

## B.A. General Programme

In addition to Compulsory courses (Language Cores and Ability Enhancement Compulsory Courses) a student has to select **two** disciplines as main disciplines (E.g., Discipline -A & Discipline-B) and **one** discipline as Generic Elective (GE) (Discipline-C).

### Discipline: Mass Communicatio & Journalism (General)

**Abbreviations:** Mass Communication (Gen) = MCJG, Core = C, Ability Enhancement Compulsory =AEC, Skill Enhancement Course=SEC, Generic Elective=GE, Discipline Specific Elective= DSE, Internal Assessment= IA, End Semester Examination= ESE, Lecture=Lec., Tutorial=Tu. and Practical =Pr.

Mass Communication & Journalism treated as Discipline –A (MCJG)

### Structure of the Syllabus

#### SEMESTER – I

Course Code	Course Title	Credit	Marks			No. of teaching hours		
			I.A.	ESE	Total	Lec	Tu	Pr
101-MCJG-C-1	Introduction to Mass Communication & Journalism Discipline A Core I #	6	10	40	50	5	1	-
102-**C-1	Discipline B Core I#	6	10	40	50	5	1	-
103- LC1-Bng-I	Bengali-I #	6	10	40	50	5	1	-
104- AEC1-ENVS	Environmental Studies #	2	10	40	50	1	1	-
= Total		20	40	160	200	16	4	-

\*\* Discipline code, # to be provided by university,

#### SEMESTER – II

Course Code	Course Title	Credit	Marks			No. of teaching hours		
			I.A.	ESE	Total	Lec	Tu	Pr
201- MCJG-C-2	Reporting And Editing Discipline A Core II #	6	10	40	50	5	1	-
202- **C-2	Discipline B Core II#	6	10	40	50	5	1	-
203-LC1-Bng-II	Bengali-II #	6	10	40	50	5	1	-
204- AEC2-ENG/ BNG	One from pool of AEC2-MIL # (English/ Bengali)	2	10	40	50	1	1	-
Total =		20	40	160	200	16	4	-

**SEMESTER – III**

Course Code	Course Title	Credit	Marks			No. of hours		
			I.A.	ESE	Total	Lec	Tu	Pr
301- MCJG -C-3	History Of Journalism Discipline A Core- III#	6	10	40	50	5	1	-
302-**C-3	Discipline B Core III#	6	10	40	50	5	1	-
303-LC2-Eng-I	English-I #	6	10	40	50	5	1	-
304-MCJG-SEC-1	Radio & Television	2	10	40	50	1	1	-
= Total		20	40	160	200	16	4	-

**SEMESTER – IV**

Course Code	Course Title	Credit	Marks			No. of teaching hours		
			I.A.	ESE	Total	Lec	Tu	Pr
401-MCJG-C-4	Media Law And Ethics Discipline A Core-IV #	6	10	40	50	5	1	-
402-** -C-4	Discipline B Core IV#	6	10	40	50	5	1	-
403-LC2-Eng-II	English-II #	6	10	40	50	5	1	-
404-**-SEC-2	Discipline B SEC -1	2	10	40	50	1	1	-
= Total		20	40	160	200	16	4	-

**SEMESTER – V**

Course Code	Course Title	Credit	Marks			No. of Teaching hours		
			I.A	ES E	Tota l	Lec	Tu	Pr

501-MCJG-DSE-1A Or 501-MCJG-DSE-1B	Advertisement And Public Relation Or Development Journalism	6	10	40	50	5	1	-
502-**-DSE-1A Or 502-**-DSE-1B		6	10	40	50	5	1	-
503-**-GE-I	One from pool of Generic Electives (Discipline-C)#	6	10	40	50			
504-MCJG-SEC-3	Media Entrepreneurship	2	10	40	50	1	1	-
Total =		20	40	160	200			

### **SEMESTER – VI**

Course Code	Course Title	Credit	Marks			No. of Teaching hours		
			I.A.	ES E	Total	Lec	Tu	Pr
601MCJG-DSE-2A Or 601-MCJG-DSE-2B	Advanced Media Study Or National and International Affairs	6	10	40	50	5	1	-
602-**-DSE-2A Or 602-**-DSE-2B	A. Discipline B ..... OR B. Discipline B .....	6	10	40	50	5	1	-
603-**-GE-II	One from pool of Generic Electives(Discipline-C)#	6	10	40	50			
604-**-SEC-4	Discipline B SEC-II	2	10	40	50	1	1	-
Total =		20	40	160	200			

**B.A. General Programme**

**Mass Communication & Journalism General (MCJG) Core/GE course:**

- **Total no. of Core /GE course= 4**

MCJG-C-1:

MCJG-C-2:

MCJG-C-3:

MCJG-C-4:

**Mass communication & Journalism General (MCJG) DSE course:**

- **Total no. of DSE= 2**

MCJG-DSE-1 A: OR

MCJG-DSE-1B:

MCJG-DSE-2 A:

OR MCJG-DSE-2B:

**Mass communication & Journalism General (MCJG) SEC course:**

- **Total no. of SEC=2**

MCJG-SEC-1:

MCJG-SEC-2:

**Semester I**

**C1-Introduction to Mass Communication & Journalism**

## **Course Contents:**

### **UNIT I: Communication**

Definition, 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.

### **UNIT II: Journalism**

Understanding News Ingredients of news News: meaning, definition, nature ; The news process: from the event to the reader (how news is carried from event to reader) Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline. ; Understanding the structure and construction of news Organising a news story, 5W's and 1H; Inverted pyramid Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet

### **Recommended Books:**

1. Keval J Kumar, Mass Communication in India, Jaico Publishers, Mumbai
2. Subir Ghosh, Indian Communication Perspective, Sahitya Sansad, Kolkata
3. Partha Chattopadhyay, Gnanagapon (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata

## **Semester II**

### **C2 -Reporting and Editing**

## **Course Contents:**

### **UNIT I: News**

Definition ,elements, sources; Hard and soft news inverted pyramid style; Intro and headline-importance-roles paragraphing-sub- heading

### **UNIT II: Reporting**

Duties, responsibilities, functions; Investigative and Interpretative reporting; Specialised reporting: Crime ,Business, Rural, Legal Political, Sports, Science, Environment

### **UNIT III: Editing**

Editing-meaning-Principles of editing: 6 C's; News value judgment Editorial policy

### **UNIT IV: Structure and Functioning of newsroom**

News desk-editor and his team-editorial board; News editor- duties and responsibilities;

Chief sub-editor-duties and responsibilities; Sub-editor- duties and responsibilities

### **Readings:**

1. K M Srivastava- News Reporting and Editing- Sterling Publishers Pvt. Ltd, 2011
2. N N Sarkar – Art & Print Production, Oxford University Press, 2008
3. Sourin Banerji- News Editing in Theory and Practice, K.P Bagchi, 1992
4. Geoffrey Roger- Editing for Print, McDonald and co. London, 1986
5. Ron F Smith and Loraine M O'Connell- Editing Today, Wiley, 2003

## **Semester III**

### **C3-History Of Journalism**

## **Course Contents:**

**UNIT I:** Early years of Journalism: Hickey to Rammohan Roy Indian Newspapers in 19th century with Special Reference to Bengal ; Issues covered English Newspapers by Foreigners in 19th& 20thCentury : Coverage and Approach

**UNIT II:** Indian Newspapers in 20th century (Upto 1947) with special reference to role of Gandhi, Tagore,Ramananda Chattopadhyay, Tilak, C.R. Das, Jawaharlal Nehru&Subhas Chandra Bose

**UNIT III:** Local Press before independence in Bengal with special reference to Gour Banga;Acts of British Repression of Indian Newspapers From 19th to 20th century (upto 1947)

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

**Recommended Books:**

1. Jitendranath Basu, Romance of Indian Journalism, Calcutta University,1979 Durgadas Basu,
2. Bharatiya Sangbadpatrer Ruprekha(Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata,2011
3. S Natarajan-History of Indian Press
4. J Natarajan- History of Indian Journalism
5. Nandalal Bhattacharya – Songbadpotrer Itibrityo



## **C4-Media Law And Ethics**

**UNIT I:** Freedom of Press & Indian Constitutional provisions General Laws impacting media: Defamation, Contempt of Court, official Secrets Act, Right to Information Act

**UNIT II:** 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

**UNIT III:** Copyright Act, PrasarBharati 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:**

1. Jitendranath Basu, Romance of Indian Journalism, Calcutta University,1979
2. Durgadas Basu, Law of The Press
3. Partha Chattopadhyay, Bharatiya Sangbadpatrer Ruprekha(Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata,2011
4. Bangshi Manna, Bharater Press Ain (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata

## Semester III

### SEC1-Radio And Television

#### COURSE CONTENTS

UNIT I: Importance of Television Media and Its Impact Basics of TV Journalism: Visual first-Audio as support, background, Qualities of a TV reporter and anchor

UNIT II: 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 impact on TV Journalism

UNIT III: Radio Journalism Radio as media, its types and impact Understanding difference of radio language from TV language

UNIT IV: 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

#### Recommended Books:

1. S K jamal, Radio (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata,2011
2. Sisir Bhattacharya, Television Sangbadikata (beng) Paschim Banga Rajya Pustak Parshad, Kolkata,
3. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV news- Heinemann, London 1988.
4. Fletcher James, Handbook of Radio and TV broadcasting, Van, Nestrand reinhold Co., 1981
5. Luthra..H.R, Indian Broadcasting Publication Division, I&B ministry of Govt. of India-1986
6. Mehera Masani, Broadcasting and People, National Book Trust, India, 1976

## **Semester V**

### **SEC3-Media Entrepreneurship**

#### **COURSE CONTENTS**

UNIT I: Overview of Media Industry in India with Special Reference to West Bengal, Preliminaries of media Economics for small media business, Concept of market Consumer choice and market response.

UNIT II: 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

UNIT III: Major patterns of ownership with special reference to India Case studies, Media - Relation with Mass and Market Scope of audience analysis Survey technique Marketing Communication and audience survey

#### **RECOMMENDED BOOKS**

Vinita KohliKhandeka, Indian Media Business, Sage

- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwe
- l • John M. lavine and Daniel B. Wackman, Managing Media Organisations

**SEMESTER V**  
**DSE 1A - Advertisement And Public Relations**

**COURSE CONTENTS**

**Unit I:** Introduction to Advertising Meaning and history Advertising Importance and Functions

a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR

**Unit II:** Advertising through Print, electronic and online media Types of Media for advertising Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding

**Unit III:** Public Relations-Concepts and practices Introduction to Public Relations Growth and development of PR Importance, Role and Functions of PR Principles and Tools of Public relations

**Unit IV:** PR-Publics and campaigns Research for PR Managing promotions and functions PR Campaign-planning, execution, evaluation Role of PR in Crisis management.

**Recommended Books:**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. J M Kaul, Public Relations in India
6. Manindra Mohan, Advertising Management, Prentice Hall
5. Baidyanath Bhattacharya – Janasanjog o Bigyapon

## **SEMESTER V**

### **DSE 1B -Development Journalism**

#### **Course contents**

**Unit I:** Development Journalism Definitions, nature and scope, evolution of development journalism, agriculture extension. development support communication, information dissemination and education, behavior change, social marketing, social mobilization.

**UNIT II:** Communication for social change, media advocacy, new age media and development journalism. participatory development journalism development journalism pre and post liberalization

**Unit III:** Development stories: Development with a human face, content, development message, development news story and features, writing headlines and captions, innovative leads.

**Unit IV:** Media specific development coverage: The differences in approach between print and broad cast development journalism, packaging attractive ideas, visuals and documentation.

#### **Recommended Books**

1. Manual of Development Journalism – Alan Chalkley. Participatory Communication, Working for change and development – Shirley A .
2. White, K Sadanandan Nair and Joseph Ascroft.
3. India, the Emerging Giant – ArvindPanagariya.
4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
5. The Art of Facilitating Participation – Shirley A . White (Editor).
6. Television and Social Change in Rural India – Kirk Johnson

**SEMESTER VI**  
**DSE 2A -Advanced Media Study**

**Course Contents**

**UNIT I:** Basics of New Media Frameworks – Genres and Environments Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces

**UNIT II:** Sociology of the Internet and New Media Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

**UNIT III:** Critical New Media Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state

**UNIT IV:** Participatory culture Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

**Recommended Books**

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).

Convergence Culture: Where Old and New Media Collide. New York, NY: NYU Press.

**SEMESTER VI**  
**DSE 2B -National And International Affairs**

## Course Contents

**UNIT I:** 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,

**UNIT II:** 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

**UNIT III:** Three tier Panchayati raj : Its power and responsibility Govt. Policy : economic, educational, industrial, agricultural, Cultural and educational Election Commission and functioning of democracy

**UNIT IV:** ASEAN, India and BRICK, UNO and Its Organizations International Development , UNESCO & World Bank World Security, Security Council and NATO

## Recommended Books

1. D.D. Basu, Introductio to the Constitution of India
2. Jon C.W.Pevehouse, Joshua S Goldstein, Neena Shireesh, International Relations, pearson, 2017
3. Puspesh Pant, International Relations in the 21<sup>st</sup> century, McGrawHill, 2010
4. K.R.Gupta, India's International Relations, Atlantic, 2009
5. V.N.Khanna, International Relations, Schand, India
6. K.M.Panikkar, India and China, Akar books, 2016
7. Anadi K Mahapatra- Rastrabigyan (Beng)
8. Mukherjee and Mukherjee- Antorjatic Somporko

.....