

Department Of Mass Communication & Journalism GOUR MAHAVIDYALAYA

ACCREDITED BY NAAC (2nd Cycle) B⁺

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Memo:

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To Whom It May Concern

This is to certify that the specified texts included in the syllabi of the Department of Mass Communication & Journalism, Gour Mahavidyalaya, as stipulated by the University of Gour Banga, are in accordance with the following core values .

Chart of Topics in Syllabus Tallying Core Values

| Topic | Sem-I | Sem-II | Sem-III | Sem-IV | Sem-V | Sem-VI | Teacher Assigned |
|--------------|-------|--------|---------|---|-------|--------|---------------------|
| Human Values | | | | Development communication (C9) 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, programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e- governance, e chaupal, national knowledge network, ICT for dev, Ecological sustainable development, Participatory, Community driven development, | | | Dr. Deboshree Mitra |

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|--------|---|--|--|--|--|--|------------------|
| | | | | <p>Unit-4 Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness; Rural Journalism Information needs in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues;</p> | | | |
| Ethics | <p>C1 Introduction to Journalism Unit 4 - Role of Media in a Democracy Responsibility to Society Press and Democracy Contemporary debates and issues</p> | | | <p>C10 Media Ethics and the Law Unit 1 Ethical Framework And Media practice Freedom of expression (Article 19(1)(a) and Article 19(1)2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society Right to Information Idea of Fair Trial/Trial by Media Intellectual Property Rights Media ethics and cultural dependence Student</p> | | | Nafisa Khan Lodi |

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| | relating to media Ethics in journalism | | | Presentations; Photocopied material for Study Packs in India Unit 2 Media Technology and Ethical Parameters Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court) | | | |
| Gender | | Media & Culture (C4) Unit III Representation Media as Texts Signs and Codes in Media Discourse Analysis Genres Representation of nation and gender issues in Media, Audiences Uses | | Development Communication (C9) UNIT II Development communication: Concept and approaches– Sustainable Development Participatory Development Inclusive Development Gender and development support comm. – definition, genesis, area woods triangle | | | Nafisa Khan Lodi |

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|-----------------|--|---|--|--|--|---|---------------------------|
| | | and Gratific ation Approa ch Recepti on | | | | | |
| Environm ent | | | | | | <p>C14 Rural Development and rural communication Unit 1 Rural development & rural society, rural vs urban-sociological, demographical and cultural perspectives, rural development and agricultural development Unit 2 – Participatory approaches of rural development, rural communication is an integrated communication strategy, model of rural communi</p> | Dr. Deboshree Mitra |

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|--|--|--|--|--|--|--|--|
| | | | | | | cation, different tools of rural communi cation promotio n/ rural communi cation for health, primary education and campaign of other related issues for rural developm ent | |
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Action taken on the Cross-Cutting Issues

In light of the evolving challenges posed by climate change, gender violence, social disharmony, and the disintegration of community bonds, it is crucial to instil core ethical values of human dignity and harmonious coexistence among students. The Department of Mass Communication & Journalism at Gour Mahavidyalaya is taking the following steps to promote these ethical principles:

Interdisciplinary Approach: To enhance the knowledge of the students, we explored opportunities to collaborate with other departments, such as Education, English, and Geography, to provide special lectures focused on Human Values and Ethics.

Special lecture on human value and ethics



Skill Development Workshops on Media Ethics & Gender representation in media:

The department organized class discussions and simulated media debates between 1st and 3rd-semester students and lectures to encourage critical reflection on the ethical implications of media practices, considering human values and their impact.

Students mock debate



Workshop on Media Ethics

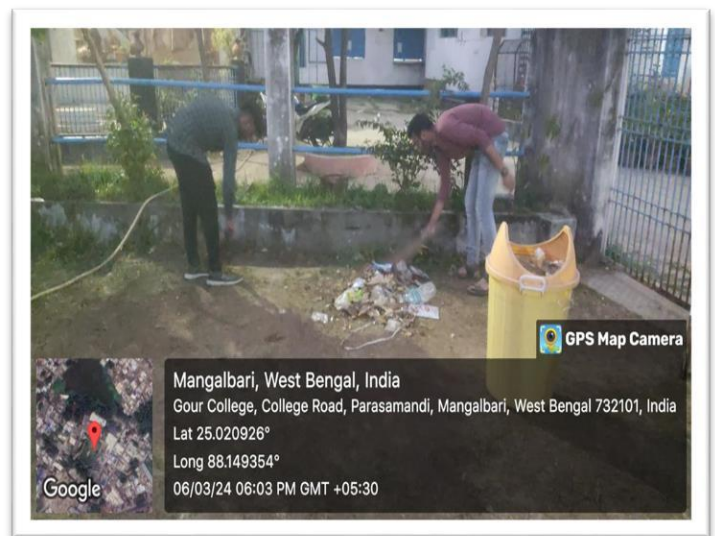
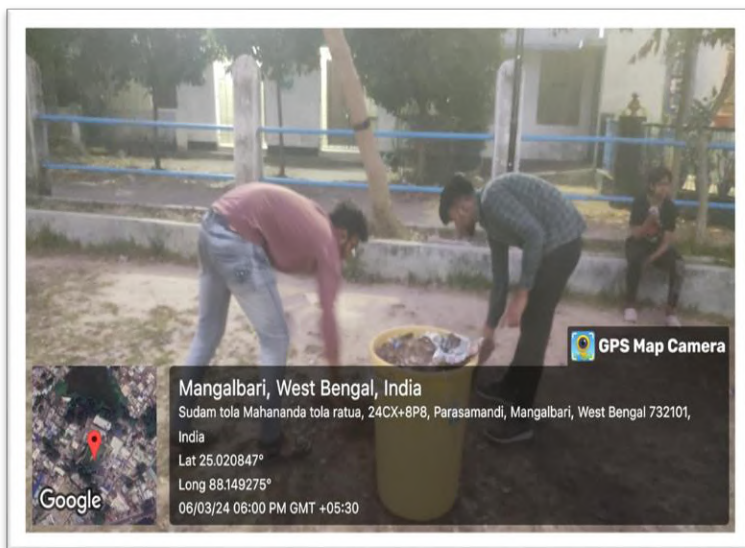


Cleanliness Drive on College Campus:

To raise awareness about environmental issues and promote responsible waste management practices within the college community. The students of the Mass Communication & Journalism Department participated in a campus-wide cleanliness drive. They collected waste materials, separated recyclables, and cleaned designated areas within the college grounds.

Students documented the cleanliness drive through photographs and videos. These were then shared on the college website and social media platforms, highlighting the importance of environmental awareness.

Cleanliness drive by the students of Mass Communication & Journalism Department



Community Interaction & Human Value Integration:

Student volunteers of the Mass Communication & Journalism Department, under the guidance of faculty members, conducted interactive workshops and sessions for the tribal community.

The camp employed various teaching methods like group discussions, role-playing exercises, and audio-visual presentations to cater to diverse learning styles.

The content of the camp was delivered in the local language to ensure clear communication and understanding.

Throughout the camp, discussions emphasized the importance of human values like truthfulness, respect, and empathy in media consumption.

Students facilitated activities to help participants identify misinformation and develop critical thinking skills regarding media platforms.

Media literacy camp with the tribal community of Bamungola



Field visit: Literacy camp for tribal students of Habibpur

Through addressing these cross-cutting issues, the Mass Communication & Journalism Department of Gour Mahavidyalayas aims to equip graduates with the skills to become responsible media professionals who prioritize human values, ethics, diversity, and environmental awareness. These efforts are a key step towards advocating for a fairer and more sustainable society.