam	Paper	Theory/Practical	Full Marks	Division of Marks	Duration
Part -I	I	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
	II	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
	III	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
Part -II	IV	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
	V	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
	VI	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
Part -III	VII	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
	VIII	Theory	50	MCQ- 15 Written-35	30 min +1:30 hrs
Total			400		

Details of the content of individual papers:

Part-I

Paper-I: Mass Communication-History and Concepts:

50 Marks

Communication- Definition and Functions; Types of Communication- Intrapersonal, Interpersonal, Group and Mass Communication; Characteristics and Impact of Mass Communication; Means of Mass Communication- Newspaper, Magazine, TV, Radio, Film, etc.

Paper-II: Media Law & Ethics:

50 Marks

Press Law- Definition; Press Laws- Contempt of Court, Defamation, Official Secrets Act, Right to Information Act, Copyright Act, Working Journalist Act; Ethics of Journalism and recent trends. Freedom of press in India- concept, scope and limitations.

Paper-III: History of Print Journalism:

50 Marks

The origin of Print Media in India and abroad; Hickey and his newspaper; Role of Missionaries of Sreerampore in Indian Journalism; Raja Rammohun Roy and his works as a journalist; Role of newspapers for building national consciousness in British India- Sambad Prabhakar, Hindu Patriot, Amrita Bazar Patrika etc. Vernacular Press Act; The Statesman, The Hindu, Anandabazar Patrika, The Times Of India.

Part-II

Paper-IV: Radio & Television:

50 Marks

Radio-

History of radio broadcasting in India; Functions and qualities of radio news reporter, editor and producer; Qualities of a good radio script; Different radio programmes- news, talk, interviews, etc. RJ; FM radio in India; Community Radio.

Television-

Short history of Television in India; SITE experiment, Doordarshan and Prasar Bharati; Functions and qualities of a TV reporter, editor and news producer; Invasion of private satellite channels in India and its effects; Effects of TV on society specially on women and children; 24 hour news channels and its recent trends; Different telecasting techniques- Cable TV, CAS, DTH etc.

Paper-V: Public Relations & Advertising

50 Marks

Public Relations:

Definition, Origin, Aims and objectives of PR; Tools of PR- Press release, Press Conference, Press Relations etc. Public Relation Officer- qualities and functions; Public in PR; House Journal; PR Campaign; Crisis Management; Corporate Social Responsibilities.

Advertisement:

Definition and functions; Ethics of advertisement; Classification of Advertisement; Advertising in various media- Newspapers, TV, Radio and Film; Ad agencies-structure and functions- ad campaign, market strategies; Ad Budget, Ad copy, Ad layout, etc. Recent trends in advertisement; Use of children and women in advertisement.

Paper-VI:

50 Marks

Development Communication & National and International affairs:

Development Communication-

Meaning and origin; Mass media for development; Development programmes (agriculture, health, education, environment, nation building) and the role of press; Dominant Paradigm;

National and International Affairs-

Indian Constitution and Fundamental Rights; President, PM, Governor, CM, Speaker- Rights and duties; Parliamentary affairs and Indian Politics; Contemporary Issues; India's foreign policy; Relationship with other countries- USA, Pakistan, China, Bangladesh, SriLanka; Bipolarisation; Cold War; Non-Aligned Movement; NIIIO, NWICO; Regional grouping - SAARC, ASEAN, G20, NATO, etc.

Part-III

Paper- VII: Reporting and Editing:

50 Marks

Reporting-

News- Definition, Elements, values, Qualities, Objectivity, classification; Reporters- qualities, duties and functions; Different types of reporters- chief reporter, staff reporter, special correspondent, foreign correspondent; Different types of Reporting- political, sports, entertainment, business, crime, science, legal, etc. Beat Reporting.

Editing-

Principles of editing; News Editor- qualities, duties and functions; Sub-editors- qualities and functions; technique of writing a good copy; Headlines; Lead; Intro; Page Planning; Picture editing; Cartoons; Review writing- Cinema, book, Drama; Magazine editing.

Paper- VIII: Advanced Media Studies:

50 Marks

New Media; ARPANET; History of Internet; Hypertext - Concept and application; Multimedia - Concept and application; Social Media - Facebook, Twitter, Blogging; Mobile - Hybrid Technologies, Convergence, SMS; Impact on Society - Social media and Mobile communication; Recent trends in print and electronic journalism; Changing role of 24 hour news channels in India; Scope of online reporting in India; News portal.