

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION: COURSE OUTCOME/PROGRAMME OUTCOME/ PROGRAMME SPECIFIC OUTCOME:

I. COURSE OUTCOME:

(New Syllabus for CBCS JORA)

1. INTRODUCTION TO JOURNALISM (CCI)

Understanding News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by-line; Different forms of print-A historical Perspective, Factors affecting news treatment, Neutrality and bias in news. , - Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news;

Development of Print Journalism: Different forms of print-A historical Perspective, Sociology of news:, Paid news and Yellow Journalism , Penny press, Tabloid press ,Agenda Setting, Trial by media, gatekeepers; Politics of news;

Introduction to Journalism-Practical - Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo

Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news.

Rewriting and Summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News.

Contact hours: 4hrs/week THEORY 4hrs/week PRACTICAL

2. History of Indian Journalism (CCII)

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan;.

Social reform movement: Social Reform Movement and Raja Rammohan Roy, H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and SambadPrabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and BalGangadharTilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, TheHindstan Times, The Indian Express.

News Agencies , Major newspapers and Eminent Journalists: Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman;
Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, N.Ram.

Contact hours: 5hrs/week Tutorial:1hr/week

3. Reporting and Editing (CCIII)

News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece;Feature: Definition. Types;Advertorials.
EDITOR - Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator,
Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;
Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism.
BEAT REPORTING Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment
Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.

Contact hours: 5hrs/week Tutorial:1hr/week

4. Media and Communication (CCIV)

COMMUNICATIONS - Communication: Definition, Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal, interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation,mobilization)
MEDIA IN DEMOCRACY Role of Media in a Democracy: Responsibility to Society, Contemporary debates and issues
relating to media; Online journalism, Citizen Journalism;Covering news: Covering Speeches, Meetings and Press Conferences; Covering of beats- crime, courts, city reporting, local reporting, hospitals, health; education, sports; Understanding new media: e-mail, social media; Ethics in journalism.

Introduction to Media and Communication (Practical)

Writing a News Feature; Writing feature on other topics of interest; Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Writing Column; Book Review, Film Review, Review of Television Programmes, Writing Editorial, writing posteditorial, Writing Anchor Story.

NEWSPAPER PUBLISHING :Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.

Contact hours: 4hrs/week Theory 4hr/week Practical

5. Communication, Media, Society (CC V)

EARLY COMMUNICATION MODELS - Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text.

COMMUNICATION MODELS - Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

DOMINANT PARADIGM - Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

COMMUNICATION THEORIES - Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model.

Contact hours: TH: 5hrs + TU1hr

6. MEDIA AND CULTURAL STUDIES (CCVI)

CULTURAL SCHOOLS ;Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message.

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture.

DEVELOPMENT COMMUNICATION - Ev. Rogers' Development communication school, Dominant Paradigm of Development Model;

Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.

COLONIALISM AND POST COLONIALISM - Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism,

Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).

Contact hours: TH: 5hrs + TU1hr

7. INTRODUCTION TO RADIO (CCVII)

HISTORY OF RADIO IN INDIA History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment. Autonomy of AIR: PrasarBharati.

DIFFERENT TYPES OF RADIO PROGRAMMES - Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities. Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos.

PRACTICAL ON RADIO PRODUCTION - Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recordingskills, livestudio broadcast with multiple sources, Cuesheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.

Contact hours: 4hrs/week Theory 4hr/week Practical

8. SKILL ENHANCEMENT COURSE (SEC)

1. Radio Writings & Presentation

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues. Working in Radio news room; functions of recording room; Sound for Radio: different types-Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.

Or

2. Photo Journalism

Introduction to Photo Journalism: basic needs of photography, Importance of photographs in print media; Evaluating Photo Journalist's job; Photo caption in print media, Analysis of a Photo Text,

Handling Photography Equipments; Digital Photography; Ethics of Photo Journalism; Case Studies in Photo Journalism.

Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field;

Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing software.

9. Introduction to Television (CCVIII)

Public Service Broadcasting: Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations.

Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; Television Documentaries: understanding, writing a concept, script writing and shooting.

Editing (PRACTICAL): Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.

Contact hours: TH: 4hrs / week+ practical 4 hrs / week

10. Film Theories and Production (CC- IX)

Film and Cinema: Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America.

Overview of Indian New Wave: Satyajit Ray, Ritwick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalakrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.

Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene.

History of Documentary Films (Global and Indian Perspectives); Documentary movements in

India; Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Fellini, Charles Chaplin.

Contact hours: TH: 5hrs + TU1hr

11. Media Management, Press Laws (CC-10)

Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and functions.

Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

Indian media laws : Freedom of Information and freedom of press: Indian experience; From Press Commission to

Press Council of India: before and after globalization; Right to Information Act, Right to privacy. Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Sedition,

Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Ethics.

Contact hours: TH: 5hrs + TU1hr

12. Skill Enhancement Course (SEC)

Documentary Film Production - Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary; Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting.
OR

Feature Film Production - Basic production concepts and elements of screenwriting for a low budget; Basic principles of camera composition and lighting for a “film look”; Developing story ideas from contemporary events, personal experiences, favorite movie genres; Making an outline of basic plot development (setup, confrontation, payoff); filling it in with descriptions of the action, and finally the dialogue; Effective and efficient methods of shooting scenes for editing, and working with actors; Actual production of the class script(s); Evaluating raw footage and possible post-production fixes for faults; Editing the footage for maximum impact; Adding sound effects, ADR, and music scoring; finecut.

13. Introduction to New Media(CC-11)

Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Understanding Virtual Cultures and Digital Journalism; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society. Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism: Hyperlocal Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

Tools of Online Journalism (Practical) Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites; Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Contact hours: TH: 4hrs / week+ practical 4 hrs / week

14. Development Communication (CC-XII)

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals.

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.

MEDIA DEVELOPMENT - Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post-liberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication; Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda,

Jhabua, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture,

health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Contact hours: TH: 5hrs + TU1hr

15. Discipline Specific Elective (DSE)

Global Media & Politics -Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony.

Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism; Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable &Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV).

OR

Media, Human Rights, Gender, Environment Studies - Rights: inherent, inalienable, universal, indivisible; Values: Dignity, liberty, equality, justice, unity in diversity; Balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups; Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of

Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy. Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement and Media Studies; Human Rights Institutions: Amnesty International; NGOs; Major Human Rights Issues in India; Presentation: Human Rights issues and violations in International scenario and media operations

OR

Multimedia Journalism - Introduction to Multimedia; Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity. Print: Multi-platform Communications; Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques. Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/webcasting: Collecting content, Structuring story and writing. Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, Interactive writer.

OR

Communication Research - Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature). Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale. Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work. Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods, Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

Contact hours: TH: 5hrs + TU1hr

16. Dissertation with

- Students will do a micro research project(7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography.
- Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce. 30

17. Political Communication (DSE)

Political Communication- Definition; Relationship of politics with mediated communication; Theoretical approaches: Jurgen Habermas on Political Communication; Role of media in politics: Power or Democratic Participation; Media bias, political participation and media choice. Mass persuasion and propaganda: Priming and Agenda Setting; Responsibilities of media in framing public opinion: Walter Lippmann, public policy, Noam Chomsky: Media Control;

Channels of political communication; Mediation, facilitation and dialogue; Leadership, politics and social advocacy; Fundamentals of political engagement. Identity politics in India: Role of mass media; The modern discourse of identity; Rhetoric of Social Movements, local assertions and its links to global assertions, Human Development Index, Development and Environmental Concerns - conflict of interests between economic and environmental concerns

Symbolic and cultural forms of communication between politicians and their publics; Election

campaign strategies; Coverage of election campaigns in Indian media; Opinion and Exit Polls:

Political Framing. Political Advertisements; Digital Media and Political communication; Digital

Political campaigning; Fundamentals of Digital political advertising; Social media strategies in political communication: Use of Facebook, Whatsapp and Twitter

18. Advertising (CC-13)

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model,

DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising. Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

Advertising (Practical)

Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TVinternet- mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-

Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.

Contact hours: TH: 4hrs / week+ practical 4 hrs / week

19. Public Relations (CC -14)

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model,

Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions. Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour,

Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations.

Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.

20. Folk and Community (DSE)

Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.

Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses.

Community and Folk Media in West Bengal; Definition and characteristics of community; Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media;

Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai,

Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul.

21. Health & Science Communication (DSE)

Characteristics of Health Communication; Barriers to Effective Health Communication;

Strategies to improve health communication; Understanding culture to promote health communication; Health and Media: Changing health behaviour;

Health care system in India; Introduction to Epidemiology for Health Communicators; Effective

interpersonal communication between health care provider and client; Impediment to a Sound

Provider-Patient Relationship; Community Involvement in Health communication; Engaging patients in healthcare; Health literacy;

Contemporary Health Care Marketing; Interactive Marketing Communications; Advanced

Writing for Health Communicators; Research Methods for Health Communicators; Social Media

Strategies and Tactics for Health Communicators; Writing about medicine; mobile health design. Media and science journalism; Science as an essential element in political, corporate and

community news; major issues in science journalism; essential features of science reporters; role of a science page editor; popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media.

B.A. (General) Journalism and Mass Communication Under Choice Based Credit System (CBCS)

1. Basics of Journalism (GE/CC1)

Newspaper and socio-economic and cultural development in India; News: Definition; Elements of news; News Sources; Different types of news; The Editor: functions and responsibilities;

Editorial freedom; Role of the editor; News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities.

Duties and Responsibilities of Reporter, Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief, District Correspondent; Structure of news: inverted pyramid; Intro;

Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance,

Choice of subjects, Arrangement, Style of presentation. Editing: Principles of Editing; Copy Testing; Computer Editing; Different types of Headlines;

Computer applications; Page Make-up; Front page and other pages; Principles to be followed; Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printing process.

Column and Columnist; Importance of column; Letters to the Editor; Importance; Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers; The News Agencies:

functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting.

Total Classes: TH: 5hrs + TU 1hr. Per Week

2. Media Management (GE/CC2)

Newspaper as a business enterprise and its public service role; Indian experience; Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence; Sources of revenue of newspapers; Scope in India; Departments of Newspaper

organizations and functions; Front page of a daily newspaper; Film review; Book review; Music review; Radio and Television review.

Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy; Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS);

Advertisement department of a Newspaper; Administration of Ad-department; Advertisement

Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified

and display; Newspaper as a medium of advertisement; Newspaper Printing: Evolution of newspaper printing process; Public Service Broadcasting:

Prasar Bharati; Electronic Media Management: Licensing, Organizational Patterns; TRAI; The Broadcasting Bill 1997.

Total Classes: TH: 5hrs + TU1hr. Per Week

3. Advertising and Public Relations (GE/CC3)

Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion; Advertising agency: structure, functions, important functionaries; Client-Agency relationship; Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities.

Unit-3

Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector; PR Tools; Press Release; Press Conference; Press Rejoinder; Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR).

PRINT AND ADVERTISING PRACTICAL : Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article; Creating a display advertisement on Photo Editing Software.

Contact hours: TH: 4hrs / week+ practical 4 hrs / week

4. Skill Enhancement Course

Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

Film Appreciation: Analytical appreciation on 5 films (above mentioned);

Print Advertising: Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

5. Press Laws and Indian Constitution(GE/CC4)

Indian Constitution; Main features; Fundamental Rights; President of India: Power and position;

Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position; Parliament; Supreme Court; and High Court; Local governments;

Indian Foreign Policy; National Economic policy; New Industrial policy; Finance Commission and its functions; Five Year Plans: Objectives and Achievements; Niti Ayog.

Press Laws: Defamation, Contempt of Court; Parliamentary Privileges Act; Article 19(1)A and

freedom of press; Copyright Act; Official Secrets Act; Working Journalists' Act; Journalistic Ethics; Freedom and responsibility of the press; Press Commission and Press

Council of India: Constitution, objectives and guidelines; Media Council of India.

Total Classes: TH: 5hrs + TU1hr. Per Week

6. Skilled Enhancement Course

Documentary Script Writing: Micro project of 1000 words on any social, political, cultural topic

Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows

Anchoring: 3 minutes Programme Anchoring on topics of interest.

Media Presentation: PPT on any social or corporate planning (5 Slides).

7. Film Studies(GE/CC5) (DSE)

Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema and Underground Cinema; Brief history of Documentary Cinema in India.

Film Movements: French New Wave, Italian Neo-realism; Post-independence popular Bombay films, Growth of regional cinema in India; Contemporary Indian film genres: Masala Films,

Underworld films, Art or Parallel cinema. Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin,

Satyajit Ray, Mrinal Sen, Ritwik Ghatak. Landmarks of Indian Cinema: Pather Panchali,

Gupi Gyne Bagha Byne, Meghe Dhaka Tara, Subarna Rekha, Akaler Sandhane, Guide, Sholey, Jane

Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitrangada. Stages of Film Production: Pre-production, production, and post-production methods; Basic

camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing.

OR

Specialized Writings

Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;

Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;

Women and mass media; Women's page; Women's magazines: Scope in India; Assignments.

Ad-Copy for electronic media and print media; Storyboard writing; Writing Press Release

8. Skill Enhancement Course

Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

Film Appreciation: Analytical appreciation on 5 films (above mentioned);

Print Advertising: Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy

9. Broadcasting Media (GE/CC6)

Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television; FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels;

TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio & TV; Balance Television and national development; Television Soap Opera, Reality Shows, Impact of

Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.

OR

International Relations

Basic concepts in International Relations: Foreign policy and diplomacy, Non-alignment movement; Indian Foreign Policies; Indo-Pak, Indo-Bangladesh relations.

United Nations: Formation, Charter and Objectives; UN and Millennium Development Goals; Indo-US relations; SAARC, ASEAN.

UN Security Council: Concept of security- traditional and non-traditional, Disarmament and arms control; Sino-Indian relations;

Global Media Economy: Colonialism and Neoliberalism, IMF, World Bank, WTO.

Total Classes: TH: 5hrs + TU1hr. Per Week

10. Skilled Enhancement Course

Documentary Script Writing: Micro project of 1000 words on any social, political, cultural topic;

Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows;

Anchoring: 3 minutes Programme Anchoring on topics of interest.

Media Presentation: PPT on any social or corporate planning (5 Slides).

PROGRAMME OUTCOME

Journalism and Mass Communication is a much diversified subject and has multiple arenas. After completing this programme students can enter different professional fields. The most important among them are:

- Journalist in different media houses – both in Print and Electronic media.
- Information and cultural officer in State Government and Central Government.
- Public Relation officer in different private and public sector.
- Creative and marketing departments of an advertising agency.
- Film production and editing
- Photography
- Web designing and working on web portal
- Blogging
- Content writer