

**Syllabus
for**

**Four-Year UG Programme
(FYUGP) in
Mass Communication & Journalism**

NATIONAL EDUCATION POLICY–2020



Department of Mass Communication & Journalism

University Of Gour Banga

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With Effect From- August,2026

Introduction:

In 21st century, the global media has evolved as a key component to influence all aspects of the socio-economic and political behavior of human beings. Information society especially after the emergence of the digital age has made media education an important field of inquiry and has received scholarly attention as well. The goal of the Four-Year Under Graduate Programme (FYUGP) in Mass Communication and Journalism is to familiarize students with all elements of the field of communication. The learners would get a better understanding of the subject's theories and practices in general. The curriculum will prepare students to be "ready to be hired by employers in the field of Mass Communication and Journalism."

Programme Objectives: The objectives of the Four-Year Under Graduate Programme (FYUGP) in Mass Communication and Journalism are: -

- To equip students with contemporary media skills
- To enhance the journalistic skills through practical work, assignments, project reports, seminars, and workshops.
- To offer appropriate grounding on the issues, ideas, and challenges of the 21st century, thereby broadening the worldview of future communication practitioners.
- To Inculcate scientific temper and critical thinking aptitude among students.
- To teach students how to conduct communication research.
- To motivate the students to become successful communication professionals.
- To develop the multi-tasking skills required in the dynamic multi-media and convergent environment.

Learning Outcome: On the completion of the Programme.

- The students will be able to learn the competency and skills required by the media industry.
- The students will be able to produce content independently for the media.
- The students will be able to create digital content as part of multimedia communication.
- The students will be equipped with soft skills required for many of managerial and high-profile jobs.
- The students will be able to develop scripts, films, video and radio Programmes, books, slide sets etc.
- The student will be able to facilitate dialogue and eventually empower people by using the information in a practical and useful way.
- The students will be well-equipped to be media educators and researchers.

Need for Curriculum Development

The NEP 2020 Programme aims to develop a curriculum that will bring uniformity to students studying at various universities and institutes. The necessity for media education curriculum improvement arises for the following reasons: -

The Changing Media Environment: 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 are just a few of the areas covered in the curriculum. The media industry's rapid growth necessitates the use of highly skilled human resources.

Transfer of Credit: The UGC and the government have allowed credit transfer, which permits students to transfer courses from their current university to a new UGC-accredited university.

Skill Enhancement: The new curriculum emphasizes hands-on training and internships, allowing students to improve their abilities. Its goal is to produce not only responsible communication professionals but also people who are compassionate in their daily lives. Papers such as Writing for the Media, Photojournalism, and Computer Applications for the Media, among others, aid in the development of students' skills.

Career Options: In recent times, the scope of Journalism and Mass Communication as a field has increased tremendously and there is no dearth of job opportunities. After the completion of the Programme, students can opt for the following career options: -

- Journalist
- News Anchor
- Digital Marketing Experts
- Radio Jockey
- Content Creator/Developer
- Graphics/web Designer
- Social Media Executive
- Public Relation Professionals
- Publicity/Advertising Expert
- Event Manager
- Professional Photographer
- Film/Television production Professional

Pedagogy

Journalism pedagogy is developed with the goal of imparting knowledge and skills and preparing professional skilled media and communication experts. It gives a wide variety of finely framed syllabi exposure.

Importance to Theories and Practices and their Application: The Journalism curriculum emphasizes cutting-edge theories and practices, preparing students to be full-fledged media

professionals. To ensure a successful teaching process, students should be organized into batches of not more than ten students each under the supervision of a teacher.

Utilization of ICT: The global media sector is looking for ICT-trained communication specialists. ICT tools are blended into teaching approaches such as research-led teaching, presentations through smart classrooms, and practical productions to increase critical and creative thinking among students.

Research-based and Research-led Teaching: Research Projects are included in the curriculum to help young researchers for a better understanding of research principles. According to the relevance of the profession, students are introduced to various aspects of communication research such as print, electronic, digital media, global, health, political communication, folk media, intercultural communication, and other development issues. Under the supervision of a research guide, students will do a research project/Dissertation on a topic of their own choice.

Critical Thinking: Group and individual conversations will be held with the students. This will assist students in developing and enhancing their critical and analytical thinking. It also aids their decision-making and crisis management capability, boosting their self-confidence as well.

Methods of Instruction: Typical methods of instruction may include:-

- Lecture
- Activity
- Discussion
- Interaction with experts
- Community Participation

Methods of Evaluation:

- Exams/Tests
- Class Participation
- Class Performance
- Lab Work
- Assignment
- Group Project
- Portfolios
- Research Projects

Abbreviations:

- DC- Discipline Core
- MJ-Major Core
- DSC-Discipline Specific Course
- MN-Minor Core
- IDC-Inter-Disciplinary Course
- MDC- Multi Disciplinary Course
- SEC- Skill Enhancement Course
- AEC- Ability Enhancement Course

- VAC- Value Addition Course
- IAPC- Internship/ Apprenticeship/Project/Community Outreach
- TH- Theory
- PR- Practical
- IA- Internal Assessment
- CR- Credit

Scheme of Evaluation (Theory):

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test		Total Marks
	05 Marks	05 Marks	15 Marks		25 Marks
Final Exam (Theory)	NA	NA	Th	Pr	50 Marks
			30	20	
Total					75 Marks

Scheme of Evaluation (Non-theoretical/Practical):

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	05 Marks	15 Marks	25 Marks
Final Exam (Practical)	NA	30 Marks	20 Marks	50 Marks
Total				75 Marks

Exit Options and Credit Requirements:

A Certificate/Diploma/Bachelor's Degree or Honours awarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree/Honours/
Successful completion of the first year(two semesters)of the Four-year UG Programme	Certificate in Mass Communication & Journalism
Successful completion of the second year (four semesters) of the Four-year UG Programme	Diploma in Mass Communication & Journalism
Successful completion of the third year(six semesters)of the Four-Year UG Programme	B.A. in Mass Communication & Journalism
Successful completion of the fourth year (eight semesters) of the Four-Year UG Programme	B.A.(Honours) in Mass Communication & Journalism

COURSE STRUCTURE

Certificate in Mass Communication & journalism

Semester	Category	Course Code	Paper Title	Theory/Practical /Internal Assessment Marks			Credits
I	Core Course-1	MCJ-DC-MJ-101 (New)/ DC-1 (Old)	Introduction to Media & Communication	Th	Pr	IA	4
				30	20	25	
	Minor Course-1	MCJ-MN-101	Introduction to Communication	50	--	--	4
	MDC Course-1	MCJ-MDC-101	Fundamentals of Media and Effective Communication	40	--	10	3
	SEC-1	SEC-101			50		3
	IAPC-1	IAPC-101			25		2
	AEC-1	AEC-1					2
	VAC-1				25		2
Total Credits							20
II	Core Course-2	MCJ-DC-MJ-201 (New)/ DC-2 (Old)	News and Journalistic Practices	Th	Pr	IA	4
				30	20	25	
	Minor Course-2	MCJ-MN-201	Mass Media and Society	50	--	--	4
	MDC Course-2	MCJ-MDC-201	Pixel Journalism	40	--	10	3
	SEC-2	SEC-201			50		3
IAPC-2	IAPC-201			25		2	
	AEC-2	AEC-2					2
	VAC-2				25		2
Total Credits							20

Diploma in Journalism & Mass Communication

Semester	Category	Course Code	Paper Title	Theory/Practical / Internal Assessment Marks			Credits
III	Core Course-3	MCJ-DC-MJ-301 (New)/ DC-3 (Old)	History of Journalism	Th 30	Pr 20	IA 25	4
	Core Course-4	MCJ-DC-MJ-302(New)/ DC-4 (Old)	Reporting	30	20	25	4
	Minor Course-3	MCJ-MN-301	Society & Responsible Journalism	50	--	--	4
	MDC-3	MCJ-MDC-301	New Media Dynamics	40	--	10	3
	SEC-3			--	50	--	3
	IAPC-3	IAPC-301		--	25	--	2
	Language	Eng. Language-1					2
Total Credits							22
IV	Core Course-5	MCJ-DC-MJ-401 (New)/ DC-5 (Old)	Editing	Th 30	Pr 20	IA 25	4
	Core Course- 6	MCJ-DC-MJ-402(New)/ DC-6(Old)	Radio Journalism & Production	30	20	25	4
	Core Course-7	MCJ-DC-MJ-403(New)/ DC-7(Old)	Television Journalism & T.V. News Production	30	20	25	4
	Minor Course-4	MCJ-MN-401	Writing For Media	50	--	--	4
	VAC-4				25		2
	Language	Eng. Language-2					2
	Total Credits						20

B.A.in Journalism &Mass Communication

Semester	Category	Course Code	Paper Title	Theory/Practical / Internal Assessment Marks			Credits
V	Core Course-8	MCJ-DC-MJ-501 (New)/ DC-8 (Old)	Media Law & Ethics	Th	Pr	IA	4
				30	20	25	
	Core Course-9	MCJ-DC-MJ-502(New)/ DC-9(Old)	Communication Models & Theories	30	20	25	4
	Core Course-10	MCJ-DC-MJ-503(New)/ DC-10(Old)	Public Relations	30	20	25	4
	Core Course-11	MCJ-DC-MJ-504(New)/ DC-11(Old)	Advertising	30	20	25	4
	Minor Course-5	MCJ-MN-501	History of Journalism	50	--	--	4
Total Credits							20
VI	Core Course-12	MCJ-DC-MJ-601 (New)/ DC-12 (Old)	Development Communication	Th	Pr	IA	4
				30	20	25	
	Core Course-13	MCJ-DC-MJ-602(New)/ DC-13(Old)	Advanced Media Studies & Digital Media	30	20	25	4
	Core Course-14	MCJ-DC-MJ-603(New)/ DC-14(Old)	Photo Journalism & Cartoons	30	20	25	4
	Core Course-15	MCJ-DC-MJ-604(New)/ DC-15(Old)	Documentary Film & Film Studies	30	20	25	4
	Minor Course-6	MCJ-MN-601	Radio & Television	50	--	--	4
Total Credits							20

B.A.(Honours) in Journalism & Mass Communication

Seme-ster	Category	Course Code	Paper Title	Theory/Practical / Internal Assessment Marks			Credits
VII	Core Course-16	MCJ-DC-MJ-701 (New)/DC-16 (Old)	Folk and Community Media	Th 30	Pr 20	IA 25	4
	Core Course-17	MCJ-DC-MJ-702(New)/DC-17(Old)	Business Communication	30	20	25	4
	Core Course-18	MCJ-DC-MJ-703(New)/DC-18(Old)	Media and Information Literacy	30	20	25	4
	Core Course-19	MCJ-DC-MJ-704(New)/DC-19(Old)	Mobile Journalism and Multimedia Production	30	20	25	4
	Minor Course-7	MCJ-MN-701	Media Law and Ethics	50	--	--	4
	Total Credits						20
VIII	Core Course-20	MCJ-DC-MJ-801 (New)/DC-20 (Old)	Political and International Communication	Th 30	Pr 20	IA 25	4
	Core Course-21	MCJ-DC-MJ-802(New)/DC-21(Old)	Media Democracy and Human Rights	30	20	25	4
	Core Course-22	MCJ-DC-MJ-803(New)/DC-22(Old)	Intercultural Communication	30	20	25	4
	Core Course-23	MCJ-DC-MJ-804(New)/DC-23(Old)	Media Exposure	--	50	25	4
	Minor Course-8	MCJ-MN-801	Public Relations & Advertising	50	--	--	4
	Total Credits						20

Curriculum Structure for Four Years UG Programme (FYUGP)
Major Courses (DC/DSC)
In Mass Communication & Journalism

Semester –I

Paper: MCJ-DC-MJ 101(New)/ DC-1 (Old)

Credit: 4

Title of the Course:	Introduction to Media & Communication
DSC Major Paper Code:	MCJ-DC-MJ 101 (New)/ DC-1 (Old)
Semester - I	
Credit - 4	
Objectives of the Course	i) Understand the fundamental concepts and principles of media and communication. ii) Explore the history, evolution, and current landscape of media and communication. iii) Analyze the role and impact of media on society, culture, and individuals. iv) Examine the various forms of media, including print, electronic, and digital media. v) Investigate the process of communication, including message creation, transmission, reception, and feedback. vi) Discuss various relations between the state and media. vii) Identify the ethical and social implications of media and communication practices. viii) Develop critical thinking and media literacy skills to effectively consume and produce media content.
Learning Outcomes of the Course	i) Define and explain key terms and concepts in media and communication studies. ii) Recognize the importance of media and communication in shaping public opinion, influencing culture, and facilitating social change iii) Apply media and communication concepts to real-world scenarios and case studies iv) Develop critical thinking and media literacy skills to effectively consume and produce media content. v) Students will gain a solid foundation in media and communication studies, preparing them for further exploration and application of these concepts in various contexts.
<u>Course Content</u>	

Module: -1 Communication	i) Concept; Meaning; Definition; Brief history (signs and symbols, cave painting, clay tablet, cuneiform writing, logo-syllabic script, edicts, oratory etc.); ii) Components (sender, message, channel, receiver, feedback, noise etc.); Types (intrapersonal, interpersonal, group, public, mass, mass line, mass self, trans communication etc.), encoding and decoding messages; iii) Forms (verbal, non-verbal, visual, written, body language, paralanguage, iconic, semiotic etc.); Characteristics, Levels: iv) Functions (surveillance, correlation, transmission, entertainment, validation, mobilization etc.);
Module: -2 Mass Communication	i) Concept of mass and mass communication ; Nature and process of mass communication; ii) Functions of mass communication; Characteristics of mass communication iii) Scope of mass communication; Impact of mass communication; Society and Mass communication; iv) Means of mass communication; Modern trend in mass communication.
Module: -3 Mass Media & society	i) Mass Media: Meaning; Definition; Characteristics; Types (Newspaper, Books, Magazine, Radio, Television, Cinema, Internet etc); ii) Functions and Scope of Mass media; iii) 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; iv) Relation between the state and media: Four Normative theories of the press.
Module: -4 Applied Communication (Practical)	i) Understanding audience needs and perspectives; ii) Crafting clear, concise and engaging messages; iii) Use of appropriate channels and media for communication; iv) Encouraging feedback and dialogue; v) Participatory communication; vi) Evaluating and improving communication strategies.
Suggestive Readings:	i) Mass Communication in India: Keval J Kumar; JAICO, Mumbai ii) Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, iii) Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi iv) Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Mass Communication and journalism in India: D.S. Mehta; v) Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Mass Communication and journalism in India: D.S. Mehta; vi) Communication models: Uma Narula; Atlantic Publisher, New Delhi Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers vii) Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing

	viii) Communication, Media and Cultural studies: Abir Chattopadhyay; Progressive Publishers ix) Media Studies-A Complete Introduction: Joanne Hollows; x) Media and Communication-A Handbook for Students: Guntasha K Tulsi, Nidhi Mohan.
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical evaluation	i)Performance = 10 Marks: a) Extempore (Individual), b) Debate (Group) ii)Viva-voce = 10 Marks
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –II
Paper: MCJ-DC-MJ 201(New)/ DC-2 (Old)
Credit: 4

Title of the Course:	News and Journalistic practices
DSC Major Paper Code:	MCJ-DC-MJ 201 (New)/ DC-2 (Old)
Semester -II	
Credit -4	
Objectives of the Course	i) Define and explain key concepts in journalism, such as objectivity, impartiality, and fairness. ii) Identify and analyze different types of news (hard news, soft news, feature stories, etc.). iii) Develop news gathering and research skills, including interviewing techniques. iv) Learn to write clear, concise, and engaging news stories for various platforms. v) Understand the role of editors and sub-editors in the news production process. vi) Analyze the impact of digital media on traditional journalism practices. vii) Develop critical thinking skills to evaluate news sources and identify bias. viii) Apply journalistic ethics and standards to real-world scenarios. ix) Produce a portfolio of news stories and features demonstrating professional standards. x) Develop teamwork and collaboration skills through group projects and

	discussions
Learning Outcomes of the Course	i) Demonstrate a comprehensive understanding of journalistic principles and practices. ii) Apply news writing and reporting skills to produce high-quality content. iii) Analyze and evaluate news sources and identify potential biases. iv) Develop a critical perspective on the role of media in society. v) Produce engaging and informative news stories for various platforms. vi) Practical skill development like news writing and reporting, research and interviewing, critical thinking and analysis, teamwork and collaboration, media literacy and critical evaluation, ethical decision-making, time management and deadline meeting, storytelling and narrative techniques Career Outcomes: i) Journalist or reporter ii) Publishing professional (magazine, book, etc.) iii) Communications specialist iv) Media consultant or analyst
<u>Course Content</u>	
Module: -1 News	i) Definition, Types, Nature & Brief history ii) News Values, News Objectivity, News Elements iii) News Sources & News Beat iv) Structure of news: Inverted Pyramid; 5W1H, Parts of news (Headlines, Intro or Lead, Body, Conclusion etc.) v) Different types of Leads/Intro, Headlines
Module: -2 Know the Newspaper	i) Nameplate/Masthead, Ear panel, Print line ii) Columns, Deck, Date line, Dead line, By line, Cut line, Jump line iii) Slugs, Index, Graphics, Solus, Classifieds iv) First lead, Second lead, Hard news, Soft news, Human Interest Story, Anchor Story, Feature story v) Info-graphics, Front page, Editorial page, Page-3 etc.
Module: -3 Journalism & Society	i) Different types of Journalism: Print Journalism, Online Journalism, Citizen Journalism, Freelancing, Yellow Journalism, Cheque book Journalism ; ii) Trends in Journalism: Political, Financial, Business, Entertainment, Sports, Education, Science, Crime, Blogging, Vlogging etc. iii) Journalism & society: Journalistic Ethics, Mass Interest, Social Responsibility, Neutrality, Balance, Fairness, iv) The news process- from the event to the reader (how news is carried from event to reader)
Module: -4 Applied Journalism (Practical)	i) Writing News copy (Inverted pyramid style, 5W1H); ii) Writing different types of leads and headlines; iii) Writing anchor Story, Writing News Feature; Writing feature on other topics of interest iv) Principles of editing a given piece of news report and agency copy with suitable lead and headline; v) Translation exercise (translating agency copies, translating audio and

	video content) vi) Lengthening and shortening of news copy
Suggestive Readings:	i)Professional Journalists: John Hohenberg; Thomson Learning ii)Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi iii)The Newspapers handbook: Richard Keeble; Routledge iv)Journalism Update: Sourin Banerjee; Pragatishil Prakashak v)21 st Century Journalism in India: Nalini Rajan (ed.); Sage vi)News Reporting and Editing: K.M. Srivastava, Sterling Publishers vii)Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers viii)Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications ix)Reporting and Editing Practice: Sourin Banerjee; x)Handbook of journalism and Mass Media: B N Tripathi;
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical evaluation	i)Projects- 10 Marks: a) Writing report/feature on any issue (five) b) Writing review/preview on any book/cinema (one) c) Lengthening and shortening of copy (four) ii)Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –III

Paper: MCJ-DC-MJ 301(New)/ DC-3 (Old)

Credit: 4

Title of the Course:	History of Journalism
DSC Major Paper Code:	MCJ-DC-MJ 301 (New)/ DC-3 (Old)
Semester - III	
Credit - 4	
Objectives of the Course	i) Trace the evolution of journalism from its earliest beginnings to the present day. ii) Examine the significant events, people, and movements that shaped the development of journalism.

	iii) Analyze the impact of historical events, social movements, and cultural changes on the practice of journalism. iv) Understand the role of journalism in society, including its relationship with power, politics, and the public. v) Identify key milestones, trends, and themes in the history of journalism. vi) Evaluate the contributions of pioneering journalists, editors, and media owners. vii) Develop critical thinking skills to assess the historical context of contemporary journalism issues. viii) Cultivate an appreciation for the complexities and challenges faced by journalists throughout history. ix) Provide a comprehensive understanding of the historical roots of modern journalism practices
Learning Outcomes of the Course	i) Critically evaluate historical journalism practices and their relevance to contemporary issues. ii) Assess the ethical implications of historical journalism decisions. iii) Consider multiple perspectives on historical events and their representation in media. iv) Develop informed opinions on contemporary journalism issues informed by historical context. v) Understanding of the importance of journalism in democratic societies. vi) Respect for the ethical principles guiding journalistic practices. vii) Commitment to critically evaluating media representation and historical narratives
<u>Course Content</u>	
Module: -1 The Beginning	i) Brief history of growth and development of the Press and Communication in World; ii) Growth and Development of the Press in India; Early years of Journalism in Colonial India: James Augustus Hickey, James Silk Buckingham, Serampore Baptists Missionary Press; iii) Origin of Press in Vernacular languages; Indian Newspapers in 19th Century with special reference to Bengal: Newspapers of Social Reform Movement of Raja Rammohun Roy and H.L.V. Derozio & Young Bengal Movement, Hindoo Patriot-Harish Chandra Mukhopadhyay, Sambad Prabhakar and Iswar Chandra Gupta, Ramananda Chattopadhyay and Modern Review iv) Local Press before Independence in Bengal with special reference to Gour Banga.
Module: -2 Suppression	i) Press and Press Regulation Acts of British India: Background, Censorship of Press Act-1799, ii) Adam's Gagging Act-1823, Charles Metcalfe Act-1835 (Liberator of the press) iii) Canning's Press Regulation Act-1857, Vernacular Press Act-1878 iv) Amrita Bazar Patrika and Ananda Bazar Patrika ;The Statesman , Indian Express
Module: -3 The Rise	i) Rise of Freedom Movement & Extremist Press: Sandhya, Bande-Mataram and Jugantar; ii) Contribution of Bal Gangadhar Tilak and Netaji Subhas chandra Bose; iii) Contribution of Mahatma Gandhi in Indian Journalism;

	iv) Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times; v) Growth and development of Press Agencies in India (PTI, UNI), The Indian Express, The Hindu, , The Times of India etc; vi) Press in the Post-colonial India : Adoption of New Editorial Policy; Corporatization of Newspaper Houses; Declining status of editor
Module: -4 Find it yourself (Practical)	i) Create a timeline of Indian journalism's major milestones and events; ii) Analyze and compare the coverage of a historical event across different newspapers and time periods; iii) Write a case study on a notable Indian journalist or media organization, exploring their impact and legacy; iv) Conduct a content analysis of a historical newspaper to identify trends, biases and changes in journalistic practices over time; v) Produce a photo essay documenting the history of Indian journalism using archival images and contemporary photography.
Suggestive Readings:	i) Briggs A and Burke P-Social History of Media: From Gutenberg to the internet, Polity Press, 2010 ii) Jeffrey, Robin- India's newspaper revolution: capitalism, politics and the India Language Press, Oxford 2003 iii) Herman and U C Cherry- The Global Media iv) S Natarajan-History of Indian Press v) J Natarajan- History of Indian Journalism vi) Chalapathi Rao- The Press vii) G S Bhargava- The press in India: An overview viii) J N Basu- Romance of Indian Journalism ix) Report of the first Press Commission x) Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989). xi) Sumit Sarkar- Critique of colonial India xii) Chanchal Sarkar- The story of the newspaper xii) Nandalal Bhattacharya- Sangbadpotrer Itibrityo
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical evaluation	i) Projects- 10 Marks: a) Preparation of any one project from module- IV of the syllabus ii) Viva-voce - 10 Marks ** Individual project files may be prepared and submitted in printed or digitised format by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –III
Paper: MCJ-DC-MJ 302(New)/ DC-4 (Old)
Credit: 4

Title of the Course:	Reporting
DSc Major Paper Code:	MCJ-DC-MJ 302 (New)/ DC-4 (Old)
Semester - III	
Credit - 4	
Objectives of the Course:	i) To equip students with the fundamental skills and knowledge required for effective news reporting. ii) To develop critical thinking and analytical skills in gathering, evaluating, and presenting news. iii) To understand the ethical and professional principles guiding news reporting. iv) To produce well-researched, accurate, and engaging news stories for various platforms. v) To foster teamwork and collaboration skills in a newsroom environment
Learning Outcomes of the Course	i) Understanding of the role of news reporting in democratic societies ii) Understand the principles of news reporting, including research, interviewing, and writing. iii) Evaluate news sources for credibility and reliability. iv) Analyze news stories for bias, accuracy, and fairness. v) Identify and address potential ethical dilemmas in news reporting. vi) Assess the impact of news on society and individuals. vii) Commitment to ethical and professional standards in news reporting. viii) Appreciation for the importance of accuracy, fairness, and balance in news reporting Career Outcomes: i) Journalist or reporter ii) Publishing professional (magazine, book, etc.) iii) Communications specialist iv) Media consultant or analyst
<u>Course Content</u>	
Module: -1 Reporter	i) Meaning, Definitions ii) Duties and Functions of reporters iii) Fundamental values and principles of journalists (truth-telling, watchdog, accuracy, courage, tolerance, minimizing harm, mass interest, justice etc.) iv) Qualities of reporters.
Module: -2 Reporting	i) Western and eastern approaches of reporting ii) Breaking news reporting, Straight news reporting, Feature reporting, Advocacy reporting iii) Investigative reporting, Active & passive reporting iv) Types of reporting (Crime, Court, Civil, Society, Culture, Politics,

	Commerce & Business, Education, Development, Sports, Health, Science, Entertainment etc.) v) Different terminologies of reporting.
Module: -3 Assignments	i) General assignment reporting, working on a beat; news agency reporting; ii) Covering Speeches, Meetings and Press Conferences; iii) Doing the research, planning and setting up the interview, conducting the interview; Dos and don'ts of interviewing. iv) Primary & secondary sources (witnesses, records, archives, agencies etc.), Cultivating sources; v) Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer etc.
Module: -4 Reporting Practices	i) Everyday Newspaper reading class and discussion on current issues; ii) Field visit and Preparation of news report on local issues; iii) Preparation of questions for a specific interview; Doing research work for a news story; iv) Rewriting news stories from newspapers; Filing report on the basis of mock press conferences; v) Writing reports for newspaper etc.
Suggestive Readings:	i) Professional Journalists: John Hohenberg; Thomson Learning ii) Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi iii) The Newspapers handbook: Richard Keeble; Routledge iv) Journalism Update: Sourin Banerjee; Pragatishil Prakashak v) 21 st Century Journalism in India: Nalini Rajan (ed.); Sage vi) News Reporting and Editing: K.M. Srivastava, Sterling Publishers vii) Fundamentals of Reporting and Editing: Dr. Ambarish Saxena; Kanishka Publishers viii) Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications ix) Reporting and Editing Practice: Sourin Banerjee; x) Handbook of journalism and Mass Media: B N Tripathi;
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical evaluation	i) Projects- 10 Marks: a) Preparing reports with photograph on local issues after field visit (four) b. Writing interview of any personality of your locality with proper headline and photograph (one) ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –IV
Paper: MCJ-DC-MJ 401(New)/ DC-5 (Old)
Credit: 4

Title of the Course:	Editing
DSC Major Paper Code:	MCJ-DC-MJ 401 (New)/ DC-5 (Old)
Semester -IV	
Credit - 4	
Objectives of the Course:	i) To learn the principles and techniques of newspaper editing. ii) To develop skills in: - Copy editing (grammar, punctuation, spelling) - Line editing (clarity, coherence, tone) - Content editing (structure, organization, focus) - Proofreading iii) To understand newspaper design and layout principles. iv) To learn how to: - Write compelling headlines and captions - Select and edit images - Design and layout newspaper pages v) To develop knowledge of: - Newspaper ethics and media law - Style guides (e.g., AP, Chicago) - Industry standards and best practices
Learning Outcomes of the Course	i) Analyze and evaluate newspaper content for accuracy, fairness, and balance. ii) Understand the role of editing in shaping public opinion. iii) Develop critical thinking skills to identify bias and errors. iv) Evaluate the impact of newspaper editing on readers. v) Apply media literacy skills to newspaper content. Career Outcomes: i) Newspaper editor (copy editor, features editor, etc.) ii) Journalist or reporter iii) Publishing professional (magazine, book, etc.) iv) Communications specialist v) Media consultant or analyst
<u>Course Content</u>	
Module: -1 Concept of editing	i) News room, Organizational setup of a newspaper, Editorial departments; ii) Concept, Process and Significance of editing, iii) Principles and techniques of editing, page layout. iv) Editorial, columns writing, Magazine editing; v) Headlines (importance and functions, typography and style, language, types of headline)
Module: -2	i) Role and responsibilities of Chief Editor, Assistant editor, News Editor ,Chief sub-editor, Sub-editor

Editor	ii) Structure and purpose of editorial page; Edits, Middles, Letters to the editor, iii) Special articles, Opinion pieces, Terminologies of editing; iv) Use of other media platforms (SMS, updates, online forums, links, e-mail, blogs, etc.)
Module: -3 Functions	i) Newspaper Design: Preparation of Newspaper Page layout: Placement of News Stories and Ads, ii) Editorial sequence, Text flow; Information graphics: Concept and process, Use of graphs, photos and maps, Selection and editing of news pictures, Caption writing; iii) Editorial desk: Structure and its Function; iv) Ethics of Editing: Issues of invasion of privacy, Copyright, Authenticity of digital photos available on web; v) Portrayal of nudity, violence, accidents and gruesome events;
Module: -4 Editing practices	i) Editing Practices: Editing erroneous news Copies; Re-writing headlines of published news copies; ii) Re-writing Captions on published news photos; Proof reading of a erroneous news copies; iii) Designing front page of a newspaper; Identifying neutral and biased stories in newspaper; iv) Writing editorials; Preparing suitable Headlines for copies and caption for images; v) Designing pages of newspaper using Page-making software
Suggestive Readings:	i) Professional Journalists: John Hohenberg; Thomson Learning ii) Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi iii) The Newspapers handbook: Richard Keeble; Routledge iv) Journalism Update: Sourin Banerjee; Pragatishil Prakashak v) 21 st Century Journalism in India: Nalini Rajan (ed.); Sage vi) News Reporting and Editing: K.M. Srivastava, Sterling Publishers vii) Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers viii) Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications ix) Reporting and Editing Practice: Sourin Banerjee; x) Handbook of journalism and Mass Media: B N Tripathi;
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical evaluation	i) Projects- 10 Marks: a. Editing erroneous news Copies (two) b. Re-writing headlines of published news copies (two) c. Designing front page of a newspaper (one) ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –IV
Paper: MCJ-DC-MJ 402(New)/ DC-6 (Old)
Credit: 4

Title of the Course:	Radio Journalism & Production
DSC Major Paper Code:	MCJ-DC-MJ 402 (New)/ DC-6 (Old)
Semester - IV	
Credit - 4	
Objectives of the Course:	i) To understand the fundamental principles and practices of radio journalism. ii) To develop skills in radio news gathering, writing, and presentation. iii) To produce high-quality radio content, including news bulletins, features, and interviews. iv) To familiarize students with radio studio equipment and software. v) To develop critical thinking and analytical skills in evaluating radio content. vi) To understand the role of radio journalism in society and its impact on audiences. vii) To develop research skills to find and verify information for radio stories. viii) To learn to work under deadline pressure and produce content quickly. ix) To develop interviewing skills to get compelling quotes and sound bites. x) To understand the importance of accuracy, fairness, and balance in radio journalism.
Learning Outcomes of the Course	i) Understand radio journalism history, principles, and ethics. ii) Familiarity with radio news formats, structures, and styles. iii) Knowledge of radio production techniques, including sound design and editing. iv) Understanding of radio broadcasting regulations and laws. v) Familiarity with digital audio workstations (DAWs) and radio software. vi) Research and write engaging radio news scripts. vii) Conduct effective interviews for radio. viii) Produce high-quality radio content, including editing and mixing. ix) Operate radio studio equipment and software. x) Create compelling radio packages, including introductions, voiceovers, and wraps. Career Outcomes: i) Radio news reporter or anchor. ii) Radio news producer or editor. iii) Documentary or investigative journalist. iv) Radio news program or series producer. v) Podcaster

	vi) Media consultant or analyst
<u>Course Content</u>	
Module: -1 Radio as a medium	i) Radio as a medium of mass communication ii) Characteristics, Limitations of Radio iii) Impact of Radio on Society iv) Brief history of Radio in India v) Types of radio stations: State, Private FMs, Community Radio, HAM Radio vi) Modes of transmission: AM, SW and FM vii) Autonomy of All India Radio: Chanda Committee to Verghese Committee, viii) Prasar Bharati Act 1997, Formation of Prasar Bharati, Functions of Prasar Bharati;
Module: -2 Radio programmes	i) Different types of radio programme formats ii) Simple announcements, Radio News, News Reel, Radio Talks, Radio Interviews iii) Radio Features and Documentaries iv) Radio Ads, Phone in Programmes and Music Shows v) Introduction to Podcasting, Radio vs Podcasting vi) Duties and functions of a Radio News Producer,
Module: -3 Radio Journalism	i) Writing for Radio: is writing for the Ear ii) Language, Grammar, other factors iii) Preparing Radio news scripts iv) Writing for different formats- Radio Talk, Feature and Documentaries v) Qualities of Radio Journalist vi) Sounds: Concept, types of sound (indoor, outdoor, natural, ambient, artificial etc.) vii) AIR Code, Commercial Broadcast Code and Guidelines
Module: -4 Applied Radio Production	i) Radio Production: Writing Radio News Script ii) Pre-Production & post production for radio iii) Field recording skills iv) Developing your style v) Sound Recording and Editing, Creative use of Sound Editing vi) Production of Radio News bulletin with Script along with Signature Tune, Headlines, News in details vii) Placement of Radio Ad and concluding remarks by using sound recording and sound editing softwares viii) Radio Jockey Skills ix) Floor Manager, Hand Signals x) Broadcast Production Techniques, Working of a Production Control Room & Studio
Suggestive Readings:	i) R. Luthra, Indian Broadcasting, Publications Division ii) Robert Mc Liesh, Radio Production, Focal Press iii) James R. Alburger The Art of Voice Acting, Focal Press iv) Gilmurray, Bob- Media Students Guide To Radio Production v) Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News vi) U L Baruah- This is All India Radio vii) S C Bhatt-Broadcast Journalism viii) Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012. ix) Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008. x) Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015. xi) Jesse Noyes, Companies, and podcasts, Havard Business Review, Dec. 9th 2014 xii) P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987 (Page nos- 25- 78) – xiii) The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York

	2002) (Page nos: 47- 105)
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Preparation of a Radio Documentary/Interview/News reel/Radio talk of 5 minutes with script ii)Viva-voce - 10 Marks ** The project files must be prepared and submitted in digitally recorded format by the candidate.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –IV
Paper: MCJ-DC-MJ 403(New)/ DC-7 (Old)
Credit: 4

Title of the Course:	Television Journalism & T.V News Production
DSC Major Paper Code:	MCJ-DC-MJ 403 (New)/ DC-7 (Old)
Semester - IV	
Credit - 4	
Objectives of the Course:	i) Understand TV news formats, structures, and styles. ii) Develop research and interviewing skills for TV news. iii) Write engaging TV news scripts and stories. iv) Analyze and evaluate TV news content. v) Understand TV news ethics and media law vi) Learn industry-standard equipment and software (e.g., cameras, editing software). vii) Develop visual storytelling and cinematography skills. viii) Produce high-quality TV news packages and segments. ix) Understand studio and field production techniques. x) Learn editing and post-production skills
Learning Outcomes of the Course	i) Research and interviewing skills for TV news. ii) TV news writing and scriptwriting skills. iii) On-camera presentation and reporting skills. iv) Audio and video editing skills using industry-standard software. v) Studio and field production skills vi) Production capability for TV news bulletin or newscast.

	vii) Appreciation for the importance of accuracy, fairness, and balance in TV news. viii) Awareness of the evolving nature of TV journalism and adaptability to changing technologies. ix) Passion for storytelling and conveying information through TV news. Career Outcomes: i) TV news reporter or anchor. ii) TV news producer or editor. iii) Documentary or investigative journalist. iv) TV news program or series producer. v) Media consultant or analyst
<u>Course Content</u>	
Module: -1 TV as medium	i) Brief history of TV in India ii) TV as a Mass Medium iii) Nature and Language of TV iv) Impact of TV on society v) Formats and types for TV Programmes vi) Genre of Television Programmes; Talk Shows, News Shows, Reality Shows, Soap Operas vii) TV News script format; Scripting for Fiction/Non Fiction TV Programmes
Module: -2 Television Journalism	i) Fundamentals of TV Reporting: Reporting skills, Ethics for TV reporting ii) Writing techniques of TV news script iii) Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) iv) TV Interview: Types of news interview, Art of conducting a good Interview; v) Panel Discussion vi) PTC: Importance and types; Phone-In; Bites; Vox-pop vii) Live Coverage and Recorded Programmes.
Module: -3 Visual Grammar	i) Different types of Camera Shots ii) Shutter, Aperture and Iris, Rule of the Third, 180 degree rule etc. iii) Camera movements and angles iv) Lighting for Production: Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights; v) Single camera vs Multi camera production: Importance of single and multi-camera production; vi) Live coverage; Recorded Programmes; vii) Television production crew: Producers and Directors, Script writers, Floor Managers, Technical Directors.
Module: -4 TV news production	i) Stages of television Production: Pre-production, Production, Post production; ii) Scripting for television: Process of scriptwriting, Scripting formats. iii) Editing TV news: Basic principles of video news editing, Basic concepts of editing: Online editing vs Offline editing, Linear vs Non-Linear editing; Use of Video Editing software and Sound editing software, Making news packages. iv) Voice Over, Info-graphics.

Suggestive Readings:	i) Zettl, H. (2006). Handbook of Television Production. Wadsworth. ii) Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press. iii) Ronald J Compesi et.al. Video Field Production and Editing (Allyn & Bacon, 1997) iv) Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001) v) Masani, Mehra. Broadcasting and the People. National Book Trust, Mumbai vi) Vasuki Belavadi, Video Production, Oxford vii) Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited viii) Pati M.R. Some Aspects of Broadcast Journalism in India, Kalyani Publishers, New Delhi. ix) Frank, Lezzi. Understanding Television Production. Prentice-Hall, New Delhi. x) Shrivastava, H.O. Broadcasting Technology: A Review. Gyan Publication House, Mumbai. xi) Tyrrell, Robert. The Work of a Television Journalist. Focal Press xii) Boretsky, R. A. and Yorovsky A. Television Journalism, International Organisation of Journalists
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 5+ 5=10 Marks: a) Preparation of a 3 minutes TV news package with script b. Recording a PTC from the spot of news describing the incident/issue (maximum duration-2minutes) ii) Viva-voce - 10 Marks ** The project files must be prepared and submitted in digitally recorded format by the candidate.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –V

Paper: MCJ-DC-MJ 501(New)/ DC-8 (Old)

Credit: 4

Title of the Course:	Media Law & Ethics
DSC Major Paper Code:	MCJ-DC-MJ 501 (New)/ DC-8 (Old)
Semester - V	

Objectives of the Course:	1. Understanding Media Laws: To familiarize students with the legal framework governing media operations, including laws related to defamation, privacy, intellectual property, and freedom of expression. 2. Applying Ethical Principles: To develop critical thinking skills to analyze complex media issues and apply ethical principles to real-world scenarios. 3. Responsible Media Practice: To install a sense of responsibility and accountability in media practitioners, emphasizing the impact of their work on individuals and society. 4. Critical Analysis: To develop critical thinking skills to evaluate media content, identify potential issues, and apply ethical and legal principles to resolve dilemmas. 5. Professional Development: To prepare students for careers in media-related fields, equipping them with the knowledge and skills to navigate complex ethics and law issues.
Learning Outcomes of the Course	1. Understand key media laws and regulations. 2. Apply ethical principles to media-related issues. 3. Analyze case studies and develop problem-solving skills. 4. Recognize the importance of media literacy and critical consumption. 5. Develop a sense of responsibility and accountability in media practice. v) Media consultant or analyst
<u>Course Content</u>	
Module: -1 Press and the Constitution	1. 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; 2. General Laws Impacting Media: Defamation, Contempt of Court, Official Secrets Act, Sedition, Right To Information Act, 3. CRPC and IPC Provisions.
Module: -2 Laws related to the press	1. 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. 2. Media Regulators: Press Commissions, Press Council of India, Film Censor Board, TRAI, CBC, PIB, Editors Guild of India, PRSI, ASCI, NBA etc.
Module: -3 Media ethics	1. Media Ethics: Ethics for Print, Electronic and social media; Live reporting and ethics; Legality and ethicality of Sting Operation and Phone Tapping; 2. 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); 3. Media Trials; Media Advocacy; 4. Paid News; Ethical issues related with ownership of media and national, transnational monopoly; 5. Code of Conduct for Journalists.
Module: -4 Practical	1. Create a timeline of different laws of the press from British ruled India to Independent India 2. Media monitoring to watch breach of media ethics and laws by different media houses;

	3. Keeping records of such events to prepare a file 4. Writing letters to the editors to draw their attention about breach of media ethics and laws by respective media houses
Suggestive 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" 11. Banshi Manna – Bharater press aain
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 5+5=10 Marks: a) Project file on timeline of Laws of the press in India b. Records file containing different events on breach of ethics and laws by media houses ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –V
Paper: MCJ-DC-MJ 502(New)/ DC-9 (Old)
Credit: 4

Title of the Course:	Communication Models & Theories
DSC Major Paper Code:	MCJ-DC-MJ 502 (New)/ DC-9 (Old)
Semester - V	
Credit - 4	
Objectives of the Course:	1. Understanding Communication Theories: To comprehend the major theories and models of communication, including their applications and limitations. 2. Analyzing Communication Processes: To analyze the communication process, including encoding, decoding, feedback, and noise. 3. Applying Communication Models: To apply communication models and theories to real-world scenarios, including interpersonal, group, and mass communication. 4. Critical Thinking: To develop critical thinking skills to evaluate communication theories and models, and their relevance to contemporary communication issues. 5. Effective Communication: To understand how communication theories and models can be used to improve communication effectiveness in various contexts.
Learning Outcomes of the Course	1. Understand the major communication theories and models, including Shannon-Weaver, Schramm, and Lasswell. 2. Analyze the communication process, including sender, message, channel, receiver, and feedback. 3. Apply communication theories and models to interpersonal, group, and mass communication contexts. 4. Evaluate the role of communication in shaping relationships, attitudes, and behaviors. 5. Develop critical thinking skills to assess the strengths and limitations of communication theories and models Career Outcomes: 1. Communication Professional 2. Strategic Communicator 3. Relationship Builder. 4. Critical Thinker
<u>Course Content</u>	
Module: -1 Models of Communication	1. Aristotle's Model, Berlo's SMCR Model, Laswell's Model, 2. Shanon Weaver Mathematical Model, Newcomb's ABX Model 3. George Gerbner's Model, Osgood and Schramm's Model, 4. Gate keeping Model, Sadharanikaran Model

Module: -2 Theories of Communication	1. Hypodermic Needle, Two Step / Multi Step Flow 2. Populist theories of Media, Play Theory, Uses & Gratification Theory, 3. Cultivation theory, Agenda setting theory, Cognitive Theory, Dissonance Theory, 4. Social Learning Theory, Spiral of Silence
Module: -3 Communication theories, models and the society	1. Society- Concept and Definition, Social Institutions, Family, Community, Social Groups, 2. Specific features of Indian Political System, Normative Theories of Press, 3. Types of Society and Communication: Ancient, Recent Past & Present, 4. Culture- Concept and Definition, Various aspects of Indian Culture, 5. Intercultural Communication, Indian concept of Communication, 6. Narad as a Communicator, Indian Model of Communication with special reference to Sadharnikaran Model.
Module: -4 Practical	Case study and filed survey to identify the impact of different models and theories of communication on our society.
Suggestive Readings:	1. Denis McQuail , Mark Deuze- McQuail's Media & Mass Communication Theory, Sage Publications 2. W.J.Severin & J.W.Tankard- Communication Theories-Origin, methods and uses in Mass Media, Pearson 3. Denis McQuail & S. Windahl- Communication models-for the study of Mass Communication, Taylor and francis Ltd. 4. West and Turner – Introducing Communication theory, Mc Graw Hill India 5. Carolyn Meyer, N. Bringi Dev- Communicating For results, Oxford university Press 6. Bidyarani Asem- Communication Theory and Its , Akansha PublishersPractices 7. Paul Copley, Peter J. Schulz- Theories and models of Communication, De Gruyter 8. Andal N. C. rangarajan–Communication Theories and Models, Himalaya Publishing 9. Uma Narula- Handbook of Communication Models, Atlantic Publishers 10. Om Prakash sing, Indian communication theories & practices, Vani prakashan
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks

Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Case Study/Field survey report on the impact or application of Communication theories and models on society ii)Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –V
Paper: - MCJ-DC-MJ 503(New)/ DC-10 (Old)
Credit: 4

Title of the Course:	Public Relations
DSC Major Paper Code:	MCJ-DC-MJ 503 (New)/ DC-10 (Old)
Semester - V	
Credit - 4	
Objectives of the Course:	1. Understanding PR Principles: To comprehend the fundamental principles and theories of public relations, including communication, relationships, and reputation management. 2. Developing PR Skills: To develop practical skills in PR, including writing, media relations, crisis communication, and event planning. 3. Strategic Communication: To understand how to develop and implement effective communication strategies to achieve organizational goals. 4. Building Relationships: To learn how to build and maintain relationships with various stakeholders, including media, customers, employees, and the public. 5. Crisis Communication: To understand how to manage and respond to crises, including developing crisis communication plans and strategies.
Learning Outcomes of the Course	1. Develop a comprehensive understanding of PR principles and theories. 2. Learn how to write effective PR materials, including press releases, media kits, and social media content. 3. Understand how to build and maintain relationships with media, stakeholders, and the public. 4. Develop skills in crisis communication, including planning, response, and recovery.

	5. Learn how to measure and evaluate the effectiveness of PR campaigns Career Outcomes: 1. PR Practitioner: Prepare students for careers in PR, including roles in corporate communications, public affairs, media relations, and crisis communication. 2. Communication Specialist: Equip students with the skills to communicate effectively with various stakeholders, including media, customers, and employees. 3. Strategic Planner: Develop students' ability to develop and implement strategic communication plans to achieve organizational goals. 4. Crisis Manager: Prepare students to manage and respond to crises, including developing crisis communication plans and strategies
<u>Course Content</u>	
Module: -1 All about PR	1. Public Relations-Concepts and practices, Introduction to Public Relations ; 2. Growth and development of PR ,Importance, Role and Functions of PR, 3. Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors.
Module: -2 PR tools and management	1. Press release, Press conference, Media relations. 2. PR-Publics and campaigns, Research for PR; 3. Managing promotions and functions 4. PR Campaign-planning, execution, evaluation 5. Role of PR in Crisis management, Duties and functions of PRO, PRSI, CSR
Module: -3 CSR	1. Public in PR, Ethical issues in PR-Apex bodies in PR- IPRA code – 2. CSR and Pr, issues of CSR, Contemporary theories of CSR, Selected Case study, 3. CSR and NGOS – interdependence, corporate crisis and image build up, Corporate Branding; 4. Usage of social media to promote corporate communication
Module: -4 Practical	1. Writing Press Release 2. Organising mock press conferences 3. Writing press rejoinders 4. Writing Press Brochure 5. Planning crisis management strategies
Suggestive Readings:	1. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd. 2. Heath Robert L, Handbook of Public Relations, Sage Publications, 3 .Dennis L. Wilcose& Glen T, Public Relations, Pearson 4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall 5. Reddy, C.V. Narasimha - Effective Public Relations and Media Strategy- Delhi PHI learning Pvt. Ltd. 2014 6. Kaul J.M., Naya Prakash, Public Relation in India, Calcutta 7. Ryan Holiday – Trust me I’m Lying-2012

	8 Fraser P. Seitel-.The Practice of Public Relations-2006- Pearson Clg Div. 9. D.L. Wilcox & G. T. Cameron-Public Relations; Strategies and tactics, 2005- Allyn & Bacon 10. Al Ries, Laura Rise- The Fall of Advertising & the Rise of PR, 2002- Harper Business
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 5+ 5=10 Marks: a) Writing Press Release b. Writing press brochure ii)Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –V

Paper: MCJ-DC-MJ 504(New)/ DC-11 (Old)

Credit: 4

Title of the Course:	Advertising
DSC Major Paper Code:	MCJ-DC-MJ 504 (New)/ DC-11 (Old)
Semester - V	
Credit - 4	
Objectives of the Course:	1. Understanding Advertising Principles: To comprehend the fundamental principles and theories of advertising, including consumer behavior, market research, and creative strategy. 2. Developing Advertising Skills: To develop practical skills in advertising, including copywriting, art direction, media planning, and campaign execution. 3. Strategic Thinking: To understand how to develop and implement effective advertising strategies to achieve marketing goals. 4. Creative Problem-Solving: To learn how to approach advertising challenges with creative and innovative solutions. 5. Measuring Advertising Effectiveness: To understand how to measure and evaluate the effectiveness of advertising campaigns

Learning Outcomes of the Course	1. Develop a comprehensive understanding of advertising principles and theories. 2. Learn how to write effective advertising copy and develop creative concepts. 3. Understand how to plan and execute advertising campaigns across various media channels. 4. Develop skills in media planning and buying, including targeting and budgeting. 5. Learn how to measure and evaluate the effectiveness of advertising campaigns using metrics and analytics. Career Outcomes: 1. Advertising Professional 2. Marketing Professional 3. Brand Manager 4. Digital Marketer
<u>Course Content</u>	
Module: -1 All about Ad	1. Introduction to Advertising; Meaning and history Advertising; 2. Importance and Functions of advertising 3. Advertising as a tool of communication, Role of Advertising in Marketing mix, 4. Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising.
Module: -2 Impact of Advertising	1. Types of advertising and New trends 2. Economic, cultural, Psychological and Social aspects of advertising; 3. Ethical & Regulatory Aspects of Advertising; 4. Apex Bodies in Advertising- ASCI and their codes.
Module: -3 Objectives and Ad agency	1. Advertising through Print, electronic and online media 2. Types of Media for advertising ; Advertising Objectives; 3. Ad agency, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding 4. Advertising department vs. Agency-Structure, and Functions Advertising Budget Campaign Planning, Creation and Production , Ad copy.
Module: -4 Practical	1. Writing Ad copies 2. Designing display ads 3. Creating new ad ideas 4. Planning ads for print, electronic and digital media
Suggestive Readings:	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. Dhruv Sabharwal, Fundamentals of Advertising & Public Relations0 Evincepub Publishing 6. Arvind Sahay, Brands & the Brain, Penguin Random House 7. Om Gupta, advertising in India, Kalpaz publications 8. C. Hopkins- Scientific Advertising- Sanage Publishing House 9. Chaudhury Arun, Indian Advertising- Laughter & tears- Niyogi Books 10. C. L. Tyagi, Arun Kumar- Advertising Management, atlantic Publishers
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 5+ 5=10 Marks: a) Writing Ad copies b) Designing display Ad ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VI
Paper: MCJ-DC-MJ 601(New)/ DC-12 (Old)
Credit: 4

Title of the Course:	Development Communication
DSC Major Paper Code:	MCJ-DC-MJ 601 (New)/ DC-12 (Old)
Semester - VI	
Credit - 4	
Objectives of the Course:	1. Understanding Development Communication: To comprehend the concept and principles of development communication, including its role in social change and development. 2. Applying Communication Strategies: To apply communication strategies and techniques to promote development goals, including behavior change, social mobilization, and advocacy. 3. Analyzing Development Issues: To analyze development issues and

	challenges, including poverty, health, education, and environment, and develop effective communication solutions. 4. Designing Development Programs: To design and implement development programs that incorporate effective communication strategies and techniques. 5. Evaluating Development Communication: To evaluate the effectiveness of development communication programs and campaigns
Learning Outcomes of the Course	1. Understand the role of communication in development and social change. 2. Apply participatory communication approaches to development projects. 3. Design effective development communication campaigns and programs. 4. Analyze the impact of communication on development outcomes. 5. Evaluate the effectiveness of development communication initiatives. Career Outcomes: 1. Development Professional 2. Communication Specialist 3. Social Change Agent 4. Program Manager
<u>Course Content</u>	
Module: -1 Development	1. Development: Concept, concerns, Measurement of development; 2. Development versus growth; Human development; Nehruvian model ; Gandhian model; Tagor's model 3. Developing countries versus developed countries; UN millennium development goals 4. Human Development Index, Sen & Hoque's Human Development approach
Module: -2 Development Communication	1. Development communication: Concept and approaches 2. Paradigms of development: Dominant paradigm, dependency, alternative paradigm 3. Development communication approaches – Diffusion of innovation, Magic multiplier 4. Alternative Development communication approaches: 5. Sustainable Development, Participatory Development, Inclusive Development, Gender and development; 6. Development support communication – definition, genesis, area , Woods triangle
Module: -3 Media & Development	1. Role of media in development, Mass Media as a tool for development ,Creativity, role and performance of each media in pre and post liberalization; 2. Programmes and Govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua (JDGP), MNREGA; 3. Cyber media and development – e governance, e chaupal, national knowledge network, 4. ICT for development, Ecological sustainable development, Participatory Development, Community driven development.
Module: -4	1. Field visit to identify the impact and application of development

Practical	support communication in India in the areas of agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness etc. 2. Practicing Rural Journalism- Information needs in rural areas; Rural newspapers; Critical analysis of mainstream media's reportage on rural problems and issues;
Suggestive Readings:	1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000 2. Srinivas R.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications; 3. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001. 4. Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Varanasi, 2007. 5. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi. 6. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964. 7. Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999. 8. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. 9. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. 10. Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007. 11. Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007. 12. What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25. Modern Media in Social Development , 13. Harish Khanna. Kiran Prasad- Development communication in India, BR Publishing, New Delhi
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 5+ 5=10 Marks: a) Field report on impact /application of development communication on society b. Recordings of media reports on rural problems and issues with special observation of the candidates. ii)Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by

	the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VI
Paper: - MCJ-DC-MJ 602(New)/ DC-13 (Old)
Credit: 4

Title of the Course:	Advanced Media Studies & Digital Media
DSC Major Paper Code:	MCJ-DC-MJ 602 (New)/ DC-13 (Old)
Semester - VI	
Credit - 4	
Objectives of the Course:	1. Understanding Digital Media: To comprehend the concepts, tools, and techniques of digital media, including digital publishing, social media, and online content creation. 2. Digital Content Creation: To develop skills in creating engaging digital content, including text, images, audio, and video. 3. Digital Media Platforms: To understand the various digital media platforms, including social media, blogs, and online publishing platforms. 4. Digital Media Strategy: To develop a strategic approach to digital media, including content creation, distribution, and promotion 5. Advanced Media Techniques: To develop advanced skills in media production, including video, audio, and multimedia production. 6. Media Convergence: To understand the concept of media convergence and its impact on media production, distribution, and consumption. 7. Emerging Media Trends: To stay up-to-date with the latest trends and technologies in media, including virtual reality, augmented reality, and artificial intelligence. 8. Critical Analysis: To develop critical thinking skills to analyze and evaluate advanced media content, including its impact on audiences and society
Learning Outcomes of the Course	1. Create engaging digital content for various platforms. 2. Develop a strategic approach to digital media marketing and promotion.

	3. Apply advanced media techniques to create innovative content. 4. Analyze and evaluate the impact of digital and advanced media on audiences and society. 5. Stay up-to-date with the latest trends and technologies in media Career Outcomes: i) Digital content creator ii) Forming Digital News portals iii) Blogging and Vlogging. iv) Social media manager Online publisher v) Media consultant or analyst
<u>Course Content</u>	
Module: -1 Features of digital media	1. Key Concepts and Theory Defining new media, terminologies and their meanings; 2. Digital media, new media, online media etc.; 3. Information society and new media; 4. Technological Determinism, Computer mediated Communication (CMC), Networked Society.
Module: -2 Digital Journalism	1. Understanding Virtual Cultures and Digital Journalism 2. Internet and its Beginnings; 3. Remediation and New Media technologies; 4. Online Communities, User Generated Content and Web 2.0,' 5. Networked Journalism, Alternative Journalism; Social Media in Context; 6. Activism and New Media
Module: -3 More digital	1. Digitization of Journalism Authorship and what it means in a digital age; 2. Piracy, Copyright, Open Source; 3. Digital archives, New Media and Ethics, 4. Overview of Web Writing; 5. Linear and Non-linear writing, Multimedia, Storytelling structures 6. Blogging, Vlogging, FB, X, Instagram, Telegram etc.
Module: -4 Practical	1. Visual and Content Design 2. Website planning and visual design, 3. Content strategy and Audience Analysis; Creating and Promoting Blog, Vlog etc.
Suggestive Readings:	1. Vincent Miller. Understanding digital culture. Sage Publications, 2011. 2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19 48. 3. Siapera, Eugenia. Understanding new media. Sage, 2011. 4. Introduction. -Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. 5. Chapter 3. -Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

	- O'Reilly, Tim. (2005). 6. What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from http://oreilly.com/web2/archive/whatis-web-20.html 7. Grossman, "Iran Protests: Twitter, the Medium of the Movement" - Lemann, Nicholas. 2006. 8. Amateur Hour: Journalism without Journalists. -The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1 Xiang, Biao. 2005. 9. Gender, Dowry and the Migration System of Indian Information Technology Professionals. – 10. Indian Journal of Gender Studies 12: 357-380. Jagadish Chakraborty-Net, Media and the Mass Communication, Author press
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 5+5=10 Marks: a) Individual blogging or vlogging in digital platform b. Creating content or writing report in digital media platforms ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard/digital copies by the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VI
Paper: MCJ-DC-MJ 603(New)/ DC-14 (Old)

Credit: 4

Title of the Course:	Photo Journalism & Cartoons
DSC Major Paper Code:	MCJ-DC-MJ 603 (New)/ DC-14 (Old)

Semester - VI

Credit - 4

Objectives of the Course:	1. Visual Communication: To understand the power of visual communication and how to use images and cartoons to convey messages and tell stories. 2. Critical Thinking: To develop critical thinking skills to analyze and interpret visual images and cartoons. 3. Creative Skills: To develop creative skills in photojournalism and cartooning, including visual composition and design. 4. Storytelling: To apply photojournalism and cartooning skills to tell stories and convey information in a visual format. 5. Humour and Satire: To learn how to use humour and satire effectively in cartoons to convey messages and opinions. 6. Creative Expression: To develop creative expression and skills in cartooning and visual storytelling.
Learning Outcomes of the Course	1. Newspapers and Magazines: Apply photojournalism and cartooning skills in newspapers and magazines, including editorial and feature content. 2. Online Media: Use photojournalism and cartooning skills in online media, including blogs, websites, and social media. 3. Advertising and Marketing: Apply visual communication skills in advertising and marketing, including visual campaigns and branding. 4. Publishing and Media: Work in publishing and media industries, including book illustration, graphic novels, and animation Career Outcomes: 1. Photojournalist. 2. Cartoonist 3. Visual Journalist 4. Graphic Designer

Course Content

Module: -1 About Photo Journalism	1. Introduction to photojournalism: Elements of Visual news story telling, 2. History of photojournalism; 3. Role of photojournalists in a newsroom, Communicating with the desk, briefing and debriefing; 4. Types of news stories; Developing eye for news photos; 5. Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights, Use and misuse of technology;
Module: -2 Photo mechanism	1. Basic concept of photography and photo editing: What is camera, its functions, and introduction to different types of camera 2. Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Lighting for camera; 3. Concept and role of photo editing; Reading the Mistakes in photos (noise in photographs, over exposure etc.) , Caption Writing; 4. Introduction to photo-editing software such as Adobe Photoshop; CMYK, and RGB pattern. 5. Types of Photography- Street Photography, off-beat photography, documentary photography, war, terror, and crime photography; spot

	photography, sports, culture, fashion, food, nature, environment photography; 6. Photo features, photo stories and photo essays;
Module: -3 Cartoon	1. Cartoon: Definition, Origin of Cartoon, Role and scope of cartoon; 2. Importance of cartoon in news media; 3. Qualities and functions of a cartoonist; 4. Different types of cartoons; Political, editorial, satire, ethical, environmental cartoons; 5. Effect of cartoons on viewers; Encoding and decoding cartoons; Future of cartoon in news media.
Module: -4 Practical	1. Understanding and identifying different types of Photography 2. Capturing photos and writing captions 3. Creating photo stories, photo features and photo essays 4. Encoding and decoding of cartoons 5. Creating new ideas for conveying message through cartoons
Suggestive Readings:	1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press 2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall 3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson 4. David Herrod, Photo Journalism-An essential guide, Guild of Master Craftsman Pub. 2012 5. The Hulton Getty picture collection- 150 years of Photo Journalism- Konemann publication 6. Jurg Witter- Talking through Pictures- Create space independent Pub, 2016 7. Monita Singh- Print Media and photo journalism, Centrum Press, 2010 8. Osman Karakas- Professional Photo Journalism, Digital e-book 9. B K Deshpande- photo Journalism, sonali publication 2007 10. Victor S Navasky- The Art of Controversy- Published by Alfred A. Knope, USA, available in Kindle edition 11. Ritu Goirala Khanduri, Caricaturing Culture in India, Cambridge University press, 2014
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 5+ 5=10 Marks: a) Project files containing photographs with captions b. Project files containing news cartoons and their proper explanation ii) Viva-voce - 10 Marks ** Individual project files must be prepared and submitted in hard copies by

	the candidates.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VI
Paper: MCJ-DC-MJ 604(New)/ DC-15 (Old)
Credit: 4

Title of the Course:	Documentary film & Film studies
DSC Major Paper Code:	MCJ-DC-MJ 604 (New)/ DC-15 (Old)
Semester - VI	
Credit - 4	
Objectives of the Course:	1. Visual Literacy: To develop visual literacy skills, including the ability to analyze and interpret film and documentary images. 2. Critical Thinking: To develop critical thinking skills, including the ability to analyze and evaluate film and documentary content. 3. Creative Expression: To apply film and documentary production skills to express ideas and tell stories. 4. Cultural Understanding: To understand the cultural context and significance of film and documentary. 5. Film Theory and Criticism: To understand film theory and criticism, including genre, auteur theory, and cultural studies approaches. 6. Film Analysis: To analyze films critically, including their narrative structure, visual style, and cultural context 7. Understanding Documentary Film: To comprehend the history, theory, and practice of documentary filmmaking. 8. Documentary Production: To develop skills in documentary production, including research, scripting, filming, and editing
Learning Outcomes of the Course	1. Film and Television Production: Apply film and documentary production skills in film and television production companies. 2. Film Festivals and Exhibitions: Work in film festivals and exhibitions, including programming, marketing, and distribution. 3. Film Criticism and Journalism: Write film reviews and criticism for publications, websites, and social media. 4. Media Education: Teach film and media studies in educational institutions, including schools and universities

	Career Outcomes: 1. Filmmaker/ Documentary Filmmaker 2. Film Critic 3. Film Programmer 4. Media Professional
<u>Course Content</u>	
Module: -1 About Film	1. Language of Cinema , Hindi Cinema Early Cinema and the Studio Era 1950s -Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob etc.) 2. The Indian New-Wave cinema, Globalisation and Indian Cinema, Film Culture. 3. Film Form and Style , From word to Picture: Literature and Cinema; 4. Journey and destinations of films, Thoughts of the camera; 5. The Art of Silence, Film genre, Fiction and Non Fiction Cinema, Deep focus, Flash back, Flash forward
Module: -2 Know the visual language	1. Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, 2. Continuity Editing, Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound. 3. Film Authorship with a special focus on Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Hrishikesh Mukherjee, Rituparno Ghosh, Goutam Ghosh, Maniratnam, Adoor Gopalakrishnan; 4. Censorship, different stages of Film Production
Module: -3 Documentary film	1. Understanding the Documentary film, Introduction to Realism , observational approach of Cinéma Vêrite, 2. Introduction to Shooting styles, Introduction to Editing styles of documentary film making; Structure and scripting the documentary film; 3. Documentary Production: Pre-Production by researching Library, archives, location, life stories etc. 4. Writing a concept: telling a story, Writing a proposal and budgeting for documentary
Module: -4 Practical works	1. Watching films and documentary films of different genres, culture and issues 2. Making documentary films/ short films 3. Researching, Scripting for documentary films 4. Editing Documentaries 5. Use of Voice Over, Info-graphics etc. 6. Adopting different promotional strategies
Suggestive Readings:	1. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94. 2. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed. 3. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.

	4. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009 5. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010 6. Dhiman Dasgupta (Translated), Chalachitrer Avidhan, Banishilpa, 7. Dhiman Dasgupta, Cinemar O AA KO KHO, Banishilpa, 2009 8. Shoma A. Chatterjee -100 Years Of Jump Cuts And Fade Outs, Rupa pub, 2014 9. David LaRocca- The Philosophy of Documentary Film, Lexington Books, 2016 10. Erik Barnow and Krishnaswamy Documentary Charles Musser “Documentary” in Geoffrey Nowell Smith ed, The Oxford History of World Cinema Oxford University Press: 1996, 322-333 11. Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36 12. Trisha Das, How to Write a Documentary Script, PSBT, 2007 13. Vasuki Belavadi, Video Production, Oxford Publication
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Making a documentary film/ short film (Individual or team work) (maximum duration-15 minutes) ii)Viva-voce - 10 Marks ** The project file must be prepared and submitted in digitally recorded format by the candidate.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VII
Paper: MCJ-DC-MJ 701(New)/ DC-16 (Old)
Credit: 4

Title of the Course:	Folk and Community Media
DSC Major Paper Code:	MCJ-DC-MJ 701 (New)/ DC-16 (Old)
Semester - VII	
Credit - 4	
Objectives of the Course:	1.To become acquainted with the concept of Community media and traditional folk culture. 2. To study the impact created by traditional folk media among the masses. 3.To identify the convergence of folk and community media with modern mass media.
Learning Outcomes of the Course	1. Demonstrate knowledge of community media and traditional folk culture, their characteristics, and historical evolution. 2. Apply critical thinking to evaluate the impact of folk and community media and their convergence with modern media. 3. Create effective community-centered media content through oral, visual, and written communication. 4. Conduct research and analysis on traditional folk practices and community media initiatives. 5. Exhibit ethical and cultural awareness by promoting social justice and preserving indigenous knowledge.
Module: -1 Concept	Defining Community Media -- Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community Media History of Community Media – International and Indian Perspectives
Module: -2 Initiatives in Community Media	Participatory Video - Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments. Community Newspapers and Magazines - Characteristics of Community newspapers/ magazines. Community Radio - Meaning, Concept and Scope. Puppetry - What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India.
Module: -3 Folk Media	Traditional Folk Media: Traditional Folk Media – Meaning, Characteristics, its difference from Mass Media, Different Forms of Traditional Folk Media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication Media puppetry, Théâtre, Street Plays, Folk Songs, Folk Dance, Jatha, Music, Road Shows etc. Case Studies of Community Approaches – Plan, implement, and evaluate various community mobilization efforts using proven tools of community-

	led approaches to development – Interpersonal and small group approaches: Large group approaches, Buzz Techniques, Advocacy approaches, Capacity building approaches, Traditional and modern media as vehicles of inter-cultural communication, Convergence of Traditional Media with Modern Mass Media.
Module: -4 Folk Culture of West Bengal	Folk Culture of West Bengal- A brief History of West Bengal's folk culture; Languages: Different Language and folk cultures of West Bengal, Folk Culture: Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales and Jatra. Folk Music and dance: Kirtan, Baul, Bhatiali, Bhawaiya, Jhumur, Chhau, Raibenshe, Tusu, Bhadu, Gambhira, Domni, Alkaap, Jatra, Patha-natika, Putulnaach, Mokha Naach, Santhali Naach, Charak, Gajan, Manasa gaan, Kushan, Bonbibibi etc; Folk Artists and their contributions. Architecture and Archaeology: Sculpture, Woodcraft, Shola Craft (Sponge wood), Bamboo craft, Clay dolls, Terracotta, Kantha, Baluchary, Jamdani, Shitalpati, Dokra, Drawing, Mural, Aalpana, and Pata- Chitra.
Suggestive Readings:	1. Dinesh Ch. Sen, 1920, The Folk literature of Bengal, University of Calcutta. 2. Shyam Parmar, 1975: Traditional folk media in India, Geka Books, New Delhi. 3. Srinivas Pathukala, 2021, Traditional Folk Media in India, White Falcon Publishing. 4. Dr. Raghavendra Mishra, 2016, Traditional Folk Media in India- Relevance & Practice, Bharati Prakashan, Varanasi 5. Dr. Smiti Padhi, 2019, Traditional Folk Media in India, University Book House. 6. Durga Das Mukhopadhyay, 2017, Folk Arts and Social Communication, Publicatoin Division, Ministry of I & B, India 7. Ajit Mookerjee, 1939, Folk Art of Bengal, University of Calcutta 8. K.P. Jayshankar and others, 2021, Many voices, many worlds, Sage Publication 9. Graeme Burton. 2010: Media & Society Critical Perspectives, Tata McGraw-Hill, New Delhi, 10. Ghanshyam Shaw. 2004: Social Movements in India: A Review of Literature, Sage Publications, New Delhi. 11. Approvo, J. Theophilus. 1986: Folklore for Change, Theological Seminary, Madurai, 12. Atton, Chris .2002: Alternative Media; Sage, London 13. Gargi, Balwant. 1991: Folk Theatre in India, Rupa and Co., Bombay, 14. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India 15. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.
Method of	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits

Assessment & Measurement	ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Project - 10 Marks: a) Preparation of a project file on local folk media and culture. ii)Viva-voce - 10 Marks ** The project file must be prepared and submitted in digital format or in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VII
Paper: MCJ-DC-MJ 702(New)/ DC-17 (Old)
Credit: 4

Title of the Course:	Business Communication
DSC Major Paper Code:	MCJ-DC-MJ 702 (New)/ DC-17 (Old)
Semester - VII	
Credit - 4	
Objectives of the Course:	1. This course aims to develop students' professional communication skills across verbal, non-verbal, written, and digital platforms. 2. It equips learners to confidently interact in diverse business contexts while fostering cultural awareness, ethical sensitivity, and personal branding. 3. The learners will be trained to face the challenges of corporate houses; 4. Different corporate houses can get the best employees by campus interviews.
Learning Outcomes of the Course	1. Understand Explain the fundamentals and significance of communication in business, including models, types, and barriers. 2. Apply principles of effective verbal, non-verbal, and written communication in professional and business contexts 3. Analyze the influence of appearance, grooming, and social equeue on professional image and business relationships. 4. Evaluate and adapt communication strategies for diverse cultural, digital, and ethical contexts in global business environments. 5. Create impactful resumes, business presentations, and digital profiles tailored to industry expectations.
Module: -1 Fundamental of Business Communication	Foundations of business communication: Significance, Types, Process and barriers to communication (Introductory Part). Importance and Objectives and scope: Why communication is critical in business, Key purposes: Information sharing, decision-making, coordination, motivation, etc. Types of Communication: Formal, Informal,

	Internal, External. Barriers to Effective Communication and Overcoming Them, 7 Cs of Effective Communication. Features of Business Communication, Process of communication. Significance of Appearance : Role of Physical Appearance, Link between attire, self-image and confidence. Visual communication as part of non-verbal cues. Types of Business Dress Suits : Formal attire, Business casuals, Smart casuals, Industry Specific attire. Grooming and Personal Hygiene : Neatness and cleanliness, hair, Nails, Make up and perfume etiquettes. Dress and Gender Sensitivity: Gender neutral Dressing Guidelines, Sensitivity to workplace diversity and inclusion. Attire for Business situations (Interviews, Client Meetings, Business Dinners and Social Events, Online meetings and virtual etiquettes. Do's and Don'ts for workplace dressing.
Module: -2 Listening and Speaking	Listening Skills: Importance, Difference between Listening and hearing (Case study), Types of listening, Barriers to listening and techniques to improve listening, Note Wring. Business Applications for listening skills: Interviews and Meetings, Negotiation and Conflict Resolution, Customer and client interactions, Cross cultural challenges (Role Plays). Tools: Ted Talks, Pod casts, Use of Available AI tools to analyse listening. Effective Speaking: Clarity and conciseness in speaking, Organization of thoughts into speech, Adequate choice of words. Understanding Audience, Speech and tone of speech. Practicing Articulation. Selection of Content for speech(News Paper Articles). Types of Managerial Speech: Introductory Speech, Briefing Speech, Reporting Speech, Thematic Speech, Vote of thanks. Non Verbal Communication: Introduction and significance, Comparison with verbal communication, Mehrabian's Rule. Types of Non Verbal Communication: Kinesics, Proxemics, Haptic, Paralanguage, Chronemics, Artefacts and Symbolism. Expression of emotions and relationships, Regulating Interaction flow. Barriers to Interpreting Non Verbal communication; Misreading Body Language, Over reliance on gestures, Cultural Bias and Assumptions. Case Studies, Observation, Self Assessment of personal non verbal habits, Video Analysis of non verbal cues.
Module: -3 Presentation Skills	Presentation Skills Importance and Significance of presentation skills in Business. Audience Analysis and purpose of presentation. Structure of Presentation and Time management for each section. Verbal and Non Verbal Delivery. Visual Aids and Technology: Designing Effective Slides (PowerPoint/Google Slides) Use of Visuals: Graphs, Charts, Images, Info graphics, Slide Design Principles: Simplicity, Contrast, Font Size, Colour Use, Tools: Clickers, Laser Pointers, Whiteboards, Remote Presentations Engaging the Audience: Voice Modulation, Pacing and Pausing, Eye contact, Posture and Body language. Ice Breaking – Hook Question, Data, story. Closing with Impact, recap, call to action. Handling stage fright, Effective use of humour and anecdotes. Handling questions, dealing with interruptions and distractions, Using tools, Online polls. Social Media and Digital Communication Overview: LinkedIn, X (Twier), Instagram, YouTube, Threads, etc. Platform-specific communication styles Audience targeting and engagement. Personal Branding on Social Media: Crafting a professional digital presence, LinkedIn optimization: Profile, posts, recommendations, Building authority and engagement through content, Networking and thought leadership. Social Media Strategy for Business, Setting goals and KPIs, Content creation and planning, Brand voice and storytelling, Tools for scheduling, analytics, and reporting. Ethics, Privacy, and Legal Issues, Misinformation and fake news, Cyber bullying and trolling, Intellectual property and content rights, Responsible influencer and brand collaborations
Module: -4 Business Writings	Business Writing Introduction and scope of business writing. Grammar, Punctuation, and Sentence Structure, Tone, Language, and Formality in Writing, Active vs. Passive Voice, Avoiding Common Errors in Business Writing. Business Correspondence: Leers, Language and etiquettes. Email and Digital Communication: Professional Email Format and Structure, Subject Lines,

	Attachments, Sign-offs, Email Etiquette and Netiquette, Writing Instant Messages and Chats in a Professional Context. Writing Memos, Notices, Circulars, Business Reports : Prewriting, Drafting, revising Writing Style, Clarity Conciseness and Formal tone, Avoiding jargon, bias and redundancy. Writing Minutes of meeting. Resume Writing Importance of resume in the Job Market, Recruiters expectations and anticipation. Types of resumes; Chronological, Functional, combination Structure and content: Contact Info, Objectives and Summary, Academic credentials and Projects and live cases, accomplishments, quantifying achievements with metrics (STAR method), Impact Statements and power verbs. Font types, Layout and file types. Industry Specific Customization: Banking & Finance, Operations and Supply Chain, IT and Analytics, Marketing and Sales. Keywords and ATS (Application Tracking System). Linked In and social media profiles alignment. Peer Review, Proof reading techniques, Final draft and submission.
Suggestive Readings:	1. Business Communication: Concepts, Cases and Applications P.D. Chaturvedi & Mukesh Chaturvedi, Pearson 2. Business Communication Today, Courtland L. Bovee & John Thill, Pearson 14th/15th Ed 3. Basic Business Communication: Skills for Empowering the Internet Generation, Raymond V. Lesikar & Marie Flatley, McGraw Hill, 11th Ed. 4. Effective Business Communication, Herta Murphy, Herbert Hildebrandt, McGraw Hill 5. Communication for Business, Shirley Taylor , Pearson 4th Ed. 6. The Nonverbal Advantage: Secrets and Science of Body Language at Work by Carol Kinsey Goman Berre-Koehler (For Non-verbal Communication) 7. Intercultural Communication in the Global Workplace by Linda Beamer & Iris Varner, McGraw Hill 8. Harvard Business Review on Communicating Effectively, Harvard Business Press Case-based reading 9. Digital Body Language by Erica Dhawan, St. Marn's Press (For online & virtual etiquette) 10. Business Communication for Managers by Penrose, Rasberry & Myers Cengage – (For Learning Managerial communication focus)
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 10 Marks: a) Preparation of project file containing press invitation, press release, business notice and circulars etc. b) Preparation of self Resume ii) Viva-voce - 10 Marks ** The project file must be prepared and submitted in digital format or in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VII
Paper: MCJ-DC-MJ 703(New)/ DC-18 (Old)
Credit: 4

Title of the Course:	Media and Information Literacy
DSC Major Paper Code:	MCJ-DC-MJ 703 (New)/ DC-18 (Old)
Semester - VII	
Credit - 4	
Objectives of the Course:	1. To define media and information. 2. To make aware of different types of media. 3. Understand how media messages create meaning 4. To understand the role of media in democracy. 5. To define media and information literacy 6. To learn the need for media literacy in the digital age. 7. To know the ethical use of information.
Learning Outcomes of the Course	1. Demonstrate comprehensive knowledge of media and information and their role in democracy and society. 2. Critically evaluate and ethically use information from print, electronic, and digital sources. 3. Analyze digital content and user-generated media for reliability, misinformation, and manipulation. 4. Communicate information effectively through written, oral, and digital formats. 5. Apply media and information literacy skills across professional and social contexts for lifelong learning and interdisciplinary problem-solving.
Module: -1 Media and Information	Media and Information: Defining Media and Information, Types of Media- Print, Electronic and Digital, Need for Media and Information, Understanding the Role and Functions of Media In Democracy. Freedom of Expression and Media and Information Literacy.
Module: -2 Information Literacy & Media Literacy	Information Literacy: Defining and Articulating Information Literacy, Need for Information Literacy, Locating and Accessing Information, Assessing Information, Organizing Information, Ethical Use of Information, Communicating Information, ICT Skills for Information Processing. Media Literacy: Defining Media Literacy, Need for Media Literacy, understanding conditions under which media performs their functions, Media Content and Critical Evaluation, News Literacy, Advertisement Literacy, Television and Cinema Literacy
Module: -3 Media and Information	Media and Information Literacy in Digital Age: Computer and Internet Literacy, Users Generated Content, Ethical Issues with Digital Media- misinformation, Disinformation, Mal Information, Manipulation and

Literacy in Digital Age	Distortion. Reliability of Digital Content, Social Media Sharing and Forwarding.
Module: -4 Fact Checking	Politics of Fact-Checking and Media Verification: Understanding fact-checking: Concepts, processes, and tools, The role of fact-checkers in democracy and public discourse, Political and ideological influences on fact-checking. Gate keeping, bias, and selective verification in media Case studies of misinformation, political propaganda, and contested facts Strategies for promoting transparency, accountability, and media trust ICT tools for Fact-Checking.
Suggestive Readings:	1. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009) 2. Hodgkinson, P. Media, Culture and Society: An Introduction (Sage, 2010) 3. John.V. The Media of Mass Communication (PHI, 2012) 4. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004) 5. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013) 6. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004) 7. W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 10 Marks: a) Preparation of project file (paper cuttings and print outs) containing fake news, misinformation, propaganda, biasness etc. in news ii) Viva-voce - 10 Marks ** The project file must be prepared and submitted in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VII
Paper: MCJ-DC-MJ 704(New)/ DC-19 (Old)
Credit: 4

Title of the Course:	Mobile Journalism and Multimedia Production
DSC Major Paper Code:	MCJ-DC-MJ 704 (New)/ DC-19 (Old)
Semester - VII	
Credit - 4	
Objectives of the Course:	1.To Understand the importance of the mobile phone as an important tool of new-age communication 2.To define the meaning, concepts and practices of MOJO 3.To make students aware of different MOJO Programming. 4.To familiarise students with techniques of reporting for MOJO 5.To make students learn about the importance and future of digital content 6.To know the technicalities of multimedia production
Learning Outcomes of the Course	1. Demonstrate comprehensive knowledge of mobile journalism concepts, evolution, and smart phone culture. 2. Analyse MOJO programming, camera techniques, and multimedia storytelling approaches. 3. Apply reporting, scriptwriting, and presentation skills for ethical mobile journalism. 4. Understand and evaluate the use of multimedia tools, apps, and equipment for content creation. 5. Critically reflect on digital content trends, ethical challenges, and culturally responsible practices.
<u>Course Content</u>	
Module: -1	Understanding MOJO: Mobile phone: a convergent technology, Smartphone culture and society, Concept and Evolution of Mobile Journalism, Advantages and Trends in MOJO, MOJO Equipment(Tripod, Gimbal, Clip microphones, Wireless recording), Handling the Apps(for Photography, Video Recording, Editing
Module: -2	MOJO Programming: MoJo News Room, Types of News Programme and Packaging, handling Mobile Camera Shots and Angles, how to shoot press conference, mobile videography techniques, from stability and framing to sound and sequencing
Module: -3	Reporting for MOJO: PTC and its type, Qualities MOJO Journalist, Script Writing and Presentation skills multi-media content management, managing social media
Module: -4	Multimedia Production: Photo Shooting and Editing, Video Recording, Video Editing, Audio Recording and Editing, Live streaming, Mobile documentary, Vlog, Reel.
Suggestive Readings:	1.Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. CQ Press 2.Eldridge II, S., and Franklin, B. (2018). The Routledge Handbook of

	Developments in Digital Journalism Studies. Routledge 3.Hjorth, L., Burgess, J., and Richardson, I. (2012). Studying mobile media: Cultural technologies, 4.M. Castells and M. Fernandez, Mobile communication and Society, MIT Publication 5. I. Burum and S. Quinn MOJO: The Mobile Journalism Handbook, Focul Press 6.James G. Stovall Web Journalism: Practice and Promise of a New Medium 7.Ronal Dewolk, Introduction to Online Journalism, Allyn& Bacon, 2001 8.John Vernon Pavlik ,New Media Technology, Allyn& Bacon 9.Cecilia Friend, Online Journalism Ethics: Traditions and Transitions, 2007 10.Richardson, Allissa. "Mobile Journalism: A Model for the Future". Diverse Issues in Higher 11.Education. Cox, Matthews and Associates, Inc. Retrieved January 9, 2013. 12.http://www.mojo-manual.org/ 13.http://www.mojo-manual.org/understanding-mobile-journalism/ 14.http://vimojo.co/
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Preparation of complete news package using Mobile phone ii)Viva-voce - 10 Marks ** The project file must be prepared and submitted in digitally recorded format by the candidate.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VIII
Paper: MCJ-DC-MJ 801(New)/ DC-20 (Old)
Credit: 4

Title of the Course:	Political and International Communication
DSC Major Paper Code:	MCJ-DC-MJ 801(New)/ DC-20 (Old)
Semester - VIII	
Credit - 4	
Objectives of the Course:	1.To provide an advanced understanding of the theories, paradigms, and models of political and international communication. 2.To examine the role of media in shaping political processes, governance, and international relations. 3.To critically analyse the interrelationship between media systems, ideology, power, and policy-making in democratic and authoritarian contexts. 4.To explore the impact of digital media, globalization, and technological transformation on political communication and diplomacy. 5.To study propaganda, public diplomacy, and soft power as tools of international communication and influence. 6.To cultivate analytical, ethical, and research skills relevant to political and international media environments.
Learning Outcomes of the Course	1: Demonstrate advanced conceptual and theoretical understanding of political and international communication within local, national, and transnational contexts. 2: Critically evaluate media's role in constructing political realities, influencing public opinion, and shaping foreign policy discourses. 3: Assess ethical, cultural, and ideological dimensions of political communication and its implications for democracy and global citizenship. 4: Design and execute analytical projects or case studies applying qualitative or quantitative approaches to political or international communication issues. 5: Integrate knowledge of communication practices to promote inclusive, sustainable, and participatory democratic engagement across societies.
<u>Course Content</u>	
Module: -1 Concept	Theoretical Foundations of Political Communication: Nature, scope, and evolution of political communication, Theories and models: Agenda Setting, Framing, Priming, Spiral of Silence, Public Sphere (Habermas), Two-step Flow, Political discourse, ideology, and language of persuasion, Power, hegemony, and the role of media in democratic and authoritarian systems, Political culture and media effects theories
Module: -2 Political Communication in digital era	Media, Politics, and Public Opinion in the Digital Era: Media systems and political structures: comparative perspectives, Political journalism, election coverage, and political advertising, Opinion polls, debates, and voter perception, Social media, big data, and algorithmic politics, Information disorder: misinformation, disinformation, and mal information, Case Studies: Indian elections, Terrorist activities and Anti-terror actions, Bilateral and Multilateral relations , Indo-Pakistan, Indo-Bangladesh, Indo-China, Indo-US, Indo-Russia, Indo-European relations, U.S. presidential

	elections, International wars, Deep state, Contemporary National issues.
Module: -3 Theories and debates	International Communication: History, Theories, and Debates: Evolution of international communication: from imperialism to globalisation, Paradigms: Modernisation, Dependency, Cultural Imperialism, Globalisation, and Post-globalisation, UNESCO's NWICO debate and the MacBride Commission Report, Global media ownership and information flow imbalances, Role of transnational news agencies and global broadcasters (BBC, CNN, Al Jazeera, CGTN), International communication policies and global governance
Module: -4	Strategic, Diplomatic, and Crisis Communication: Public diplomacy and nation branding, Propaganda, strategic narratives, and influence operations, Media and conflict communication: war reporting and peace journalism, Crisis communication and media diplomacy in international conflicts, Role of international organizations (UNESCO, WHO, UNDP, EU) in global communication, Ethical and moral challenges in political and crisis communication Emerging Trends, Challenges, and Case Studies in Political and International Communication: Digital diplomacy, cyber politics, and the geopolitics of information, AI, datafication, and surveillance in political communication, Global movements and transnational activism: #MeToo, Black Lives Matter, Climate Communication, Political economy of media and post-truth politics, Sustainability, ethics, and social responsibility in political and international communication, Contemporary Indian perspectives and South-South cooperation in global communication
Suggestive Readings:	1. McNair, Brian. An Introduction to Political Communication. Routledge. 2. Voltmer, Katrin. The Media in Transitional Democracies. Polity Press. 3. Hallin, Daniel C., & Mancini, Paolo. Comparing Media Systems: Three Models of Media and Politics. Cambridge University Press. 4. Graber, Doris A., & Smith, Johanna Dunaway. Mass Media and American Politics. CQ Press. 5. Entman, Robert M. Projections of Power: Framing News, Public Opinion, and U.S. Foreign Policy. University of Chicago Press. 6. Thussu, Daya Kishan. International Communication: Continuity and Change. Bloomsbury. 7. Castells, Manuel. Communication Power. Oxford University Press. 8. Herman, Edward S., & Chomsky, Noam. Manufacturing Consent: The Political Economy of the Mass Media. Pantheon Books. 9. Snow, Nancy, & Taylor, Philip M. The Routledge Handbook of Public Diplomacy. Routledge. 10. McPhail, Thomas L. Global Communication: Theories, Stakeholders, and Trends. Wiley-Blackwell. 11. Norris, Pippa. A Virtuous Circle: Political Communications in Postindustrial Democracies. Cambridge University Press. 12. Chadwick, Andrew. The Hybrid Media System: Politics and Power. Oxford University Press. 13. Gilboa, Eytan. Public Diplomacy: Cultural and Political Engagement in a Globalized World. Routledge. 14. McQuail, Denis. McQuail's Mass Communication Theory. Sage Publications.

	15.Boyd-Barrett, Oliver. Global News: National Policies and International Media. Routledge.
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Preparation of project file containing national and global issues with critical analysis by the candidate. ii)Viva-voce - 10 Marks ** The project file must be prepared and submitted in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VIII
Paper: MCJ-DC-MJ 802(New)/ DC-21 (Old)
Credit: 4

Title of the Course:	Media Democracy and Human rights
DSC Major Paper Code:	MCJ-DC-MJ 802(New)/ DC-21 (Old)
Semester - VIII	
Credit - 4	
Objectives of the Course:	1.To examine the philosophical, legal, and institutional foundations of democracy and human rights in relation to media practices. 2. To analyse the role of media as a watchdog, agenda-setter, and facilitator of public discourse in democratic societies. 3.To evaluate national and international frameworks governing freedom of expression, access to information, and communication rights. 4.To critically assess media's role in promoting or violating human rights through representation, framing, and structural biases. 5.To explore the implications of emerging digital technologies, surveillance, and information disorder for democracy and human rights. 6.To develop informed, ethical, and research-driven perspectives on media accountability, advocacy, and global justice communication.
Learning Outcomes of the Course	1: Demonstrate advanced conceptual understanding of the interconnections between media systems, democracy, and human rights. 2: Critically analyze media's influence on democratic participation, public opinion, and rights-based movements. 3: Uphold ethical media practices that reinforce constitutional values,

	inclusivity, and freedom of expression. 4: Conduct scholarly analyses and produce informed commentaries or research outputs on contemporary issues in media and human rights. 5: Engage with global and digital media landscapes to advocate for human rights and sustainable democratic communication.
<u>Course Content</u>	
Module: -1 Concept	Media, Democracy and Theoretical Foundations: Conceptual understanding of democracy: classical, liberal, participatory, deliberative, and digital democracy. Role of media in democratic theory: public sphere (Habermas), agenda-setting, framing, and gate keeping. Communication rights as human rights – theoretical frameworks (UNESCO, AMARC, IAMCR perspectives). Press freedom, pluralism, and media independence in democratic governance. Case studies: Media’s role in Indian democracy; comparative analysis with Western and Global South democracies.
Module: -2 Media, Law and Human rights	Media, Law, and Human Rights Frameworks: Universal Declaration of Human Rights (1948), ICCPR (1966), and other international conventions related to freedom of expression and information. Indian Constitution and media: Article 19(1)(a), reasonable restrictions, and RTI Act (2005). Media regulations, censorship, and freedom of the press – global and national contexts. Role of judiciary, Press Council of India, and self-regulatory bodies. Case studies: Emergency censorship in India, Pegasus surveillance, Internet shutdowns, and global whistleblower cases (Snowden, Assange, etc.).
Module: -3 Role of media	Media Representation, Power, and Human Rights Discourses: Representation of marginalized communities, minorities, and gender in media. Media, propaganda, and conflict: framing of wars, protests, and humanitarian crises. Human rights journalism: concept, ethics, and challenges. Media, migration, refugees, and humanitarian storytelling. Case studies: Coverage of Rohingya crisis, Black Lives Matter, farmers’ protests, and human rights violations in conflict zones.
Module: -4 Recent trends	Digital Media, Surveillance, and Emerging Challenges: Digital democracy and civic engagement: social media activism, networked publics, and digital movements (#MeToo, #FridaysForFuture, etc.). Surveillance capitalism and data colonialism: implications for privacy and autonomy. Information disorder: fake news, disinformation, and algorithmic biases. AI and human rights: governance, ethics, and accountability in the age of automation. Future of human rights communication: advocacy, transparency, and digital inclusion.
Suggestive Readings:	1. McQuail, Denis (2010). McQuail’s Mass Communication Theory. Sage Publications. 2. Curran, James & Gurevitch, Michael (2005). Mass Media and Society. Hodder Arnold. 3. Habermas, Jürgen (1989). The Structural Transformation of the Public Sphere. MIT Press. 4. Sen, Amartya (1999). Development as Freedom. Oxford University Press. 5. UNESCO (2019). World Trends in Freedom of Expression and Media Development Report. 6. McBride, Sean (1980). Many Voices, One World (The MacBride Report). UNESCO. 7. Keane, John (2013). Democracy and Media Decadence. Cambridge

	University Press. 8.Cohen-Almagor, Raphael (2001). The Boundaries of Liberty and Tolerance: The Struggle Against Kahanism in Israel. University Press of Florida. 9.Herman, Edward S. & Chomsky, Noam (2002). Manufacturing Consent: The Political Economy of the Mass Media. Pantheon. 10.Couldry, Nick & Mejias, Ulises A. (2019). The Costs of Connection: How Data is Colonizing Human Life and Appropriating It for Capitalism. Stanford University Press. 11.Banaji, Shakuntala (2018). Children and Media in India: Narratives of Class, Agency and Social Change. Routledge. 12.Bajpai, Rochana (2011). Debating Difference: Group Rights and Liberal Democracy in India. Oxford University Press. 13.Tufekci, Zeynep (2017). Twitter and Tear Gas: The Power and Fragility of Networked Protest. Yale University Press. 14.Reporters Without Borders (2024). World Press Freedom Index Report.
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 10 Marks: a) Preparation of project file containing contemporary issues which deals with media democracy and human rights with critical analysis by the candidate. ii)Viva-voce - 10 Marks ** The project file must be prepared and submitted in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VIII
Paper: MCJ-DC-MJ 803(New)/ DC-22 (Old)
Credit: 4

Title of the Course:	Intercultural Communication
DSC Major Paper Code:	MCJ-DC-MJ 803(New)/ DC-22 (Old)
Semester - VIII	
Credit - 4	
Objectives of the Course:	1.To Understand the concepts, processes, and significance of intercultural communication. 2.To Examine the influence of cultural values, beliefs, and identities on communication. 3.To Identify and address barriers like stereotypes, biases, and ethnocentrism in communication. 4.To Analyze the role of mass media and globalization in shaping intercultural interactions. 5.To Promote ethical and culturally sensitive communication in professional and social contexts.
Learning Outcomes of the Course	1. Explain key theories and concepts of intercultural communication. 2. Critically evaluate cultural barriers and propose strategies for effective communication. 3. Apply culturally sensitive verbal and non-verbal communication skills. 4. Demonstrate ethical awareness and respect for cultural diversity. 5. Assess the impact of media and globalization on intercultural exchanges.
<u>Course Content</u>	
Module: -1	Introduction to Inter-Cultural Communication: Basics of Communication: Definition & Concept & Process. Basics of Culture: Definition & Concept. Understanding the complexities of culture and cultural identities. Key cultural values and concepts.
Module: -2	Culture Patterns & Communication: Cultural Patterns, Cross-Cultural Dialogues, Cultural symbols in Verbal vs Non-verbal Communication; Verbal language, codes and conventions; Non-verbal aspects of communication in different cultures, Influences of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication, Biases and stereotypes in communication processes, Cultural sensitivity and etiquette in communication in relation to the variation in faiths and religions.
Module: -3	Culture, Communication & Barriers & Mass Media: Various types of communication barriers, Enculturation', 'Acculturation', 'Ethnocentrism' Biases and stereotypes in communication processes, Ways to overcome or avoid communication barriers, Cultural diversity and mass media as the vehicle of intercultural communication, Mass media as a culture manufacturing industry, Impact, the effect of media and new technology on culture, Inter-cultural communication through folk media , Cultural hegemony
Module: -4	Intercultural communication and international implication:

	Globalization: Effects on culture, identity, and communication, Cross-communication for organization, business management & professions, UNESCO's efforts in the promotion of intercultural communication, Code of ethics for intercultural communication
Suggestive Readings:	1. Dua, M.R. and Manonmani, T. (1997). Communications and culture. Galgotia Publishing House, New Delhi 2. Gupta, N. L. (1998). Crosscultural Communication: Global Perspective. Concept Publishing Company. 3. Gudykunst, W. B. (2003). Cross-cultural and intercultural communication. Sage. 4. Louw, E. (2001). The media and cultural production. Sage. 5. Cooper, P. J., Calloway-Thomas, C., & Simonds, C. J. (2007). Intercultural communication: A text with readings. New York: Pearson Education. 6. Inkson, K., & Thomas, D. (2011). Cultural intelligence: Living and working globally. ReadHowYouWant. com.
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 30 (Th) + 20(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i) Projects- 10 Marks: a) Preparation of project file containing reports and photographs of any cultural heritage of respective area. ii) Viva-voce - 10 Marks ** The project file must be prepared and submitted in digitally recorded format by the candidate.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

Semester –VIII
Paper: MCJ-DC-MJ 804(New)/ DC-23 (Old)
Credit: 4

Title of the Course:	Media Exposure (Practical)
DSC Major Paper Code:	MCJ-DC-MJ 804(New)/ DC-23 (Old)
Semester - VIII	
Credit - 4	
Objectives of the Course:	1.To develop accountability towards the organization. 2.To understand the newsroom structure and functioning of the media organization. 3.To fill the gaps between the academic and Media Industry Interface. 4.To provide real-time experience to students working in the industry.
Learning Outcomes of the Course	1. Apply journalism and mass communication knowledge in real-world media settings. 2. Critically assess media practices and propose ethical solutions. 3. Demonstrate teamwork, leadership, and professional communication skills. 4. Prepare analytical Functional Exposure Reports reflecting practical media experience. 5. Exhibit social responsibility and cultural awareness in media work.
<u>Course Content</u>	
Description	Each student will undergo a Functional Exposure Training for four to six weeks in a Media organization/government organization/NGO and will submit a Functional Exposure Report (FER) along with a certificate of Internship containing the actual experiential learning. OR A group of student will publish
Suggestive Readings:	
Method of Assessment & Measurement	i) Credit Distribution: 2+1(For DSC Syllabus)+1 (For tutorial practices) = Total 4 Credits ii) Marks Distribution: 50(Pr)+25(Tutorial Practices) = Total 75 Marks
Scheme of Practical Evaluation	i)Projects- 30 Marks: a) Submission of Functional Exposure Report with a certificate OR Submission of published Magazine on their own initiative. ii)Viva-voce - 20 Marks ** The project file must be prepared and submitted in hard copy.
Method of Internship, Apprenticeship, Project, Community Engagement:	To be designed by the respective colleges following the guideline of NEP 2020

UNIVERSITY OF GOUR BANGA

[Established under the West Bengal Act. XXVI of 2007 and recognized U/S 2(f) & 12(B) of the UGC Act]

P.O. : Mokdumpur, Dist-Malda, Pin- 732103, West Bengal, India



w.e.f - August, 2026

As per the approval of the UG Board of Studies

Curriculum of UG Interdisciplinary Minor Course (IDC Minor)

Mass Communication & Journalism

Semester –I

Paper: - MCJ-IDC-MN-101

Credit: 4

Title of the Course:	Introduction to Communication
IDC Minor Paper Code:	MCJ-IDC-MN-101
Semester - I	
Credit - 4	
Objectives of the Course:	i. Understand media theories and concepts ii. Familiarity with media forms (print, broadcast, digital) and their social implications. iii. Knowledge of communication models and processes. iv. Understanding the role of communication in socialization, cultural representation, and identity formation.
Learning Outcomes of the Course	Skill Outcomes: i. Learning the skill of communication ii. Critical thinking and problem-solving iii. Communication and presentation iv. Research and information literacy Career Outcomes: i. Media researcher or analyst ii. Journalist or media professional iii. Communications specialist iv. Public relations officer v. Media educator or activist
<u>Course Content</u>	
Module: -1 Basics of Communication	i. Communication: Concept, Meaning, Definition, Brief history (signs and symbols, cave painting, clay tablet, cuneiform writing, edicts, oratory etc.), ii. Components (sender, message, channel, receiver, feedback, noise etc.), iii. Basic model of communication
Module: -2 Types and forms of Communication	i. Types (intrapersonal, interpersonal, group, public, mass, mass line, mass self, trans communication etc.), ii. Forms (verbal, non-verbal, visual, written, body language, paralanguage, iconic, semiotic etc.), iii. Characteristics, Levels, Functions (surveillance, correlation, transmission, entertainment, validation, mobilization etc.), Encoding and decoding of message. - iv.

Module: -3 Functions and impacts of communication	i) Functions of communication :Building relationship and trust; Resolve conflicts and miss understandings; facilitates decision making and collaboration; convey emotions and empathy; enhancing productivity and efficiency. ii) Impact of communication: Positive impacts (personal and professional growth; foster diversity, equity etc.;); Negative impacts (miscommunication, errors, mistakes, poor communication, misunderstanding, isolation, disconnection, ineffective communication, rumours, exacerbation of conflicts and crisis etc.); Social impact (shaping public opinion and perception, influencing social and cultural norms, improves mental health and well-being, community engagement and cohesion etc.); Economic impacts (effect on business productivity, influence on consumer behaviour and purchasing decision, effect on employee morale and job satisfaction; facilitates, enhances innovation etc.);
Module: -4 Process of effective communication	i) Effective communication strategies: active listening, clear and concise message, nonverbal awareness, emotional intelligence, empathy and understanding, open-mindedness and adaptability, clarification etc. ii) Johari window: Quadrants - Open/arena, hidden/facade, blind/unconscious, unknown/undiscovered; Applications of Johari window (Self awareness, personal growth, interpersonal relationship, team building, group development, leadership development, coaching, conflict resolution and mediation etc.). How to use Johari window.
Suggestive Readings:	i. Mass Communication in India: Keval J Kumar; JAICO, Mumbai ii. Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, Delhi iii. Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi iv. Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Singapore v. Mass Communication and journalism in India: D.S. Mehta; vi. Communication models: Uma Narula; Atlantic Publisher, New Delhi vii. Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers viii. Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing ix. Communication, Media and Cultural studies: Abir Chattopadhyay; Progressive Publishers x. Media Studies-A Complete Introduction: Joanne Hollows; xi. Media and Communication-A Handbook for Students: Guntasha K Tulsi, Nidhi Mohan;
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –II
Paper: - MCJ-IDC-MN-201
Credit: 4

Title of the Course:	Mass Media and Society
IDC Minor Paper Code:	MCJ-IDC-MN-201
Semester - II	
Credit - 4	
Objectives of the Course:	i. To understand media theories and concepts (e.g., agenda-setting, framing). ii. Familiarity with media forms (print, broadcast, digital) and their social implications. iii. Understanding of media's role in socialization, cultural representation, and identity formation. iv. Familiarity with media policies, regulations, and ethics
Learning Outcomes of the Course	Skill Outcomes: i. Media analysis and critique ii. Critical thinking and problem-solving iii. Mass Communication and presentation iv. Research and information literacy v. Media production and creation (optional) Career Outcomes: i. Media researcher or analyst ii. Journalist or media professional iii. Public relations officer iv. Media educator or activist
<u>Course Content</u>	
Module: -1 Mass Communication	i) Mass Communication: Concept of mass and mass communication, ii) Characteristics of mass communication; iii) Means of mass communication: Traditional(Print, Electronic, Indoor, outdoor etc.); Digital (Internet, website, social media, mobile, podcast, online radio and TV etc.); Other media (Gaming, Virtual reality, Augmented reality, experimental media etc.); Emerging media (AI powered media, Internet of Things/ IoT media, 5G media etc.)
Module: -2 Functions and impact	i. Functions of mass communication (social functions, political functions, economic functions, Cultural functions, Psychological functions); Functions on health, education, environment, science,

of Mass Communication	ii. international relations, unity and peace etc. Impact of mass communication,
Module: -3 Mass Media	i. Mass Media: Meaning, Definition, Characteristics, Types (Newspaper, Books, Magazine, Radio, Television, Cinema, Internet etc.), ii. Functions and Scope of Mass media.
Module: -4 Society and mass media	i. Mass media and society: Importance of media, Media impact on society, ii. Social responsibility of media, Mass media and public interest, iii. Analysis of media contents, Its role in serving public; iv. Media Literacy; Social media and its impact on society. v. Four Normative media theories.
Suggestive Readings:	i. Mass Communication in India: Keval J Kumar; JAICO, Mumbai ii. Handbook of Journalism and Mass communication: Vir Bala Agarwal & V.S. Gupta; Concept Publisher, Delhi iii. Human Communications: Michael, Burgoon, Hansaker, Dawson; Sage, New Delhi iv. Communication Models for the study of Mass communication: Denis McQuail; Longman Publishing, Singapore v. Mass Communication and journalism in India: D.S. Mehta; vi. Communication models: Uma Narula; Atlantic Publisher, New Delhi vii. Mass Communication-Principles and Concepts: Seema Hasan; CBS Publishers viii. Ganajnapan: Tattwe o Prayoge : Dr, Partha Chattopadhyay; Dey's Publishing ix. Communication, Media and Cultural studies: Abir Chattopadhyay; Progressive Publishers x. Media Studies-A Complete Introduction: Joanne Hollows; xi. Media and Communication-A Handbook for Students: Guntasha K Tulsi, Nidhi Mohan;
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –III
Paper: -MCJ-IDC-MN-301
Credit: 4

Title of the Course:	Society & Responsible Journalism
IDC Minor Paper Code:	M MCJ-IDC-MN-301
Semester - III	
Credit = 4	
Objectives of the Course:	i) Understand the concept of responsible journalism and its importance. ii) Familiarity with media ethics and codes of conduct. iii) Knowledge of the impact of journalism on society, including its influence on public opinion and policy. iv) Understanding of the role of journalism in promoting diversity, inclusivity, and social justice. v) Familiarity with the challenges faced by journalists, including censorship, disinformation, and harassment.
Learning Outcomes of the Course	Skill Outcomes: i) Critical thinking and analysis ii) Media literacy and criticism iii) Communication and presentation iv) Research and information literacy v) Ethical decision-making and problem-solving Career Outcomes: i) Journalist or media professional ii) Media researcher or analyst iii) Communications specialist iv) Public relations officer v) Media educator or activist
<u>Course Content</u>	
Module: -1 News	i) News: Definition, Types, Nature, News Values, News Objectivity, ii) Newsworthiness, News Elements, iii) News Sources, Source Culture; iv) Structure of news: Inverted Pyramid; 5W1H, v) Parts of news (Headlines, Intro or Lead, Body, Conclusion etc.)
Module: -2 Know the Newspaper	i) <i>Know the newspaper</i>: Nameplate/Masthead, Ear panel, Columns, Deck, ii) Print line, Date line, Dead line, Byline, Cut line, Jump line, Slugs, Index, Graphics, Solus, Classifieds, iii) First lead, Second lead, Hard news, Soft news, Human Interest

	Story, Anchor Story, Info-graphics, iv) Front page, Editorial page, Page-3 etc.
Module: -3 Journalism	i) <i>Different types of Journalism</i>: Print Journalism, Television Journalism, Radio Journalism, Online Journalism, Citizen Journalism, Freelancing, Yellow Journalism, Checkbook Journalism etc.; ii) <i>Trends in Journalism</i>: Political, Financial, Business, Fashion, Cinema, Sports, Education, Science, Crime, Blogging, Vlogging etc.
Module: -4 Social responsibility	i) <i>Journalism & society</i>: Journalistic Ethics, Mass Interest, Social Responsibility, ii) Neutrality, Balance, Fairness, Impartiality etc. iii) <i>The news process</i>- from the event to the reader (how news is carried from event to reader), iv) Structure of a News house, News agency.
Suggestive Readings:	i. Professional Journalists: John Hohenberg; Thomson Learning ii. Professional Journalism: M.V. Kamath; Vikash Publishing, New Delhi iii. The Newspapers handbook: Richard Keeble; Routledge iv. Journalism Update: Sourin Banerjee; Pragatishil Prakashak v. 21st Century Journalism in India: Nalini Rajan (ed.); Sage vi. News Reporting and Editing: K.M. Srivastava, Sterling Publishers vii. Fundamentals of Reporting and Editing: Dr. ambarish Saxena; Kanishka Publishers viii. Sangbad, Sangbadik, Sangbadikata: Sujit Roy; Dey Publications ix. Reporting and Editing Practice: Sourin Banerjee; x. Handbook of journalism and Mass Media: B N Tripathi;
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –IV
Paper: - MCJ-IDC-MN-401
Credit: 4

Title of the Course:	Writing for Media
IDC Minor Paper Code:	MCJ MCJ-IDC-MN-401
Semester - IV	
Credit - 4	

Objectives of the Course:	i) Write effective headlines, leads, and summaries. ii) Craft compelling news stories, features, and editorials. iii) Write for different media platforms, including print, broadcast, and digital media. iv) Develop interviewing and research skills for media writing. v) Edit and proofread media content for accuracy, clarity, and style
Learning Outcomes of the Course	Skill Outcomes: i) Ability to write effective headlines, leads, and summaries. ii) Skill in crafting compelling news stories, features, and editorials. iii) Ability to write for different media platforms. iv) Developed interviewing and research skills. v) Ability to edit and proofread media content Career Outcomes: i) Media writer or journalist. ii) Content writer or creator. iii) Social media manager. iv) Communications specialist.
<u>Course Content</u>	
Module: -1 ABCD of writing	i) The Essentials of Writing: Purpose of media writing (to inform, to describe, to persuade, to educate) , ii) The ABCD of media writing (Accuracy, brevity, clarity, discernment etc.) iii) Types of media writing (news, features, review, column, editorial); iv) Vocabulary (usage of dictionaries and thesaurus, rule of spelling, punctuation etc.) ; v) Looking through newspapers to identify purpose of writing
Module: -2 Art of writing	i) 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), ii) How to improve sentences using dictionary and thesaurus, Writing introductory paragraphs based on various formats, Power verbs, Descriptive words, Figures of speech. iii) Writing formats: Event reports, Hard news and soft news writing, Human Interest story writing, Report writing, Feature writing, Column writing, Writing interviews etc
Module: -3 Translation	i) Translation in Journalism : Types of translation (word to word, literal, summarised, translation based on appropriate reference, translation according to pronunciation, paraphrased translation etc.), ii) Need and importance of translation, Guidelines(KISS rule, maintain originality, summarise with clarity etc.)
Module: -4 Writing Practices	i) Hands on Experience: Writing exercise (Inverted pyramid style, 5W1H Intro, Hard news & soft news, feature etc.); ii) Transforming copy (lengthening and shortening copy);

	iii) Translation exercise (translating agency copies, translating audio and video content)
Suggestive Readings:	i. Writing for Media: Sunny Thomas; Vision Books, New Delhi ii. Basic Media Writing: Melvin Mencher, William C Brown Publication iii. The Language of Journalism: Angela Smith and Michael Higgins; Bloomsbury iv. Essentials of Practical Journalism: Vir Bala Agarwal v. Guide to News Writing: The Associated Press vi. The Basics of Media Writing- A Strategic Approach: Scott A Kuehn and Andrew Lingwall vii. Dynamics of Media Writing: Vincent F. Filak;
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –V
Paper: - MCJ-IDC-MN-501
Credit: 4

Title of the Course:	History of Journalism
IDC Minor Paper Code:	MCJ-IDC-MN- 501
Semester - V	
Credit - 4	
Objectives of the Course:	i) Trace the evolution of journalism from its earliest beginnings to the present day. ii) Examine the significant events, people, and movements that shaped the development of journalism. iii) Analyze the impact of historical events, social movements, and cultural changes on the practice of journalism. iv) Understand the role of journalism in society, including its relationship with power, politics, and the public. v) Identify key milestones, trends, and themes in the history of journalism. vi) Evaluate the contributions of pioneering journalists, editors, and media owners. vii) Develop critical thinking skills to assess the historical context of contemporary journalism issues. viii) Cultivate an appreciation for the complexities and challenges faced by journalists throughout history.

	ix) Provide a comprehensive understanding of the historical roots of modern journalism practices
Learning Outcomes of the Course	i) Critically evaluate historical journalism practices and their relevance to contemporary issues. ii) Assess the ethical implications of historical journalism decisions. iii) Consider multiple perspectives on historical events and their representation in media. iv) Develop informed opinions on contemporary journalism issues informed by historical context. v) Understanding of the importance of journalism in democratic societies. vi) Respect for the ethical principles guiding journalistic practices. vii) Commitment to critically evaluating media representation and historical narratives
<u>Course Content</u>	
Module: -1 The beginning	i) Brief history of growth and development of the Press and Communication in World; ii) Growth and Development of the Press in India; Early years of Journalism in Colonial India: James Augustus Hickey, James Silk Buckingham, Serampore Baptists Missionary Press; Vocabulary (usage of dictionaries and thesaurus, rule of spelling, punctuation etc.) ;
Module: -2 Social reform	i) Origin of Press in Vernacular languages; Indian Newspapers in 19 th Century with special reference to Bengal; ii) Newspapers of Social Reform Movement of Raja Rammohun Roy and Derozio & Young Bengal Movement, Hindoo Patriot-Harish Chandra Mukhopadhyay, Sambad Prabhakar and Iswar Chandra Gupta, Ramananda Chattopadhyay and Modern Review iii) Local Press before Independence in Bengal with special reference to Gour Banga.
Module: -3 Suppression	i) Press and Press Regulation Acts of British India: Background, Censorship of Press Act-1799, ii) Adam's Gagging Act-1823, Charles Metcalfe Act-1835 (Liberator of the press) iii) Canning's Press Regulation Act-1857, Vernacular Press Act-1878 iv) Amrita Bazar Patrika and Ananda Bazar Patrika ;The Statesman , Indian Express
Module: -4 The rise	i) Rise of Freedom Movement &Extremist Press: Sandhya, Bande-Mataram and Jugantar; ii) Contribution of Bal Gangadhar Tilak and Netaji Subhas chandra Bose; iii) Contribution of Mahatma Gandhi in Indian Journalism; iv) Growth and development of Press Agencies in India (PTI, UNI), The Indian Express, The Hindu, , The Times of India etc; v) Press in the Post-colonial India : Adoption of New Editorial Policy; Corporatization of Newspaper Houses.
Suggestive Readings:	i) Briggs A and Burke P-Social History of Media: From Gutenberg to the internet, Polity Press, 2010 ii) Jeffrey, Robin- India's newspaper revolution: capitalism, politics

	and the India Language Press, Oxford 2003 v) S Natarajan- History of Indian Press iii) J Natarajan- History of Indian Journalism iv) Chalapathi Rao- The Press v) G S Bhargava- The press in India: An overview vi) J N Basu- Romance of Indian Journalism vii) Report of the first Press Commission viii) Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989). ix) Sumit Sarkar- Critique of colonial India x) Chanchal Sarkar- The story of the newspaper xi) Nandalal Bhattacharya- Sangbadpotrer Itibityo
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –VI
Paper: MCJ-IDC-MN-601
Credit: 4

Title of the Course:	Radio & television
IDC Minor Paper Code:	MCJ-IDC-MN-601
Semester - VI	
Credit - 4	
Objectives of the Course:	i) To understand the fundamental principles and practices of radio journalism. ii) To develop skills in radio news gathering, writing, and presentation. iii) To produce high-quality radio content, including news bulletins, features, and interviews. iv) To familiarize students with radio studio equipment and software. v) To develop critical thinking and analytical skills in evaluating radio content. vi) To understand the role of radio journalism in society and its impact on audiences. vii) Understand TV news formats, structures, and styles. viii) Develop research and interviewing skills for TV news. ix) Write engaging TV news scripts and stories. x) Analyze and evaluate TV news content. xi) Understand TV news ethics and media law xii) Learn industry-standard equipment and software (e.g., cameras, editing software). xiii) Develop visual storytelling and cinematography skills.

Learning Outcomes of the Course	i) Understand radio journalism history, principles, and ethics. ii) Familiarity with radio news formats, structures, and styles. iii) Knowledge of radio production techniques, including sound design and editing. iv) Understanding of radio broadcasting regulations and laws. v) Research and interviewing skills for TV news. vi) TV news writing and scriptwriting skills. vii) On-camera presentation and reporting skills. viii) Audio and video editing skills using industry-standard software. ix) Studio and field production skills
<u>Course Content</u>	
Module: -1 The beginning	i) Radio and Television as medium of mass communication; differences between radio and television ii) Importance of Television and radio and Its Impact on society iii) Basics of TV Journalism: Visual first-Audio as support, background, iv) Qualities of a TV reporter and anchor
Module: -2 Social reform	i) Reporting and anchoring: understanding news package-VO, AVO, VOSOT ,PTC, Byte and format, ii) Pre recorded presentation and live coverage, compiling a news bulletin iii) Understanding camera: Different types, Shots and movements iv) News, Discussion panel, Phone-in impact on TV Journalism
Module: -3 Suppression	i) Radio Journalism Radio as media, its types and impact; ii) Understanding difference of radio language from TV language.
Module: -4 The rise	i) Radio News Preparation: Reporting from field- reporter's take and source audio; ii) Radio and other media monitoring, agency take, news-scripting iii) News Reading: Voice modulation and pitch, pronunciation, clarity of content through reading
Suggestive Readings:	i) S K jamal, Radio (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata, 2011 ii) Sisir Bhattacharya, Television Sangbadikata (beng) Paschim Banga Rajya Pustak Parshad, Kolkata, iii) Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV news- Heinemann, London 1988. iv) Fletcher James, Handbook of Radio and TV broadcasting, Van, Nestrand reinhold Co., 1981 v) Luthra..H.R, Indian Broadcasting Publication Division, I&B ministry of Govt. of India 1986 vi) Mehera Masani, Broadcasting and People, National Book Trust, India, 1976
Method of Assessment, Measurement, &	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks

Evaluation	
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –VII
Paper: MCJ-IDC-MN-701
Credit: 4

Title of the Course:	Media Law and Ethics
IDC Minor Paper Code:	MCJ-IDC-MN-701
Semester - VII	
Credit - 4	
Objectives of the Course:	1. Understanding Media Laws: To familiarize students with the legal framework governing media operations, including laws related to defamation, privacy, intellectual property, and freedom of expression. 2. Applying Ethical Principles: To develop critical thinking skills to analyze complex media issues and apply ethical principles to real-world scenarios. 3. Responsible Media Practice: To install a sense of responsibility and accountability in media practitioners, emphasizing the impact of their work on individuals and society. 4. Critical Analysis: To develop critical thinking skills to evaluate media content, identify potential issues, and apply ethical and legal principles to resolve dilemmas. 5. Professional Development: To prepare students for careers in media-related fields, equipping them with the knowledge and skills to navigate complex ethics and law issues.
Learning Outcomes of the Course	1. Understand key media laws and regulations. 2. Apply ethical principles to media-related issues. 3. Analyze case studies and develop problem-solving skills. 4. Recognize the importance of media literacy and critical consumption. 5. Develop a sense of responsibility and accountability in media practice.
<u>Course Content</u>	
Module: -1 Press and the Constitution	4. 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; 5. General Laws Impacting Media: Defamation, Contempt of Court, Official Secrets Act, Sedition, Right To Information Act, 6. CRPC and IPC Provisions.
Module: -2 Laws related to the press	3. 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. 4. Media Regulators: Press Commissions, Press Council of India, Film Censor Board, TRAI, CBC, PIB, Editors Guild of India, PRSI, ASCI, NBA etc.
Module: -3 Media ethics	6. Media Ethics: Ethics for Print, Electronic and social media; Live reporting and ethics; Legality and ethicality of Sting Operation and Phone Tapping; 7. 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); 8. Media Trials; Media Advocacy; 9. Paid News; Ethical issues related with ownership of media and national, transnational monopoly; 10. Code of Conduct for Journalists.
Module: -4 Practical	5. Create a timeline of different laws of the press from British ruled India to Independent India 6. Media monitoring to watch breach of media ethics and laws by different media houses; 7. Keeping records of such events to prepare a file 8. Writing letters to the editors to draw their attention about breach of media ethics and laws by respective media houses
Suggestive Readings:	12. D D Basu- Law of the press 13. Jitendranath Basu- Romance of Indian Journalism, Calcutta University 1979 14. Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009 15. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998 16. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011 17. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007 18. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000 19. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity 20. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction 21. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible" 22. Banshi Manna – Bharater press aain
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –VIII
Paper: MCJ-IDC-MN-801
Credit: 4

Title of the Course:	Public Relations & Advertising
IDC Minor Paper Code:	MCJ-IDC-MN-801
Semester - VIII	
Credit - 4	
Objectives of the Course:	1. Understanding PR Principles: To comprehend the fundamental principles and theories of public relations, including communication, relationships, and reputation management. 2. Developing PR Skills: To develop practical skills in PR, including writing, media relations, crisis communication, and event planning. 3. Strategic Communication: To understand how to develop and implement effective communication strategies to achieve organizational goals. 4. Understanding Advertising Principles: To comprehend the fundamental principles and theories of advertising, including consumer behavior, market research, and creative strategy. 5. Developing Advertising Skills: To develop practical skills in advertising, including copywriting, art direction, media planning, and campaign execution. 6. Strategic Thinking: To understand how to develop and implement effective advertising strategies to achieve marketing goals.
Learning Outcomes of the Course	1. PR Practitioner: Prepare students for careers in PR, including roles in corporate communications, public affairs, media relations, and crisis communication. 2. Communication Specialist: Equip students with the skills to communicate effectively with various stakeholders, including media, customers, and employees. 3. Strategic Planner: Develop students' ability to develop and implement strategic communication plans to achieve organizational goals. 4. Crisis Manager: Prepare students to manage and respond to crises, including developing crisis communication plans and strategies 5. Advertising Professional 6. Marketing Professional 7. Brand Manager 8. Digital Marketer

Course Content

Module: -1 All about PR	4. Public Relations-Concepts and practices, Introduction to Public Relations ; 5. Growth and development of PR ,Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors. 6. Press release, Press conference, Media relations. 7. PR-Publics and campaigns, Research for PR; 8. Managing promotions and functions 9. PR Campaign-planning, execution, evaluation 10. Role of PR in Crisis management, Duties and functions of PRO, PRSI, CSR
Module: -2 Common Practices in PR	5. Public in PR, Ethical issues in PR-Apex bodies in PR- IPRA code – 6. CSR and Pr, issues of CSR, Contemporary theories of CSR, Selected Case study, 7. CSR and NGOS – interdependence, corporate crisis and image build up, Corporate Branding; 8. Usage of social media to promote corporate communication 9. Writing Press Release 10. Organising mock press conferences 11. Writing press rejoinders 12. Writing Press Brochure 13. Planning crisis management strategies
Module: -3 All about Advertising	5. Introduction to Advertising; Meaning and history Advertising; 6. Importance and Functions of advertising 7. Advertising as a tool of communication, Role of Advertising in Marketing mix, 8. Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising. 9. Types of advertising and New trends 10. Economic, cultural, Psychological and Social aspects of advertising; 11. Ethical & Regulatory Aspects of Advertising; 12. Apex Bodies in Advertising- ASCI and their codes.
Module: -4 Common Practices in Ad	5. Advertising through Print, electronic and online media 6. Types of Media for advertising ; Advertising Objectives; 7. Ad agency, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding 8. Advertising department vs. Agency-Structure, and Functions Advertising Budget Campaign Planning, Creation and Production , Ad copy. 9. Writing Ad copies 10. Designing display ads 11. Creating new ad ideas 12. Planning ads for print, electronic and digital media

Suggestive Readings:	1. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd. 2. Heath Robert L, Handbook of Public Relations, Sage Publications, 3 .Dennis L. Wilcoese& Glen T, Public Relations, Pearson 4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall 5. Reddy, C.V. Narasimha - Effective Public Relations and Media Strategy- Delhi PHI learning Pvt. Ltd. 2014 6. Kaul J.M., Naya Prakash, Public Relation in India, Calcutta 7. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books 8. Frank Jefkins, Advertising Made Simple, Rupa& Co. 9. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House 10. Jethwaney Jaishri, Advertising, Phoenix Publishing House 11. Dhruv Sabharwal, Fundamentals of Advertising & Public Relations Evincepub Publishing 12. Arvind Sahay, Brands & the Brain, Penguin Random House 13. Om Gupta, advertising in India, Kalpaz publications
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 4 Credits (For IDC Syllabus) = Total 4 Credits ii) Marks Distribution: 50 (Theory) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

UNIVERSITY OF GOUR BANGA

[Established under the West Bengal Act. XXVI of 2007 and recognized U/S 2(f) & 12(B) of the UGC Act]

P.O. : Mokdumpur, Dist-Malda, Pin- 732103, West Bengal, India



w.e.f - August, 2026

As per the approval of the UG Board of Studies

Curriculum of UG Multidisciplinary Course (MDC)
Mass Communication & Journalism

Semester –I

Paper: MCJ-MDC-101

Credit: 3

Title of the Course:	Fundamentals Of Media And Effective Communication
MDC Paper Code:	MCJ-MDC 101
Semester - I	
Credit - 3	
Objectives of the Course:	1. To familiarize students to the world of communication 2. To familiarize media through concepts, different types of mass media and its importance. 3. To make them understand the media ecology and how it functions in the society 4. To familiarize students with effective communication 5. To make them understand the significance of effective communication in the society 6. To make them understand the relation between effective communication and media in the society and how it works.
Learning Outcomes of the Course	1. Students will learn about communication and various types of media. 2. They will learn about the importance of media in the society 3. They will learn creating different messages which would be helpful for the society 4. They will learn the importance of the messages and its functions 5. They will learn about how to make communication effective 6. They will learn the usage of media for effective communication
<u>Course Content</u>	
Module: -1 Understanding Communication	A. Communication: Concept, Characteristics, functions, Significance B. Communication: Elements, Process C. Communication: Types D. Barriers in Communication

Module: -2 Communication Designing	A. Designing Message of Communication B. Seven C's of Communication C. Criteria for Selection of Appropriate Medium D. Importance of feedback
Module: -3 Understanding Mass Media	A. Mass Media concept, origin B. Different types of media, functions ,importance in the society C. Different media platforms: Features and characteristics. D. Significance of mass media. E. Basic writing principles of media and the process of knowing the audience. F. Ethical issues in mass media writing
Module 4: Effective Communication	A. Effective communication concept, importance, functions, significance B. Organizational Communication, types C. Communication Skills, advantage D. Psychological factors for effective communications E. Requirements for effective communications F. Media and effective communication
Suggestive Readings	1. Kumar. J. Keval, (2020) <i>Mass Communication in India</i>, Jaico Publishing House, Bombay, (New Ed.) 2. Adler. Ronald. (2013). <i>Understanding Human Communication</i>, Delhi: Oxford University. 3. McQuail, Denis. (2010). <i>McQuail's Mass Communication Theory</i>, Thousand Oaks, United States: Sage. 4. Krogerus.M & Tschapplier.R(2018) <i>The Communication book44ideas for better conversation everyday: Portfolio Penguin Publication</i> 5. Sahay. D(2020): <i>Mass Media And Communication, Theory and practice: Pearl Books Publisher</i> 6. Ahuja.B.K(2010)<i>Mass Media Communication: Saurav Publishing House</i> 7. Mal.S(2020) <i>Techniques Of Effective Communication: A situation-based communication Guide: Notion Press</i> 8. Subramanyan.G(2016)<i>Sociology of Mass Media and Communication: Sapna Book House</i> 9. Jain.G, Moideen.M(2021):<i>Decoding Communication, A Complete Handbook On Effective Communication: Notion Press</i> 10. Kumar.Suresh.E, Sreehari.P,Savithri.J(2010) <i>Communication Skills and Soft Skills: Pearson India.</i>
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 2 Credits (For IDC Syllabus)+1 (For Tutorial Practices) = Total 3 Credits ii) Marks Distribution: 40 (Th) +10(Tutorial Practices) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –II
Paper: MCJ-MDC 201
Credit: 3

Title of the Course:	Pixel Journalism
MDC Paper Code:	MCJ-MDC 201
Semester - II	
Credit - 3	
Objectives of the Course:	1.Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms 2.Able to utilize a variety of technology to achieve specific outcomes within their image-making 3.Able to problem solve in a wide variety of situations - to think on their feet 4.Awareness of the context of their images
Learning Outcomes of the Course	1.Will have broad insight into the photography and image-making industry 2.Understand visual strategy and the variety of venues that use photographic images 3.Problem solving within budgets, on time, professionally.
<u>Course Content</u>	
Module: -1 Concept	A. History of still and video and digital photography B. Use of Audio Visual photography in Mass Media. C. Different types of Shots and Angles
Module: -2 Techniques	A. Lighting B. different types of Lighting-Natural lighting–and Artificial Lighting C. The reflection of light recommended equipment for outdoor lighting D. Introduction to indoor lighting and Photographing
Module: -3 Types	A. Types of Photography and Photojournalism B. News Photography, Sports Photography, Nature photography, Portrait photography, Fashion Photography and Advertisement Photography C. The basics of photojournalism and importance of context in photojournalism
Module: -4 Practices	A. Uses of mobile phone for print/TV/web/Radio B. Editing Photo editing software: Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) C. Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. In design, Internship in media Houses
Suggestive Readings	1. Camera Lucida: Reflections on Photography- Roland Barthes 2. An Introduction to Photography, Michael Freeman, Abe Books 3. On Photography- Susan Sontag The Man, 4. The Image & The World: A Retrospective- Henri Cartier-Bresson 5. Basic Photography- Michael Langford.

Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 2 Credits (For IDC Syllabus)+1 (For Tutorial Practices) = Total 3 Credits ii) Marks Distribution: 40 (Th) +10(Tutorial Practices) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)

Semester –III

Paper: MCJ-MDC 301

Credit: 3

Title of the Course:	New Media Dynamics
MDC Paper Code:	MCJ-MDC 301
Semester - III	
Credit - 3	
Objectives of the Course:	1.To introduce key concepts of New Media and its role in modern communication. 2.To explore the impact of digital platforms, viral trends, and user-generated content. 3.To examine social media’s influence on public opinion and culture, with a focus on India. 4.To analyse ethical challenges and regulations in New Media. 5.To understand digital communities and participatory culture.
Learning Outcomes of the Course	1.Understanding the basics and importance of New Media. 2.Analysing the impact of digital platforms on culture and public opinion. 3.Recognising the role of influencers and social media movements. 4.Identifying key ethical issues in digital spaces. 5.Gaining knowledge of media regulations in India. 6.Evaluating digital campaigns and online communities.
Course Content	
Module: -1 Introduction to New Media	A. Basics of New Media: Overview, characteristics, and significance B. Social media, streaming services, blogs, vlogs, and podcasts C. How content goes viral, internet memes, and digital trends D. Role of users in creating and sharing content

Module: -2 New Media and Society	A. Digital Divide, New Media and Culture: Impact on popular culture, music, cinema, and art B. #MeToo, #BlackLivesMatter, and similar movements in India C. Basics of online behaviour, cyberbullying, and responsible use
Module: -3 Power, Privacy, and Platforms	A. Basics of content regulation B. fake news and its impact, How online data is used C. basic understanding of net neutrality
Module: -4 Shaping Identities in the Digital Age	A. Online communities (e.g., Reddit, Instagram groups) B. How digital spaces shape identity, gender roles, and inclusivity C. How brands and causes leverage social media for outreach (e.g., political campaigns, social causes) D. Influencers, Digital fandoms and their role in new media landscape
Suggestive Readings	1. India Connected: Mapping the Impact of New Media, Sunetra Sen Narayan and Shalini Narayanan (ed.), Sage, India, 2016 2. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003 3. A Journalist Guide to the Internet: The Net as a Reporting Tool, Christopher Callhan, Pearson/Allyn and Bacon, 2007 4. Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005 5. Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001 Mass Media, Politics and Democracy, John Street, Palgrave Macmillan, Hampshire, 2011
Method of Assessment, Measurement, & Evaluation	i) Credit Distribution: 2 Credits (For IDC Syllabus)+1 (For Tutorial Practices) = Total 3 Credits ii) Marks Distribution: 40 (Th) +10(Tutorial Practices) = Total 50 Marks
Method of Internship, Apprenticeship, Project, Community Engagement	To be designed by the respective colleges following the guideline of NEP 2020 (If any)