

# UNIVERSITY OF GOUR BANGA



## MASS COMMUNICATION & JOURNALISM

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SYLLABUS FOR 4 YEARS UG COURSE AS PER NEP-  
2020

w.e.f - 2023-2024

Ref: Decision of the UG BOS meeting, Dated-26.09.2023

Pursuant to the above, the draft Syllabus of Mass Communication & Journalism for Semester-I & II for UG course prepared as per model curriculum of NEP -2020 for implementation.

**Programme:** Four-year Programme in Mass Communication & Journalism to be introduced under NEP-2020

**Programme Objectives:**

- Four-year Course in Mass Communication & Journalism would aim to familiarize students with all aspects of the field of Journalism. They become more proficient in both theory and practical skills of the media in general.
- The programme would prepare the students 'ready-to-be recruited by media, advertising & corporate houses. The content of the programme is designed to be dynamic and incorporate changes to meet requirements of the industry.

**Learning Outcome**

- The programme aims to churn out responsible media professionals who would contribute positively to the society.
- The programme aims to facilitate better career opportunities for all those students of this course and get them ready to tackle challenges in the professional setup.
- The programme aims to strike a balance between the dynamic working environment and professional ethics in the field of Journalism.

**Need for Curriculum Development:**

NEP 2023 initiative is intended to formulate a curriculum to bring about uniformity among the students studying in different Universities/Institutes. The need for the curriculum development in Mass Communication & Journalism emerges due to the following reasons:

**Changing Media Scenario:** The curriculum has been designed keeping with the industry requirements and includes subjects such as Multimedia, Photojournalism, Short Film Making, Creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising and Corporate Communications, among several others. The rapid growth in media industry demands highly skilled human resource.

**Skill Enhancement:** The new curriculum focuses more on hands on training, internship and thereby enhancing the skills of the students. It not only aims at producing responsible communication professionals but also citizens with a humane approach in day-to-day life. The

papers like Writing for Media, Photojournalism, Computer Applications for Media etc., further helps in skill development of students.

**Pedagogy:** The goal of Mass Communication & Journalism pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

**Importance to Theory and Practical's and its application:** The Mass Communication & Journalism curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media men.

**Utilization of ICT:** The global media industry is in anticipation of ICT trained communication experts. To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.

**Research-based and research-led teaching:** The Research Projects are introduced in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Mass Communication & Journalism research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development issues and so on in accordance to the relevance of the profession. The students will be required to do research project on a topic of their choice under the supervision of a research guide.

**Brain Storming Approach:** Students will be involved in groups and individual discussions. This will help the students to develop and involve in the process of critical thinking and analysing. It further helps them in decision making and crisis management and also boosts self-confidence.

**Exit Options:**

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Mass Communication & Journalism is awarded at the completion of every progressive year.

**Certificate in Mass Communication & Journalism:** Successful completion of *first year* (two semesters) of the four years multidisciplinary undergraduate degree programme.

**Diploma in Mass Communication & Journalism:** Successful completion of *second year* (four semesters) of the four years multidisciplinary undergraduate degree programme.

**BA Degree in Mass Communication & Journalism:** Successful completion of *three year* (six semesters) of the four years multidisciplinary undergraduate degree Programme.

**BA Degree with Honors in Mass Communication & Journalism:** Successful completion of *four year* (eight semesters) of the four years multidisciplinary undergraduate degree Programme.

**BA Degree with Honors with research in Mass Communication & Journalism:** Successful completion of *four year* (eight semesters) of the four years multidisciplinary undergraduate degree Programme with research as special paper.

**Methods of Instruction:**

- Lectures
- Activity
- Discussion
- Interaction with experts
- Community Participation
- Workshop
- Field works

**Methods of Evaluation:**

- Exams/Tests
- Class Participation
- Class Performances
- Lab Works
- Assignments
- Group Projects
- Portfolios
- Research Projects

**Acronyms expanded:**

**AEC:** Ability Enhancement Course

**DSE:** Discipline Specific Elective

**IDC:** Interdisciplinary Course

**MJ-** Major

**MN:** Minor

**MC:** Major Core

**MDC:** Multidisciplinary Course

**SEC-** Skill Enhancement Course

**VAC:** Value Addition Course

**IAPC-** Internship/ Apprenticeship/Project/Community Outreach

**IA:** Internal Assessment

**SE:** Semester Examination

**TH :** Theory

**PR:** Practical

**Lec:** Lecture

**Cr-** Credit

## Scheme of evaluation (IA, Theory & Practical)

Paper type	Question type	Marks allotted for each question	Total no of questions to be attempt	Category total	Total Marks	Time
Major with IA, Theory and Practical (MC/DSE/SEC) Credits- 3 or 4	Objective	02	05	10	50	02 Hours
	Short	05	01	05		
	Subjective	10	01	10		
	Practical	15	--	15		
	IA	04-Attendance	--	04		
		06-Assessment	--	06		
Major with IA and Theory (MC/DSE/SEC) Credits- 3 or 4	Objective	02	05	10	50	
	Short	05	02	10		
	Subjective	10	02	20		
	IA	04-Attendance	--	04		
		06-Assessment	--	06		
	Major with IA and Practical only (MC/DSE/SEC) Credits- 3 or 4	Objective	--	--		
Short		--	--	--		
Subjective		--	--	--		
Practical		Projects & Written -30	--	40		
		Viva-10	--			
IA		04-Attendance	--	04		
	06-Assessment	--	06			
Minor with IA and Theory (MN) Credits- 3 or 4	Objective	02	05	10	50	02 Hours
	Short	05	02	10		
	Subjective	10	02	20		
	IA	04-Attendance	--	04		
		06-Assessment	--	06		
	AEC/IAPC/VAC with Credits-2	All MCQ	01	25		

### \*\* Medium of preparing question papers

- All question papers for **Major course** (MJ-MC/DSE/SEC) in Mass Communication & Journalism will be prepared in **English** only
- All question papers for **Minor course** (MN) in Mass Communication & Journalism will be prepared in **English** and **Bengali** languages.

**Structure for 4 years Bachelor Degree Programme**

**Mass Communication & Journalism**

**Semester-I**

Course Code	Course Title	Credits	Marks				No. of Teaching hours/week (Minimum)		
			IA	SE	Pr	Total	Lec	Pr	Total
MCJMJ- MC-01-TH	Introduction to Media & Communication	04	10 (4+6)	40	--	50	04	08	12
MCJMJ- MC-02-TH	Introduction to Journalism	04	10 (4+6)	40	--	50	04	08	12
MDC-1.1	From MDC Pool	03	--	--	--	--	--	--	--
MCJMN- MN-01-TH (Subject-A)	Introduction to Media & Communication	04	10 (4+6)	40	--	50	04	--	04
AEC-1.1	--	02	--	--	--	--	--	--	--
MCJMJ- SEC-01-PR	Writing for Media	03	10 (4+6)	--	40	50	03	06	09
VAC-1.1	ENVS	02	--	--	--	--	--	--	--
Total Credits		22							

**Semester-II**

Course Code	Course Title	Credits	Marks				No. of Teaching hours/week (Minimum)		
			IA	SE	Pr	Total	Lec	Pr	Total
MCJMJ- MC-03-TH	Reporting	04	10 (4+6)	25	15	50	04	08	12
MCJMJ- MC-04-TH	Editing	04	10 (4+6)	25	15	50	04	08	12
MDC-2.1	From MDC Pool	03	--	--	--	--	--	--	--
MCJMN- MN-02-TH (Subject-B)	Introduction to Media & Communication	04	10 (4+6)	40	--	50	04	--	04
AEC-2.1	--	02	--	--	--	--	--	--	--
MCJMC- SEC-02-PR	Practicing Print Journalism	03	10 (4+6)	25	15	50	03	06	09
IAPC*	Optional *	02*	--	--	--	--	--	--	--
VAC-2.1	Impact of media & Importance Of Media Literacy	02	--	--	--	25 MCQ	02	--	02
Total Credits		22+2*							

### Semester-III

Course Code	Course Title	Credits	Marks				No. of Teaching hours/week		
			IA	SE	Pr	Total	Lec	Pr	Total
MCJMJ- MC-05	History of Press in India	04	10 (4+6)	25	15	50	04	08	12
MCJMJ- MC-06	Radio Journalism	04	10 (4+6)	25	15	50	04	08	12
MDC-3.1	From MDC Pool	03	--	--	--	--	--	--	--
MCJMN- MN-03-TH (Subject-A)	Introduction to Journalism	04	10 (4+6)	40	--	50	04	--	04
AEC-3.1	English Language-1	02	--	--	--	--	--	--	--
MCJMJ- SEC-03-PR	Practicing Audio Journalism	03	10 (4+6)	25	15	50	03	06	09
Total Credits		20							

### Semester-IV

Course Code	Course Title	Credits	Marks				No. of Teaching hours/week		
			IA	SE	Pr	Total	Lec	Pr	Total
MCJMJ- MC-07-TH	Media Laws & Ethics	04	10 (4+6)	40	--	50	04	08	12
MCJMJ- MC-08-TH	Television Journalism	04	10 (4+6)	40	--	50	04	08	12
MCJMJ- MC-09-PR	Practicing Television Journalism	04	10 (4+6)	--	40	50	04	08	12
MCJMN- MN-04-TH (Subject-B)	Introduction to Journalism	04	10 (4+6)	40	--	50	04	--	04
AEC-3.2	English Language-2	02	--	--	--	--	--	--	--
IAPC**	Optional **	02**	--	--	--	--	--	--	--
Total Credits		18+02**							

## Semester-I

### MCJMJ - MC-01-TH: Introduction to Media & Communication

#### Unit-I:

*Communication:* Concept, Meaning, Definition, Brief history (signs and symbols, cave painting, clay tablet, cuneiform writing, logo-syllabic script, edicts, oratory etc.), Components (sender, message, channel, receiver, feedback, noise etc.), Types (intrapersonal, interpersonal, group, public, mass, mass line, mass self, trans communication etc.), Forms (verbal, non-verbal, visual, written, body language, paralanguage, iconic, semiotic etc.), Characteristics, Levels, Functions (surveillance, correlation, transmission, entertainment, validation, mobilization etc.), Encoding and decoding of message.

#### Unit-II

*Mass Communication:* Concept of mass and mass communication, Nature and process of mass communication, Functions of mass communication, Characteristics of mass communication, Scope of mass communication, Impact of mass communication, Means of mass communication, Society and Mass communication, Modern trend in mass communication

#### Unit-III

*Mass Media:* Meaning, Definition, Characteristics, Types (Newspaper, Books, Magazine, Radio, Television, Cinema, Internet etc.), Functions and Scope of Mass media;

*Mass media and society:* Importance of media, Media impact on society, Social responsibility of media, Mass media and public interest, Analysis of media contents, Its role in serving public;

#### Unit-IV

*Mass Communication models & ideologies:* Aristotle's model, Laswell's model, Berlo's SMCR model, Shanon-Weaver's Mathematical model; Normative theories of Mass Communication (Authoritarian, Libertarian, Soviet Media, Social responsibility); Media Literacy.

#### Readings:

1. Mass Communication in India: Keval J Kumar; JAICO, Mumbai
2. Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, Delhi
3. Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi
4. Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Singapore
5. Mass Communication and journalism in India: D.S. Mehta;
6. Communication models: Uma Narula; Atlantic Publisher, New Delhi
7. Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers
8. Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing



9. Communication, Media and Cultural studies: Abir Chattopadhyay; Progressive Publishers
10. Media Studies-A Complete Introduction: Joanne Hollows;
11. Media and Communication-A Handbook for Students: Guntasha K Tulsi, Nidhi Mohan;

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## Semester-I

### MCJMJ - MC-02-TH: Introduction to Journalism

#### Unit-I

*News:* Definition, Types, Nature, News Values, News Objectivity, Newsworthiness, News Elements, News Sources, Source Culture;

*Structure of news:* Inverted Pyramid; 5W1H, Parts of news (Headlines, Intro or Lead, Body, Conclusion etc.)

#### Unit-II

*Know the newspaper:* Nameplate/Masthead, Ear panel, Columns, Deck, Print line, Date line, Dead line, Byline, Cut line, Jump line, Slugs, Index, Graphics, Solus, Classifieds, First lead, Second lead, Hard news, Soft news, Human Interest Story, Anchor Story, Info-graphics, Front page, Editorial page, Page-3 etc.

#### Unit-III

*Different types of Journalism:* Print Journalism, Television Journalism, Radio Journalism, Online Journalism, Citizen Journalism, Freelancing, Yellow Journalism, Checkbook Journalism etc.;

*Trends in Journalism:* Political, Financial, Business, Fashion, Cinema, Sports, Education, Science, Crime, Blogging, Vlogging etc.

#### Unit-IV

*Journalism & society:* Journalistic Ethics, Mass Interest, Social Responsibility, Neutrality, Balance, Fairness, Impartiality etc.

*The news process-* from the event to the reader (how news is carried from event to reader), Structure of a News house, News agency.

#### Readings:

1. Professional Journalists: John Hohenberg; Thomson Learning
2. Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi
3. The Newspapers handbook: Richard Keeble; Routledge
4. Journalism Update: Sourin Banerjee; Pragatishil Prakashak
5. 21<sup>st</sup> Century Journalism in India: Nalini Rajan (ed.); Sage
6. News Reporting and Editing: K.M. Srivastava, Sterling Publishers
7. Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers

8. Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications
9. Reporting and Editing Practice: Sourin Banerjee;
10. Handbook of journalism and Mass Media: B N Tripathi;

### **Semester-I**

#### **MCJMN - MN-01-TH: Introduction to Media & Communication (Subject:A)**

##### **Unit-I:**

*Communication:* Concept, Meaning, Definition, Brief history (signs and symbols, cave painting, clay tablet, cuneiform writing, edicts, oratory etc.), Components (sender, message, channel, receiver, feedback, noise etc.), Types (intrapersonal, interpersonal, group, public, mass, mass line, mass self, trans communication etc.), Forms (verbal, non-verbal, visual, written, body language, paralanguage, iconic, semiotic etc.), Characteristics, Levels, Functions (surveillance, correlation, transmission, entertainment, validation, mobilization etc.), Encoding and decoding of message.

##### **Unit-II**

*Mass Communication:* Concept of mass and mass communication, Functions of mass communication, Characteristics of mass communication, Impact of mass communication, Means of mass communication.

*Mass Communication models & ideologies:* Aristotle's model, Laswell's model, Berlo's SMCR model, Shanon-Weaver's Mathematical model.

##### **Unit-III**

*Mass Media:* Meaning, Definition, Characteristics, Types (Newspaper, Books, Magazine, Radio, Television, Cinema, Internet etc.), Functions and Scope of Mass media.

##### **Unit-IV**

*Mass media and society:* Importance of media, Media impact on society, Social responsibility of media, Mass media and public interest, Analysis of media contents, Its role in serving public; Media Literacy.

##### **Readings:**

1. Mass Communication in India: Keval J Kumar; JAICO, Mumbai
2. Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, Delhi
3. Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi
4. Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Singapore
5. Mass Communication and journalism in India: D.S. Mehta;
6. Communication models: Uma Narula; Atlantic Publisher, New Delhi
7. Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers
8. Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing

9. Communication, Media and Cultural studies: Abir Chattopadhyay; Progressive Publishers
10. Media Studies-A Complete Introduction: Joanne Hollows;
11. Media and Communication-A Handbook for Students: Guntasha K Tulsi, Nidhi Mohan;

## **Semester-I**

### **MCJMJ - SEC-01-PR: Writing for Media**

#### **Unit I**

*The Essentials of Writing:* Purpose of media writing (to inform, to describe, to persuade, to educate) ,The ABCD of media writing (Accuracy, brevity, clarity, discernment etc. )Types of media writing (news, features, review, column, editorial, writing for social media etc.); Vocabulary (usage of dictionaries and thesaurus, rule of spelling, punctuation etc.) ; Looking through newspapers to identify purpose of writing

#### **Unit II**

*The Art of Writing:* Putting Words & Sentences Together , Changing sentence length & pattern, Breaking monotony , Elements as paragraphs & sub-paragraphs – logical sequencing (chronological order, introduction to inverted pyramid), How to improve sentences using dictionary and thesaurus, Writing introductory paragraphs based on various formats, Power verbs, Descriptive words, Figures of speech.

*Writing formats:* Event reports, Hard news and soft news writing, Human Interest story writing, Report writing, Feature writing, Column writing, Writing interviews, Review & preview writing etc

#### **Unit III**

*Translation in Journalism :* Types of translation (word to word, literal, summarised, translation based on appropriate reference, translation according to pronunciation, paraphrased translation etc.), Need and importance of translation, Guidelines( KISS rule, maintain originality, summarise with clarity etc.)

#### **Unit-IV**

*Practical practices:*

1. Writing exercise (Inverted pyramid style, 5W1H Intro, Hard news & soft news, feature, columns, editorial etc.);
2. Transforming copy (lengthening and shortening copy);
3. Translation exercise (translating agency copies, translating audio and video content)

\*\* These individual projects file may be prepared in printable form or in digitized form for submission.

#### **Scheme of Evaluation:**

##### **Projects: 10 marks**

Writing report/feature on any issue (one)

Writing review/preview on any book/cinema (one)

Lengthening Copy (One)

Shortening Copy (One)  
Translating Copy (One)

**Written: 20 Marks**

**Viva-voce: 10 Marks**

**IA: 10 Marks**

**Readings:**

1. Writing for Media: Sunny Thomas; Vision Books, New Delhi
2. Basic Media Writing: Melvin Mencher, William C Brown Publication
3. The Language of Journalism: Angela Smith and Michael Higgins; Bloomsbury
4. Essentials of Practical Journalism: Vir Bala Agarwal
5. Guide to News Writing: The Associated Press
6. The Basics of Media Writing- A Strategic Approach: Scott A Kuehn and Andrew Lingwall
7. Dynamics of Media Writing: Vincent F. Filak;

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**Semester-II**  
**MCJMJ-MJ-03-TH (Reporting)**

**Unit-1:**

*Reporters:* Meaning, Definition, Duties and Functions of reporters, Fundamental values and principles of journalists (truth-telling, watchdog, accuracy, courage, tolerance, minimizing harm, mass interest, justice etc.); Qualities of reporters.

**Unit –II:**

*Reporting:* Western and eastern approaches of reporting, Breaking news reporting, Straight news reporting, Feature reporting, Advocacy reporting, Investigative reporting, Active & passive reporting; Types of reporting (Crime, Court, Civil, Society, Culture, Politics, Commerce & Business, Education, Development, Sports, Health, Science, Entertainment etc.); Different terminologies of reporting.

**Unit-III:**

*Covering news:* General assignment reporting, working on a beat; news agency reporting; Covering Speeches, Meetings and Press Conferences;

*Interviewing:* Doing the research, planning and setting up the interview, conducting the interview; Dos and don'ts of interviewing.

**Unit-IV:**

*News Sources:* Primary & secondary sources (witnesses, records, archives, agencies etc.); Cultivating sources;

Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer etc.

### **Readings:**

1. Professional Journalists: John Hohenberg; Thomson Learning
2. Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi
3. The Newspapers handbook: Richard Keeble; Routledge
4. Journalism Update: Sourin Banerjee; Pragatishil Prakashak
5. 21<sup>st</sup> Century Journalism in India: Nalini Rajan (ed.); Sage
6. News Reporting and Editing: K.M. Srivastava, Sterling Publishers
7. Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers
8. Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications
9. Reporting and Editing Practice: Sourin Banerjee;
10. Handbook of journalism and Mass Media: B N Tripathi;

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## **Semester-II** **MCJMJ-MJ-04-TH (Editing)**

### **Unit-I:**

*The Newspaper:* News room, Convergent news room, Organizational setup of a newspaper, Editorial department; *Editing:* Concept, Process and Significance of editing, Principles and techniques of editing, Layout, Graphics. Editorial, Feature and Article writing, columns/columnists, Magazine editing; Headlines (importance and functions, typography and style, language, types of headline) ; Style sheet, Dummy sheet, Supplements, Backgrounders;

### **Unit-II:**

*Types of Editor:* Chief editor, Managing editor, Assistant editor, Chief sub-editor, Sub-editor/Copy editor, Proofreader etc.; Role and responsibilities of sub/copy-editor, news editor and editor, chief of bureau, correspondents and proof readers; *Editorial page:* Structure and purpose of editorial page; Edits, Middles, Letters to the editor, Special articles, Opinion pieces, Op. Ed page etc., Editorial research, Terminologies of editing; Use of other media platforms (SMS, updates, online forums and links, e-mail, blogs, readers' participation etc.)

### **Unit-III:**

*Newspaper Design:* Write-Edit-Design: Writing and editing copies with a view to its final display and layout, News list and dummy, Placing ads, Editorial sequence, Text flow; *Information graphics:* Concept and process, Use of numbers, graphs, photos and maps, Teamwork of sub-editor and artist; Importance of pictures, Selection and editing of news

pictures, Caption writing; *Proof Reading*: Meaning, Definition, Importance, Proof reading symbols, New techniques of proof readings; *Editorial desk*: Structure and its Function

**Unit-IV:**

*Ethics of Editing*: Issues of invasion of privacy, Copyright, Authenticity of digital photos available on web; Portrayal of nudity, violence, accidents and gruesome events; Understanding media and news, Sociology of news, Factors affecting news treatment, Paid news, Pressures in the newsroom, Trial by media, Gatekeepers. Neutrality and biasness in news, House/Editorial policy.

**Readings:**

1. Professional Journalists: John Hohenberg; Thomson Learning
2. Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi
3. The Newspapers handbook: Richard Keeble; Routledge
4. Journalism Update: Sourin Banerjee; Pragatishil Prakashak
5. 21<sup>st</sup> Century Journalism in India: Nalini Rajan (ed.); Sage
6. News Reporting and Editing: K.M. Srivastava, Sterling Publishers
7. Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers
8. Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications
9. Reporting and Editing Practice: Sourin Banerjee;
10. Handbook of journalism and Mass Media: B N Tripathi;

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**Semester-II**

**MCJMN-MN-02-TH (Introduction to Media & Communication) (Subject-B)**

Same as **MCJMN - MN-01-TH (Subject-A) in Semester- I**

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**Semester-II**

**MCJMC-SEC-02-PR (Practicing Print Journalism)**

The student will be assigned practical work related to relevant contents of the core course (Reporting & Editing). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment/Practical Examination.

***List of Practical Exercises:***

**Unit-I:**

Everyday Newspaper reading class and discussion on current issues;  
Field visit and Preparation of news report on local issues;  
Preparation questions for a specific interview;  
Doing research work for a news story.

**Unit-II:**

Rewriting news stories from newspapers converting them for magazine;  
Filing report on the basis of mock press conferences;  
Preparation of newspaper copy by using editing symbols;  
Editing features into a news story;

**Unit-III:**

Headlines writing exercises based on newspaper published stories;  
Writing caption/changing caption of the selected cartoons and photos;  
Review and preview writing on books/cinema;

**Unit-IV:**

Identifying neutral and biased stories in newspaper;  
Writing editorials;  
Preparing suitable Headlines for copies and caption for images;  
Designing pages of newspaper using Page-making software

**Scheme of Evaluation:**

**Projects: 10 marks**

Preparing a report on any local issue after field visit (one)  
Editing erroneous news Copy (one)  
Re-writing headlines of published news copies (One)  
Re-writing Caption of published news photo (One)  
Proof reading of a erroneous news copy (One)  
Designing front page of a newspaper (One)  
Practicing research work for a news story (One)

**Written: 20 Marks**

**Viva-voce: 10 Marks**

**IA: 10 Marks**

**Semester-II**

**VAC 2.1 (Environment Communication)**

**Unit-I:** Environment: Concept and Perspectives; Environment and society; Environment Pollution; Relation of Environment with Development; Economy and Health: Brudtland Report; Need of Environmental Communication; Environment and MDG.

**Unit-II:**

Protection of Environment: India's National Environmental Policy; Ministry of Environment and Forest- Govt. of India; Environmental Laws, Traditional Practice and Modern ways to Protect Environment; Public Awareness; Major environmental issues in India

**Unit-III:**

Environmental Communication: Rhetorically Shaping the Environment; Communication and Crisis; Environmental Journalism: Concepts of "Nature" and "Environment"; Public Participation in Environmental Decisions; Impact of Folk media to spread awareness about environment.

**Unit-IV:**

Environmental Conflict as Moral Conflict: Anthropocentrism Vs. Eco centrism; Media Representations; Environmental movements; Campaigns; Environmental Advocacy: Advocacy and Engagement inaction.

**Readings:**

1. Cox, R. (2009) Environmental Communication and the Public Sphere
2. Killingworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from Silent Spring to Global Warming
3. Carson, R. (1962). Silent spring. New York: Fawcett
4. Carson, R. (1962). Silent spring. New York: Fawcett
5. Naess, A. (2005). The basics of deep ecology. The Trumpeter, 21(1),61-71
6. White, L. (1967). The historical roots of our environmental crisis. Science, 155(3767), 1203-1207
7. Hardin, G. (1968). The tragedy of the commons. Science, 162(3859),1243-1248

**Semester-III****MCJMJ-MJ-05-TH (History of the Press in India)****Unit-I:**

Brief history of growth and development of the Press in the World; International News agencies; Growth and Development of the Press in India; Early years of Journalism in colonial India: James Augustus Hickey, James Silk Buckingham, Missionary of Baptists , William Carey ; Origin of Press in vernacular languages; Indian Newspaper in 19<sup>th</sup> Century with special reference to Bengal.

**Unit-II:**

Indian Newspapers in British ruled India (Upto 1947) with special reference to Raja Rammohun Roy, Derozio , Ramananda Chattyopadhyay, Sishir Basu, Harish Chandra Mukhopadhyay, Brahmabandhab Upadhyay, Mahatma Gandhi, B G Tilak, Netaji Subhas Ch Bose, Rabindranath Tagore; Local Press before Independence in Bengal with special reference to Gour Banga.



### **Unit-III:**

Press and Press Regulation Acts of British India: Background, Censorship of Press Act-1799, Adam's Gagging Act-1823, Charles Metcalfe Act-1835 (Liberator of the press), Canning's Press Regulation Act-1857, Vernacular Press Act-1878, Indian Press Act-1910 etc.; The Hindu, The Statesman, Indian Express, The Times of India etc.; Growth and development of Press Agencies in India (PTI, UNI); Press in the Post-colonial India; Adoption of New Editorial Policy; Corporatization of Newspaper Houses; Declination status of editor.

### **Unit –IV:**

Press freedom in India; NAM; News pool; Recent development in Indian Press; Advent of Radio and Television in India; Emergence of Radio in Pre-independence period; All India Radio ; Doordarshan; Magazine journalism, Press in emergency period; Prasar Bharati Corporation; Cable TV and Satellite Television, DTH, OTT Communication, New Media; Development of regional press.

### **Readings:**

1. Briggs A and Burke P-Social History of Media: From Gutenberg to the internet, Polity Press, 2010
2. Jeffrey, Robin- India's newspaper revolution: capitalism, politics and the India Language Press, Oxford 2003
3. Herman and U C Cherry- The Global Media
4. S Natarajan-History of Indian Press
5. J Natarajan- History of Indian Journalism
6. Chalapathi Rao- The Press
7. G S Bhargava- The press in India: An overview
8. J N Basu- Romance of Indian Journalism
9. Report of the first Press Commission
10. Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
11. Sumit Sarkar- Critique of colonial India
12. Chanchal Sarkar- The story of the newspaper
13. H R Luthra- Indian Broadcasting
14. U L Baruah- This is All India Radio
15. S C Bhatt-Broadcast Journalism
16. Parthasarathi, Vibhoddh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower, Vibhoddh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
17. Nandalal Bhattacharya- Sangbadpotrer Itibrityo

**Semester-III**  
**MCJMJ-MJ-06-TH (Radio Journalism)**

**Unit-I:**

Radio: Radio as a medium of mass communication, Characteristics, and Limitations, Impact of Radio on Society; Brief history of Radio in India; Types of radio stations: State, Private FMs, Community Radio, HAM Radio; Modes of transmission: AM, SW and FM; AIR Code, Commercial Broadcast Code and Guidelines; Autonomy of All India Radio: Chanda Committee to Verghese Committee, Prasar Bharati Act 1997, Formation of Prasar Bharati, Composition and Functions of Prasar Bharati; AIR as PSB

**Unit-II:**

Radio Formats and podcasting: Simple announcements, Radio News, News Reel, Radio Talks, Radio Interviews, Radio Features and Documentaries, Radio Plays, Radio Ads, Phone in Programmes and Music Shows, Introduction to Podcasting, Radio vs Podcasting.

**Unit-III:**

Writing for the Ear: Language and Grammar, essential qualities for writing Radio news scripts, Preparing Ad Scripts, Writing for different formats, Qualities of Radio Journalist; Sounds: Concept, types of sound (indoor, outdoor, natural, ambient, artificial etc.); Sound recording techniques; Microphones and their usage.

**Unit-IV:**

Radio Production: Stages of Audio Production, Knowing your audience, Developing your style, Radio Jockey Skills, Floor Manager, Hand Signals, Broadcast Production Techniques, Working of a Production Control Room & Studio; Audience research, Duties and functions of a Radio News Producer, Terminologies.

**Readings:**

- 1.R. Luthra, Indian Broadcasting, Publications Division
- 2.Robert Mc Liesh, Radio Production, Focal Press
- 3.James R. Alburger The Art of Voice Acting, Focal Press
- 4.Gilmurray, Bob- Media Students Guide To Radio Production
- 5.Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age\_News
- 6.Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- 7.Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- 8.Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.

9. Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
10. Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010.
11. Strunk & White, The Elements of Style, 4th edition, 2015, Mass Market Paperback.
12. Jonathan Kern, Sound Reporting, The University of Chicago Press, 2008.
13. J. Bjarnholdt Hansen, Writing for The Ear, Speechwriting in Our Time, journal, Texas A& M University Press.
14. Jesse Noyes, Companies, and podcasts, Harvard Business Review, Dec. 9th 2014
15. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987 (Page nos- 25- 78) –
16. The Radio Handbook, by Carrol Fleming, Routledge (London & New York 2002) (Page nos: 47- 105)

### **Semester-III**

#### **MCJMN-MN-03-TH (Introduction to Journalism)(Subject-A)**

##### **Unit-I**

*News:* Definition, Types, Nature, News Values, News Objectivity, Newsworthiness, News Elements, News Sources, Source Culture;

*Structure of news:* Inverted Pyramid; 5W1H, Parts of news (Headlines, Intro or Lead, Body, Conclusion etc.)

##### **Unit-II**

*Know the newspaper:* Nameplate/Masthead, Ear panel, Columns, Deck, Print line, Date line, Dead line, Byline, Cut line, Jump line, Slugs, Index, Graphics, Solus, Classifieds, First lead, Second lead, Hard news, Soft news, Human Interest Story, Anchor Story, Info-graphics, Front page, Editorial page, Page-3 etc.

##### **Unit-III**

*Different types of Journalism:* Print Journalism, Television Journalism, Radio Journalism, Online Journalism, Citizen Journalism, Freelancing, Yellow Journalism, Checkbook Journalism etc.;

*Trends in Journalism:* Political, Financial, Business, Fashion, Cinema, Sports, Education, Science, Crime, Blogging, Vlogging etc.

##### **Unit-IV**

*Journalism & society:* Journalistic Ethics, Mass Interest, Social Responsibility, Neutrality, Balance, Fairness, Impartiality etc.

*The news process-* from the event to the reader (how news is carried from event to reader), Structure of a News house, News agency.

#### **Readings:**

1. Professional Journalists: John Hohenberg; Thomson Learning
2. Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi
3. The Newspapers handbook: Richard Keeble; Routledge
4. Journalism Update: Sourin Banerjee; Pragatishil Prakashak
5. 21<sup>st</sup> Century Journalism in India: Nalini Rajan (ed.); Sage
6. News Reporting and Editing: K.M. Srivastava, Sterling Publishers
7. Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers
8. Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications
9. Reporting and Editing Practice: Sourin Banerjee;
10. Handbook of journalism and Mass Media: B N Tripathi;

### **Semester-III**

#### **MCJMC-SEC-03-PR (Practicing Audio Journalism)**

##### **Unit-I:**

Broadcast Production Techniques; Working of a Production Control Room & Studio: Types and functions, Acoustics, Input and Output chain, Studio console: Recording and Mixing.

##### **Unit-II:**

Stages of Radio Production: Pre-Production (planning, research, script), Production (creating and using sound, recording, editing etc.), Post production (amplification, noise reduction, balancing, adding sound effects/music/background music etc., promotion); Sound editing techniques and softwares.

##### **Unit-III:**

Live and recorded programmes; Radio Jockey: Essential qualities, Duties and Functions; Voice Modulation: Clear, Loud, Pitch, Punctuation, Pronunciation, Variation, Selection of crowd pleasing words, Effective pause etc.

##### **Unit-IV:**

Production of radio jingles, radio documentaries, news reels, radio talks and interviews.

##### **Scheme of Evaluation:**

###### **Projects: 20 marks**

Preparation of a Radio Documentary/Interview/News reel/Radio talk of 5 minutes with script

###### **Written: 10 Marks**

###### **Viva-voce: 10 Marks**

###### **IA: 10 Marks**

##### **Readings:**

- 1.R. Luthra, Indian Broadcasting, Publications Division
- 2.Robert Mc Liesh, Radio Production, Focal Press
- 3.James R. Alburger The Art of Voice Acting, Focal Press

4. Gilmurray, Bob- Media Students Guide To Radio Production

5. Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age\_News

**Semester-IV**  
**MCJMJ-MJ-07-TH (Media Laws & Ethics)**

**Unit-I:**

Freedom of the Press and the Indian Constitutional Provisions; Freedom of the press and different verdicts of Judiciary Bodies of India (Case studies); Fundamental rights; General Laws Impacting Media: Defamation, Contempt of Court, Official Secrets Act, Sedition, Right To Information Act, CRPC and IPC Provisions.

**Unit-II:**

Media Specific Laws and Regulations: PRB Act-1867, Working Journalists and Other Newspaper Employees (Condition of Services and Miscellaneous Provisions) Act, Copy Right Act, Prasar Bharati Act, Cinematograph Act, Indian Cable TV Act, IT Act; Types of Cybercrimes and Regulatory Laws in India.

**Unit-III:**

Media Ethics: Ethics for Print, Electronic and social media; Live reporting and ethics; Legality and ethicality of Sting Operation and Phone Tapping; Right to privacy, Right to reply, Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The Supreme Court of India); Media Trials; Media Advocacy; Paid News; Ethical issues related with ownership of media and national, transnational monopoly; Code of Conduct for Journalists.

**Unit-IV:**

Media Regulators: Press Commissions, Press Council of India, Film Censor Board, TRAI, CBC, PIB, Editors Guild of India, PRSI, ASCI, NBA etc.

**Readings:**

1. D D Basu- Law of the press
2. Jitendranath Basu- Romance of Indian Journalism, Calcutta University 1979
3. Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
4. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
5. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
6. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
7. Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000
8. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
9. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
10. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

**Semester-IV**  
**MCJMJ-MJ-08-TH (Television Journalism)**

**Unit-I:**

Brief history of TV in India; TV as a Mass Medium: Nature and Language of TV, Impact of TV on society; Formats and types for TV Programmes; Genre of Television Programmes: Talk Shows, News Shows, Reality Shows, Soap Operas; TV News script format; Scripting for Fiction/Non Fiction TV Programmes;

**Unit-II:**

Fundamentals of TV Reporting: Reporting skills, Ethics for TV reporting; Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away); TV Interview: Types of news interview, Art of conducting a good Interview; Panel Discussion; PTC: Importance and types; Phone-In; Bites; Vox-pop.

**Unit-III:**

Visual Grammar: Different types of Shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles; Lighting for Production: Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights.

**Unit-IV:**

Stages of television Production: Pre-production, Production, Post production; Scripting for television: Process of scriptwriting, Scripting formats; Single camera vs Multi camera production: Importance of single and multi-camera production; Live coverage; Recorded Programmes; Television production crew: Producers and Directors, Script writers, Floor Managers, Technical Directors.

**Readings:**

1. Zettl, H. (2006). Handbook of Television Production. Wadsworth.
2. Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press.
3. Ronald J Compesi et.al. Video Field Production and Editing (Allyn & Bacon, 1997)
4. Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001)
5. Masani, Mehra. Broadcasting and the People. National Book Trust, Mumbai
6. Vasuki Belavadi, Video Production, Oxford
7. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited
8. Pati M.R. Some Aspects of Broadcast Journalism in India, Kalyani Publishers, New Delhi.

9. Frank, Lezzi. Understanding Television Production. Prentice-Hall, New Delhi.
10. Shrivastava, H.O. Broadcasting Technology: A Review. Gyan Publication House, Mumbai.
11. Tyrrell, Robert. The Work of a Television Journalist. Focal Press
12. Boretsky, R. A. and Yorovsky A. Television Journalism, International Organisation of Journalists

### **Semester-IV**

#### **MCJMJ-MJ-09-PR (Practicing Television Journalism)**

##### **Unit-I:**

Basics of Video Camera Operation: Shots, Angles, Movements, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, White Balance, Video Camera Equipments, Mobile Journalism etc.

##### **Unit-II:**

Reporting For TV: Planning and gathering news, Recording visuals, Time Code locking, Making the news peg, Preparing Scripts for different news formats, Giving PTC, Taking Bites and Phone-Ins, Cultivating news sources.

##### **Unit-III:**

Production for TV news: Pre production, Production and Post production; Debate, Panel Discussion, Live Coverage and Recorded Programmes.

Editing TV news: Basic principles of video news editing, Voice Over, Info-graphics, Making news packages; Basic concepts of editing: Online editing vs Offline editing, Linear vs Non-Linear editin; Use of Video Editing software and Sound editing software.

##### **Unit-IV:**

TV News Anchoring and Hosting TV Shows: Qualities and functions of News presenter and host, News presentation techniques; Producing TV News: Time management, Activities in Production Control Room (PCR), Activities in Master Control Room(MCR), Run Order, Input and Output activities in news room.

##### **Scheme of Evaluation:**

###### **Projects: 20 marks**

Preparation of a 3 minutes TV news package with script

Recording a PTC from the spot of news describing the incident/issue (maximum duration-2minutes)

###### **Written: 10 Marks**

###### **Viva-voce: 10 Marks**

###### **IA: 10 Marks**

##### **Readings:**

1. Zettl, H. (2006). Handbook of Television Production. Wadsworth.
2. Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press.
3. Ronald J Compesi et.al. Video Field Production and Editing (Allyn & Bacon, 1997)
4. Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001)
5. Masani, Mehra. Broadcasting and the People. National Book Trust, Mumbai
6. Vasuki Belavadi, Video Production, Oxford
7. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited
8. Pati M.R. Some Aspects of Broadcast Journalism in India, Kalyani Publishers, New Delhi.
9. Frank, Lezzi. Understanding Television Production. Prentice-Hall, New Delhi.
10. Shrivastava, H.O. Broadcasting Technology: A Review. Gyan Publication House, Mumbai.

#### **Semester-IV**

#### **MCJMN-MN-04-TH (Introduction to Journalism) (Subject-B)**

Same as **MCJMN-MN-03-TH (Subject-A)**

#### **MDC 1.1/2.1/3.1-TH (Introduction to Mass Media)**

##### **Unit-I:**

Mass Communication: Concept of Mass and Mass Communication; Nature and Process of Mass Communication, Functions of Mass Communication; Characteristics of Mass Communication, Scope of Mass Communication, Types of Mass Communication.

##### **Unit-II:**

Mass media: Meaning, Definition, Characteristics, Functions and Scope; Types of mass media: TV (Characteristics, functions and Scope) ,Radio (Characteristics, functions and Scope), Newspaper (Characteristics, functions and Scope)

##### **Unit-III:**

Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media; Importance and impact of Social media

##### **Unit-IV:**

Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups; Media literacy and Information society.

##### **Readings:**

1. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai.
2. Media and culture an introduction to mass communication - Richard Campbell
3. Mass media issues analysis and debate – GeorgeOddman



4. Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, Delhi
5. Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi
6. Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Singapore
7. Mass Communication and journalism in India: D.S. Mehta;
8. Communication models: Uma Narula; Atlantic Publisher, New Delhi
9. Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers
10. Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing

Suggested Digital Platforms:

<https://egyankosh.ac.in/bitstream/123456789/57200/1/Unit1.pdf>

[http://www.nraismc.com/wp-content/uploads/2017/03/102\\_-\\_](http://www.nraismc.com/wp-content/uploads/2017/03/102_-_Introduction_to_Mass_communication_1.pdf)

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