

The University of Burdwan



Syllabus for 3- Year Degree & 4- Year Honours

in

Mass Communication & Journalism (MCJN)

Under Curriculum and Credit Framework for UG Programmes

(CCFUP) as per NEP, 2020

w.e.f.2023-24

Semester wise and Course wise Distribution of Credit & Marks under CCFUP as per NEP, 2020

Sem	Course Type	Course Code	Name of the Course	Credit	Lect	Tuto	Prac / Viva	Full Marks	Distribution of Marks		
									Th	Pr	Int
I	Major/DS Course(Core)	MCJN 1011	Introduction to Media Studies	4	3	1	0	75	60	0	15
	Minor Course	MCJN 1021	Introduction to Media Studies	4	3	1	0	75	60	0	15
	Multi/Interdisciplinary Course	MCJN 1031	Media Management	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC): MIL: L1-1 1041	Arabic/ Bengali/ Hindi/ Sanskrit/ Santali/ Urdu OR Equivalent Course from SWAYAM or any other UGC recognized platform.	2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	MCJN 1051	Print Production	3	2	1	0	50	40	0	10
	Common Value Added (CVA) Course	CVA 1061	Environmental Science/ Education	4	3	0	1	100	60	20	20
	Total			20				400			
II	Major/DS Course (Core)	MCJN 2011	History of Indian Media	4	3	1	0	75	60	0	15
	Minor Course	MCJN 2021	History of Indian Media	4	3	1	0	75	60	0	15
	Multi/Interdisciplinary Course	MCJN 2031	Media Reporting	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC): L2-1	ENGL 2041	Functional English OR Equivalent Course from SWAYAM or any other UGC recognized platform.	2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	MCJN 2051	Radio Production	3	0	0	3	50	0	40	10
	Common Value Added (CVA) Course	CVA 2061	Understanding India/ Digital & Technological Solutions/ Health & Wellness, Yoga Education, sports & Fitness	4	3	1/0	0/1	100	80/60	0/20	20
	Total			20				400			

Sem	Course Type	Course Code	Name of the Course	Credit	Lect	Tuto	Prac/ Viva	Full Marks	Distribution of Marks		
									Th	Pr	Int
III	Major / DS Course (Core)	MCJN 3011	Advertising and Marketing Communication	5	4	1	-	75	60	-	15
		MCJN 3012	Public Relations & Corporate Communication	5	4	1	-	75	60	-	15
	Minor Course (Voc. Edn. & Trng.) 3021		4			-	75		-	15
	Multi/ Interdisciplinary	MCJN 3031	Basics of Media Writing	3	2	1	-	50	40	-	10
	AEC (MIL.):)	(L1- 2) 3041	Arabic/ Bengali/ Hindi/ Sanskrit/ Santali/ Urdu OR Equivalent Course from SWAYAM or any other UGC recognized platform.	2	2	-		50	40	-	10
	Skill Enhancement Courses, SEC	MCJN 3051	Television Production	3	2	1		50	40	-	10
	Total			22				375			
IV	Major / DS Course (Core)	MCJN 4011	Legal Studies and Mass Media	5	4	1	-	75	60	-	15
		MCJN 4012	Globalization & Media Industry	5	4	1	-	75	60	-	15
		MCJN 4013	Digital Media	5	4	1	-	75	60	-	15
	Minor Course	MCJN4 021	Rural Communication	4	3	1	-	75	60	-	15
	Minor Course (other than Mass Communication & Journalism) 4021		4			-	75		-	15
	AEC: L2-2(Eng)	ENGL 4041	Language and Creativity OR Equivalent Course from SWAYAM or any other UGC recognized platform	2	2	-	-	50	40	-	10
		Total			25				425		

[Sem= Semester , Th= Theory, Pr= Practical, Int= Internal Assessment, Lec= Lecture , Tot= Tutorial]

Details of Syllabus

SEMESTER – I

Major Course (Core)

Introduction to Media Studies (MCJN1011)

Full Marks 75 (Theory 60; Internal assessment 15)

Credits 4 [L 3; T 1; P0];Lecture Hours: 60

Course Objectives:

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication LH: 15	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication
2	Communication Theories LH: 20	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models LH: 10	Aristotle's Model of Communication, Lasswell's Model, Shannon and Weavers' Model, Nwecomb's Model, Schramm's Model, Gerbner's Model, Westley and MacLean's Model, David Berlo's Model, Frank Dance Model.
4	Mass Communication LH: 10	Definition; Characteristics; Functions; Forms of Mass Communication – Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments LH: 5	Emergence of New Media, Recent trends, Impact on society.

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

References:

1. McQuail Denis. Mass Communication Theory. Sage Publications. 2005
2. Trenholm Sarah, Arthur Jensen. Interpersonal Communication. Oxford University Press. 2011
3. Williams Kevin. Understanding Media Theory. Arnold Publication. 2003
4. Andal N. Communication Theory and Models. Himalay Publishing House. 2004
5. Everett. R M. A History of Communication Study. Free Press. 1997
6. Kumar K. J. Mass Communication in India. Jaico Publishing house. 1994
7. Dominick J. R. The Dynamics of Mass Communication. McGraw Hill. 1999
8. Aggarwal Vir Bala, V. S. Gupta. Handbook of Journalism and Mass Communication. Concept Publications. 2001
9. Vivian J. The Media of Mass Communication. Allyn and Bacon. 1991

Minor Course**Introduction to Media Studies (MCJN1021)****Full Marks 75 (Theory 60; Internal assessment 15)****Credits 4 [L 3 ; T 1; P0]; Lecture Hours: 60****Course Objectives:**

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication LH: 15	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication
2	Communication Theories LH: 20	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models	Aristotle's Model of Communication, Lasswell's Model, Shannon and

	LH: 10	Weavers' Model, Newcomb's Model, Schramm's Model, Gerbner's Model, Westley and MacLean's Model, David Berlo's Model, Frank Dance Model.
4	Mass Communication LH: 10	Definition; Characteristics; Functions; Forms of Mass Communication – Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments LH: 5	Emergence of New Media, Recent trends, Impact on society.

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

References:

10. McQuail Denis. Mass Communication Theory. Sage Publications. 2005
11. Trenholm Sarah, Arthur Jensen. Interpersonal Communication. Oxford University Press. 2011
12. Fiske John. Introduction to Communication Studies. Routledge Publications. 1982
13. Williams Kevin. Understanding Media Theory. Arnold Publication. 2003
14. Andal N. Communication Theory and Models. Himalay Publishing House. 2004
15. Everett. R M. A History of Communication Study. Free Press. 1997
16. Kumar K. J. Mass Communication in India. Jaico Publishing house. 1994
17. Dominick J. R. The Dynamics of Mass Communication. Mcgraw Hill. 1999
18. Aggarwal Vir Bala, V. S. Gupta. Handbook of Journalism and Mass Communication. Concept Publications. 2001
19. Vivian J. The Media of Mass Communication. Allyn and Bacon. 1991

Multi / Interdisciplinary Course (MDC)
Course Name: Media management (MCJN1031)
Full Marks 50 (Theory 40; Internal Assessment 10)
Credit 3 [L 2 ;T 1; P 0];Lecture Hours: 45

Course Objectives

Media management course, which is a branch of business management, provides a curriculum of various aspects on dealing with business strategies, digital business, media market and research analytics. The course focuses on the knowledge and skills of media management-related subjects for successfully shaping its student's future career. This course program will help the students to develop an understanding and experience on the production, marketing, finance, and operations in the field of media management.

UnitI: Media Management overview: Concept of media industries; Marketing Communication- Strategies and structure; Concept of market - Global media industries; Rethinking media management and industries after COVID LH: 10

UnitII: Media ownership pattern and related managerial policies- Major patterns of ownership with special reference to India- Chain ownership, Cross Media , Vertical integration, Media Conglomerate ; Concentration of Media ownership – status of Editor and owner. LH: 10

Unit III : Social Media Management- Social Media Management Chain; Economical issues of Social media in media market; ;in Companies; Economics of New Media- Content, Production & Consumption New Marketing Communication in social media business; Social networks as marketing tools for media companies LH: 15

Unit IV : Mass , media and market, Active audience theory; Scope of audience analysis- Quantitative Techniques Survey; TRP Calculation, BARC Method, ABC; TRP Vs Market and Media Vs Market – Debate LH: 10

Course outcome

After completion of a degree in Journalism & Mass communication with media management one can get job offers from media companies and organizations. With media management, one can carry out many works and job roles such as digital marketer, project manager, media planner, market analyst in the fields of media .Students pursuing this course studies concepts and processes of management, information technology, managerial economics, consumer behaviour, marketing management, strategies, and much more to gain understanding and expertise in the field.

Reference :

1. Alan B. Albarra, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006
2. Athique ,A. and Parthasarathi, V.,The Indian Media Economy . Vol I & II, OUP, 2018.
3. Koheli, V., &Khandekar,. Indian Media Business (4th ed.) 2017
4. RamanujMajumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007

5. Rajesh Das & Dr. P. K Bandyopadhyay Edited : Mass Media & Society in Post Globalization Period: Issues & Approaches', Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
6. Mathur, B.S., Principles of Management, National Publishing House, 1998
7. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013
7. Vanita Kohli-Khandekar, The Indian Media Business (I, II, III, & IVth ed), Sage Publication, 2013
8. Report on The Indian Entertainment and Media Industry, by FICCI, KPMG, PWC 2010 to 2020 .

SEC: Print Production (MCJN1051)

Full Marks 50 [Theory 40; Internal Assessment 10]

Credits 3 [L2 ; T 1; P0]

Lecture Hours: 45

Course Objectives:

- To demonstrate the intellectual abilities to analyze the print media through group and discussion work.
- To competently identify, analyze and replicate the linguistic features of an article and critically evaluate current print media practices.
- To display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- To demonstrate specialized knowledge of recent trends and understand the editorial processes involved in producing print media.

Unit	Topic	Details
1	Covering News and Reporting LH:10	News - Definition; Elements; Types – Hard News and Soft News; News Source; Reporters – Functions and Qualities; Covering of Beats - Crime, Courts, City Reporting, Local Reporting, Health, Education, Sports; Structure of News Story–Inverted Pyramid style.
2	Specialized Reporting LH:10	Investigative and Interpretative Reporting; Feature - definition, types, importance; Editorial - Importance, Choice of Subject, Presentation; Interview - Types, Planning, Preparation & Conducting interview; Opinion Pieces, Op. Ed page.
3	Editing LH:10	Principles of editing; Headlines - Importance, Functions of Headlines, Types of Headline; Typography and Style; Language; Style Sheet; Importance of Pictures, Selection Criteria of News Pictures; Principles of Layout and Design; Role of Sub-Editor and Copy-Editor, News Editor and Editor, Chief of Bureau, Correspondents – District, Foreign.
4	Newsroom	Newsroom, Organizational setup of a newspaper - Editorial department,

	LH: 5	Advertising Department, Circulation Department.
5	Recent Trends LH:10	Trends in Sectional News; Week-end pullouts; Supplements, Backgrounders; Columns and Columnists; Factors affecting news treatment; Paid news; Agenda setting; Pressures in the newsroom; Trial by media; Gatekeepers; Objectivity and politics of news Neutrality and bias in news.

Course Outcomes:

This course provides the contents regarding reporting and editing style for print media

References:

1. Chaturvedi S.N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications. 2007
2. ItuleBruce, Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication. 1999
3. HodgsonF.W. *Modern newspaper practice: A primer on the press*. Focal Press. 1996
4. FedlerFred, JohnR.Bender. *Reporting for the Media*. Oxford University Press. 2012
5. KeebleRichard. *TheNewspaper'sHandbook*. Routledge Publication. 2006
6. DougallMac, CurtisDaniel. *Principles of Editorial writing*. W. C. Brown Co. Publishers. 1973
7. McQuailDenis. *Mass Communication Theory*. Sage Publications. 2005
8. Brooks Brian S, James L. Pinson. *The Art of Editing*. Allyn and Bacon Publication. 2015
9. Shrivastava K. M. *News Reporting and Editing*. Sterling Publishers, New Delhi. 1987
10. KamathM.V. *Professional Journalism*. Vikas Publications. 2009

SEMESTER - II

Major (Core)

History of Media , (MCJN2011)

Full Marks – 75 (Theory -60; Internal assessment 15)

Credit 4 (L3;T 1;P0)

Lecture Hours: 60

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era

Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press LH:20	Emergence of vernacular newspaper in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette; James Silk Buckingham and Calcutta Journal, Baptist missionaries - Serampore Mission Press ,WilliamCarey; RammohunRoy;Journalistic activities by Derozians , Young Bengal Movement in Bengal Renaissance;Harish ChandraMukhopadhyay and Hindu Patriot, BrahmabandhabUpadhyay – Editor of Sandhya;Gandhiji as a mass communicator, as an editor and Gandhi as a journalist.
2	Indian National Movement and the Contemporary Press LH:10	Major Journals and Newspapers of Pre-independence era – BengalGazette – its writing style;SamacharDarpan; SambadKaumudi –Parthenon;Yugantar and Krishnadas Pal; The Amrita Bazar Patrika
3	Major Debates LH:15	Vernacular Press Act –Indian Telegraph Act; Press & Registration Book Act ; Gagging Act – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy,Corporatization of Newspaper Houses, Social, Political and Economic Issues and role of theIndian Press; News agencies - API, UPI, PTI, UNI and its importance.
4	Indian Press in Post-Colonial Era LH:15	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting;Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

- Natarajan J. (1995). History of Indian Journalism. Creative Media Partners, LLC. 2021
- Raghavan G. N. S. The press in India, a new history. Gyan Publishing House. 1994
- Chowdhry Angad, Matti Pohjonen, Meenu Gaur, Somnath Batabyal. Indian Mass Media and the Politics of Change. Taylor & Francis. 2011
- Dayan Daniel, Elihu Katz. Media Events: The Live Broadcasting of History. Harvard University Press. 1992
- Rajagopal Arvind. The Indian Public Sphere: Readings in Media History. OUP India. 2009
- Sethi Devika. War over Words: Censorship in India, 1930-1960. Cambridge University Press. 2019
- Mitra Mohit. History of Journalism. National Book Agency Private Ltd. 1955
- Rau M. Chalpathi. Journalism and Politics. Vikas. 1984
- Jeffrey, Robin. India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press. Oxford. 2003
- Mehta, D.S. Mass Communication and Journalism in India. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post-independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Minor : History of Media (MCJN2021)

Full Marks – 75 (Theory -60; Internal assessment 15)

Credit 4 (L3;T 1;P0)

Lecture Hours: 60

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era
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Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press	Emergence of vernacular newspaper in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette; James Silk

	LH:20	Buckingham and Calcutta Journal, Baptist missionaries - Serampore Mission Press ,WilliamCarey; Rammohun Roy; Journalistic activities by Derozians , Young Bengal Movement in Bengal Renaissance; Harish Chandra Mukhopadhyay and Hindu Patriot, Brahmabandhab Upadhyay – Editor of Sandhya; Gandhiji as a mass communicator, as an editor and Gandhi as a journalist.
2	Indian National Movement and the Contemporary Press LH:10	Major Journals and Newspapers of Pre-independence era – Bengal Gazette – its writing style; Samachar Darpan; Sambad Kaumudi –Parthenon;Yugantar and Krishnadas Pal; The Amrita Bazar Patrika
3	Major Debates LH:15	Vernacular Press Act –Indian Telegraph Act; Press & Registration Book Act ; Gagging Act – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy, Corporatization of Newspaper Houses, Social, Political and Economic Issues and role of the Indian Press; News agencies - API, UPI, PTI, UNI and its importance.
4	Indian Press in Post-Colonial Era LH:15	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting ;Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

- Natarajan J. (1995). History of Indian Journalism. Creative Media Partners, LLC. 2021
- RaghavanG. N. S.The press in India, a new history.Gyan Publishing House. 1994
- ChowdhryAngad, MattiPohjonen, Meenu Gaur, SomnathBatabyal. Indian Mass Media and the Politics of Change.Taylor & Francis. 2011
- Dayan Daniel, Elihu Katz. Media Events: The Live Broadcasting of History. Harvard University Press. 1992
- RajagopalArvind.The Indian Public Sphere: Readings in Media History.OUP India. 2009
- SethiDevika. War over Words: Censorship in India, 1930-1960.Cambridge University Press. 2019
- MitraMohit. History of Journalism. National Book Agency Private Ltd. 1955
- RauM. Chalapathi. Journalism and Politics.Vikas. 1984
- Jeffrey, Robin. India’s Newspaper Revolution: Capitalism, Politics and the Indian Language Press. Oxford. 2003
- Mehta, D.S. Mass Communication and Journalism in India. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post- independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Multi Disciplinary Course, MDC

Course Name: Media Reporting (MCJN2031)

Full Marks 50 (theory 40 ; Internal assessment 10)

Credit 3 (L 2; T 1; P 0)

Lecture Hours: 45

Course Objectives:

- Unit – 1: To understand the basic concepts of media reporting.
- Unit – 2: To discuss in details about different aspects of print media reporting.
- Unit – 3: To make a clear idea regarding the structure and presentation style of reporting for audio media, i.e. radio.
- Unit – 4: To discuss about structure and style of presentation for audio-visual reporting, i.e. television.
- Unit – 5: To understand the recent development in reporting style.

Course Contents:

Unit	Topic	Details
1	News Reporting LH: 8	Definition; Types – Hard news and Soft news; Beat reporting – Crime, Court, Health, Education, Sports, Entertainment; Correspondents; News agency reporting; News source; News elements – 5W's and 1H; Reporter – duties and responsibilities; Types of reporting – investigative, interpretative, Conducting interview.
2	Reporting for Print Media LH:7	Inverted Pyramid Style; Lead – types, importance; Headline – types, importance; Columns and Columnists; Feature – types, importance; Editorial - importance, choice of subject,presentation; Importance of picture for print reporting; Organizational setup of newspaper house.
3	Reporting for Audio Media – Radio LH:8	Radio news bulletin – types, style and presentation; Radio presenter – qualities and duties; Radio newsroom – structure and functions; Radio programmes – radio talk, radio feature, radio drama, radio interview, radio documentary; Jingle; Radio magazine; Live broadcasting.

4	Reporting for Audio-visual Media – Television LH: 15	Television news bulletin – basic elements, style and presentation; Television news anchor – qualities and duties; Camera usage in news – basic camera shots, camera angles, camera movements, visual grammar and perspective, focusing; Television newsroom - structure and functions; Electronic News Gathering (ENG), Electronic Field Production (EFP); OB Van, Live telecasting; Television programmes – news, interview, discussion, chat shows. AVO, VO, Bytes, PTC.
5	Recent Trends in News Reporting LH:7	Trends in sectional news; Weekend pull outs; Technological determinism; Computer Mediated Communication (CMC); Networked journalism; Alternative journalism; Digital archives; Web 2.0; Storytelling structure of recent reporting technique; Ethical perspective of digitalized reporting.

References:

- Baskette K. Floyd, Jack Z. Sissors, Brain S. Brooks. The Art of Editing. Pearson publication, Ed. 6. 1996
- Chaturvedi S. N. Dynamics of Journalism and Art of Editing. Cyber Tech Publication. 2007
- Itule Bruce, Douglas Anderson. News Writing and Reporting for Today’s Media. McGraw Hill Publication. 2006
- Shrivastava K. M. Radio and TV Journalism. Sterling Publihers Pvt. Ltd, New Delhi, 1989
- Stuart W. Hyde. Television and Radio Announcing. Krishna Publishers, New Delhi, 2017
- Mitchell Stephen, Holt. Broadcast News, Radio Journalism and An Introduction to Television. Rinehart and Winston Publication, 1980
- Kung, L., Picard, R. and Towse R. The internet and mass media. 1st ed. London: Sage. 2008
- Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K. New media -A critical introduction. Routledge. 2009
- Fenton,N. New media, Old news: Journalism and democracy in the digital age. London, Sage. 2010
- Nayar P. An introduction to new media and cyber cultures. Wiley Blackwell, UK. 2010

Course Outcomes:

- This course will help the students to understand the basic areas of media reporting.
- This course will present the structural values of different types of media reporting.
- This course will make a clear picture of the presentation style of different media reporting.
- This course will help the students to understand the recent developments and the new trends of different reporting segments.

9. Siegel, E.H. (1992). Creative radio production. Focal Press.

Course outcomes:

The course will provide the basic knowledge of radio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. Students will work on specific projects designed to help the art of audio recording, editing, mixing, and aural storytelling techniques. Again they will get ideas of use of sound effects, music, narration, and dialog in a radio script. Finally the course curriculum will build on the learner's knowledge of radio production and broadcasting, to enable the students to greatly improve on their existing skills and prepare them fully to work in a professional broadcast environment with an emphasis on production, research, reporting and presentation.

SEMESTER III

Major Course: Advertising and Marketing Communication

Paper Code: MCJN3011

Full Marks: 75 (Theory – 60, Internal Assessment - 15)

Credits: 5 ([L 4: T 1:P 0)

Course Objectives:

- To understand the basic concepts of advertising
- To know the relationship between marketing and advertising
- To study some of the prominent theories and model related to advertising
- To learn the process of making advertising campaign
- Finally, to recognise the importance of ethics in advertising and marketing Communication

Unit 1	Introduction to advertising	<ul style="list-style-type: none">• Definition and functions of advertising• Importance of advertising• History of advertising• Types of advertising• Types of media for advertising - print, electronic and online media
Unit 2	Advertising and marketing	<ul style="list-style-type: none">• Advertising as a tool of communication• Role of advertising in marketing• Marketing mix• Branding• Marketing strategy and research
Unit 3	Advertising theories and models	<ul style="list-style-type: none">• AIDA model• DAGMAR model• Maslow's Hierarchy model• Communication theories applied to advertising
Unit 4	Media planning, budgeting and agency functions	<ul style="list-style-type: none">• Objectives• Segmentation

		<ul style="list-style-type: none"> • Positioning • Media selection, planning and scheduling • Advertising budget • Campaign planning, creation and production • Advertising agency - structure and functions • Advertising department vs. advertising agency
Unit 5	Ethical aspects of advertising	<ul style="list-style-type: none"> • AAAI, ASCI and their codes • Economic, cultural, psychological and social aspects of advertising

Course Outcomes:

- This course will help the students to be familiar with the scenario of marketing
- This course will help the students to identify the job opportunity in the area of advertising and marketing

References:

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. Belch, G.E and Belch, M.A; Advertising and Promotion: An Integrated Marketing Comm. Perspective, 10th Edition, 2015
6. Jefkin, Frank; Advertising, 4th Edition, Pearson, 2002
7. Jethwaney, Jaishri and Jain, Shruti, Advertising Management, OUP India, 2012
8. Ogilvy, David; Ogilvy on Advertising, Prion, 2001
9. Pandey, Piyush; Pandeymonium: Piyush Pandey on Advertising, Penguin, 2015
10. Sengupta, Subrata; Brand Positioning: Strategies for Competitive Advantage, Tata McGraw-Hill., 2005
11. Shah, Kruti; Advertising and Integrated Marketing Communications, McGraw Hill, 2014
12. Valladares, June; The Craft of Copywriting. Sage Publications, 2000
13. Wharton Chris; Advertising as Culture, 2013
14. Yeshin, Tony; Advertising, Thomson, 2006

Paper Code: MCJN3012

Full Marks: 75 (Theory – 60, Internal Assessment - 15)

Credits: 5 ([L 4: T 1:P 0)

Course Objectives:

- To help the students about the latest strategies required to be competitive in the rapidly evolving business-communications environment
- To educate the students about media relations , potential clients, investors, sponsors, staff, and other stakeholders in any business communication like public relations
- To encourage them how to develop and retain a positive impression of the company, its management, products, services promotion techniques and policy decisions
- The curriculum focuses on independent media promotion through press releases, online content, and PR marketing

Unit 1	Introduction of Public Relations	<ul style="list-style-type: none">• Definition of Public ; Concept of Public Relations; Brief history of Public Relations; Public Relations and advertising , Pr & propaganda ; PR & lobbying.• PR and an integrated communication- Scope and Strategy ; RACE formula ;PR in Public sectors, Management perspectives in PR; PR Planning
Unit 2	Issues and tools of Public Relations	<ul style="list-style-type: none">• Employee relations; Shareholder relations; Crisis communication .
Unit 3	Media Relations	<ul style="list-style-type: none">• Scope, approaches and applications of Media Relations in PR; Tools of Media Relations; Technological advancement of Media Relations; Media Relations for overseas enterprises; Social media networking of corporate• Conventional and advanced mode of press conference and press release – Role of digital media• Public relations and new media technology; PR promotion and Social media networking sites
Unit 4	Issues of Corporate	<ul style="list-style-type: none">• Definition of Corporate and Concept of Corporate

	Communication	Communication, Corporate Communication and PR; Issues of Corporate Communication- Corporate liaison; Corporate Branding; Corporate Identity
Unit 5	Corporate Social Responsibility	<ul style="list-style-type: none"> • Conventional and modern idea about CSR; CSR as philanthropy vs social obligation; CSR and environment responsibility; Changing perspectives of CSR after Covid 19 - CSR and employee relations; : Corporate CSR and NGO- A collaborative approach

Course Outcomes:

- Students have the opportunity to work in several businesses and industrial public relations and also some corporate communications, educational public relations, environmental public relations. It can create an opportunity to start entrepreneurship like corporate event management.
- It enhances awareness and critical analysis on the position and procedures of public relations in institutions and culture and improves practical knowledge for PR design and implementation including analytical skills and expertise and understanding and appreciation and goals that arise from PR as a strategic methodology of management. The curriculum is useful for studying the current strategies needed to succeed in the rapidly changing communications world as well as how administrations use PR for several reasons.

Reading List:

1. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
2. Corporate Social Responsibility in India , By BidyutChakrabarty , Rutledge, 2011
3. Corporate Social Responsibility: Concepts and Cases : the Indian Experience , By C. V. Baxi, Ajit Prasad, Excel Books New Delhi, 2005
4. Corporate Social Responsibility in India, By Sanjay K Agarwal, Response Publication, 2008
5. Online Public Relations , By David Phillips, The Institute of Public Relations , KOGAN Page
6. The Public Relations Handbook , By Alison Theaker, Rutledge
7. Public Relations, By Edward L. Bernays, University of Oklahoma Press
8. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools,Publisher: New Delhi : Sterling Publishers Private Limited, 2016
9. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
10. Crisis Management: Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
11. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.

Multi Disciplinary Course: Basics of Media Writing

Course Code - MCJN3031

Full Marks: 50 (Theory – 40, Internal Assessment - 10)

Credits: 3 (L 2: T 1:P 0)

Course Objectives:

- To know about different types of media writing
- To understand the various skill-sets required for media writing
- To study why it is necessary to learn the basic grammar of different media writing
- Finally, to realise and recognise the prospects and job opportunities of writing for Media.

Unit 1	Introduction to Media Writing.	<ul style="list-style-type: none">• Types of Media Writing, Media forms• Importance and effects of Media Writing on society, audience• the basics of writing mechanics - grammar, language, style.• Effects of media on the each others' writing style and language• Ethical issues in media writing.
Unit 2	Writing for Print Media	<ul style="list-style-type: none">• Different Types of Print Media and major forms of print media Writing.• How to write News, soft news and hard news, importance and News Writing• Different Types of Features, Importance and feature writing• How to write editorial, basic guidelines and editorial writing
Unit 3	Writing for Audiovisual Media	<ul style="list-style-type: none">• Writing for Television- basic guidelines- news and non news script writing- quality writing vs popular writing, the changes over the years• Writing for Radio, Radio language - basic qualities and change in radio language- radio talk drama news writing.• Writing for audio visual commercial, types.

Unit 4	Writing for Digital Media	<ul style="list-style-type: none"> • Web journalism, writing for web portals, basic guidelines and impact • Writing for social media, factor and importance • Citizen journalism and mobile journalism • Content Writing for Web Blogs, Web Pages and blogs of Individual and institution- nature and scope.

Course Outcomes:

- This course will help the students to be familiar with the contemporary media writing’s practices in India.
- The students will be aware of the current research in the area of media writing, culture and society.
- This course will help the students to adopt the writing skills required in the field of different media.

References:

1. Hobenberg J : The Professional Journalist, Oxford IEH Publishing Company, New Delhi.
2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi
3. Mencher, M : Basic News Writing, W Brown Publisher UK
4. Zettl H, Handbook of Television Production,2008, Cengage Learning, New Delhi
5. Prajapati R A, A Handbook of Media and Journalistic Writing, Perception Publishing House 2024
6. Sharma D, The Power of Content Writing: Everything about Starting a career as a Content Writer , Mithaas Services,2024
7. Friedmann A, Writing for Visual Media, Routledge 2021
8. MacLoughlin, Writing for Radio, How to Books, 2001
9. Lawrence D, Digital Writing: A Guide to Writing for Social Media and the Web, Broadview Press 2021.

Skill Enhancement Course (SEC) - Television Production

Multi Disciplinary Course: Basics of Media Writing

Course Code - MCJN3051

Full Marks: 50 (Theory – 40, Internal Assessment - 10)

Credits: 3 (L2: T 1:P 0)

Course Objective: This course aims on laying the necessary groundwork needed for learning about the various aspects

of Television. This module is on basics of television production and new technologies of television

Unit 1: Knowing the Audio Visual Medium - Basic Characteristics, strengths & weakness; Cable TV and Satellite TV; New Technologies; Web Casting, Vodcasting, Vlog, IPTV, Video on Demand etc.

Unit 2 : Stages of Television production process - Pre-Production ;–Idea, Source,Basics of Script, Screenplay Writing, Budgeting, Location Scouting etc. Production;- Direction, Camera Shots and Movements, Lights, Microphone, Sound Recording. Post-Production;- Editing-linear & non-linear, use of transitions and effects, dubbing, subtitles etc

Unit 3 : Television Presentation- style and techniques of news presentation, presentation skills, live compering. Introduction to various TV genres; Non- Fiction &Fiction.New trends in TV program formats.

Course outcomes

Students will have a proper knowledge of television production process .They will be able to understand the changes in the technical and content structure of television in the purview of the digital age.

Reading List

1. Millerson G & Owens J (2008)Video Production Handbook New York Focal Press
2. Belavadi, V. (2015). Video production (Vol. 2). New Delhi: Oxford University Press.
3. Millerson G (2003) Television Production Focal Press
4. Zettl H (2003) Television Production Handbook Belmont Wadsworth

SEMESTER - IV

Major Course: Legal Studies and Mass Media

Paper Code : MCJN4011

Full Marks: 75 (Theory – 60, Internal Assessment - 15)

Credits: 5 ([L 4: T 1:P 0)

Course Objectives:

- To understand the basic need and importance of media laws

- To know about the available laws related to mass Media.
- To study media scenario of India with contemporary case studies.
- To learn the difference between law and ethics.
- Finally, to recognise how media laws and ethics can protect mass media and also violation of those can put their credibility at risk.

Unit 1	Introduction to Media Law and Constitutional Law	<ul style="list-style-type: none"> • Nature and Importance of Media Law • Importance of Fundamental Rights • Freedom of Speech and Expression and their limitations • Freedom of expression and Defamation: Libel and Slander • Other media laws: Copyright Act, Working Journalist Act • Right to Information
Unit 2	Media and Ethics	<ul style="list-style-type: none"> • Role of Media in Democracy: Media as the Fourth Pillar of Democracy • Media and coverage of Gender, Children, Violence • Media Trial in India • Media Ethics • Code of Ethics for different media. •
Unit 3	Media representation and Digital Media	<ul style="list-style-type: none"> • Media Laws and Ethics of Digital Media • IT act of 2000 and 2008 • Cyber Law and Mass Media •
Unit 4	Media in India	<ul style="list-style-type: none"> • Mass Media and Economic pressure • Censorship issues in media • Law of Sedition • Inflammatory Writing • Relevant Case studies on Indian Media handling Legal issues.

Course Outcomes:

- This course will help the students to be familiar with the internal relationship of Indian Media and Laws of India.
- This course will help the students to identify and take precautions while doing media job in future.

References:

1. DurgadasBasu:’ Laws Of The Press In India’, Prentice Hall Of India, 1980
2. Ra Yudu C S : ‘Communication Laws’, Himalaya Pub. House,1995
3. M. Neelamalar :‘Media Law and Ethics’ Phi Learning, 2009
4. DurgadasBasu : ‘Indian Constitution’ Lexisnexis,1998.
5. SomeswaraRaoB. ‘Journalism:, Codes And The Law’, Academy Of Communication &Media1997.
6. Mankakar, D.R. : ‘Press and Pressure’.Indian Book Co., 1973.

Major Course: Globalization and Media Industry
Paper Code: MCJN4012
Full Marks: 75 (Theory – 60, Internal Assessment - 15)
Credits: 5 ([L 4: T 1:P 0)

Course Objectives:

- The course will provide students an understanding of the relationship between globalization and media and evolution, role, structure and impact of the global media
- It will help them to understand the present situation of media business followed by the media business and regional alternatives
- The course will provide them an understanding about the role of culture in global media scenario

Unit 1	Media and international communication	<ul style="list-style-type: none"> • Evolution of global news dissemination - Origin and development of technology - Advent of satellites – ISDN. DBS - Emergence of internet as a global medium • Universal Declaration of Human Right and communicational rights; Non Allied Movement (NAM); NANAP; NWICO, McBride Commission and UNESCO- Unequal development and Third World concerns: North-South imbalance on information flow • Agency journalism- Havas , AP, AFP, Reuters and Deutsche Presse-Agentur
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Unit 2	Post War World And Media	<ul style="list-style-type: none"> • Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication • Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America - Communication debates, Role of BBC globalization and after
Unit 3	Global Conflict and Global Media	<ul style="list-style-type: none"> • Global media's coverage of Third World countries -Quantitative bias, Qualitative bias, Cultural bias. • Media Coverage post 1990 --- Rise of Al Jazeera The Gulf Wars; CNN's satellite transmission, embedded Journalism 9/11 and implications for the media • Incident from South Asia: Assassination of Sheikh Mujibur Rahman in Bangladesh; Sri Lankan Civil War; Operation Blue Star, Assassination of Indira Gandhi, Operation Cactus in Maldives, Tiananmen Square protests; Tsunami • Occupy Wall Street (OWS) ;Conflict in Gaza strip
Unit 4	Media and Cultural Globalization	<ul style="list-style-type: none"> • Cultural Imperialism, Cultural politics: media hegemony and Global cultures Chomsky's idea of manufacturing concept • Homogenization, the English language Local/Global, Local/Hybrid and globalization/glocalization debate
Unit 5	Global Mediascape	<ul style="list-style-type: none"> • Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide • Media conglomerates and monopolies: Ted Turner/Rupert Murdoch, GI, AoL, 3i , Essel Group, Reliance Group • Trans-world production chains and BPOs /Call Centers, • Cyber-attacks and cyber-security ; • Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

Course Outcomes:

- Understand the functioning of global media business.
- Students will know about the new global media scenario.

- They will understand the impacts of different issues on global media scenario
- They will be able to know about the global media culture and will develop a critical eye for global media coverage and comparison with regional media.

Reading List:

1. Sneha Mahajan, Issues in Twentieth Century World History, Delhi, 2012.
2. Bipan Chandra, Mridula Mukherjee and Aditya Mukherjee , India since Independence, Penguin, 2000 .
3. MacBride Commission Report. Many voices, one world: Towards a new, more just and more efficient world information and communication order.
4. DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
5. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A GlobalPerspective, Rowman and Littlefield Publishing Group, 2004.
6. DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
7. Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
8. Lee Artz and Yahya R. Kamalipour. The Globalization of Corporate Media Hegemony, New York Press,2003.
9. ZahidaHussain and Vanita Ray. Media and communications in the third worldcountries,Gyan Publications,2007.
10. Moulana, Hamid : International information flow, Sage Publications, 1998.
11. Boyd Barrett : International News Agencies, Sage Publications, 1998 .

Major Course: Digital Media
Paper Code : MCJN4013
Full Marks 75 (Theory 60; Internal assessment 15)
Credits:5(L 4: T 1:P 0)

Objective: To make the learners aware of the different aspects of Digital Media. The students will be made aware of various types of Digital communication techniques.

Unit 1: Introduction – Evolution of digital media; ICT; use as computer component

Unit 2: Characteristics- basic components; credibility; net neutrality; digital literacy; digital divide

Unit 3: Medium- Internet &its characteristics; concepts; functions; uses;

Unit 4: Computer Meditated Communication- emails; search engines; video conference; webcasting; podcasting; video sharing

Unit 5: Effects- cyber security and vulnerabilities; cyber crime, dark web, deep fake, identity theft , troll ,wiki leaks etc

Course Outcome – This course will enable the students to comprehend the basic concepts of digital media. They will be able to use this medium judiciously

Reading List

Lister M, Dovey J, etal (2009)New Media: a critical introduction Routledge

Dewdney, A. & Ride, P. (2006). The Digital Media Handbook. Routledge

Lindgren, S. (2017). Digital media and society. Sage

Schmidt, E. & Cohen, J. (2013). The New Digital Age: Reshaping the future of people ,nations and business. John Murray.

Minor Course: Rural Communication

Paper Code: MCJN4021

Full Marks: 75 (Theory – 60, Internal Assessment - 15)

Credit : 3 (L 3: T 1:P 0)

Course Objectives:

1. The students who undergo this programme are able to understand the issues prevailing in rural areas and the degree holders will be able to invent solutions for better rural development
2. . There are ample of opportunities to the students to get employment in the Dept. of rural development and Panchyatraj Raj Institution of both State and central along with NGOs those are associated with different sectors in rural development.
3. The rural development programme makes students to understand the socio economic conditions of rural folk.

Unit 1	Rural society and Development	<ul style="list-style-type: none">• Rural vs urban- sociological, demographical and cultural perspectives• Rural development and agricultural development• Rural development and communication- Scope and approaches• Gandhian view of rural development• Tagore philosophy and Rural development• Rural Bengal : an overview
Unit 2	Paradigm of Rural Communication	<ul style="list-style-type: none">• Rural communication is an integrated and interdisciplinary communication• Communication for social ideation and social change• People's participation- horizontal mode of extension and rural development, decentralization of power, Participatory approaches of rural development

		<ul style="list-style-type: none"> • Agricultural Knowledge Information System • Development Support Communication • Opinion Leaders, Community Leaders, Change Agents, Extension Staff and Others
Unit 3	Extension of Rural Communication	<ul style="list-style-type: none"> • Role of CBOs ,VOs and NGOs in Rural development • Role of Corporate CSR in rural development • UNDP, UNESCO , UNICEF - International Programme and Project regarding rural development • Ministry of Rural development, Govt of India and Department of Rural Development and Panchyat, Govt of West Bengal
Unit 4	Rural development programme	<ul style="list-style-type: none"> • PRIs- Administrative structure, communication strategies, and communication gap in PRIs • SITE and KHEDA Programme • Rural communication for health, primary education and rural entrepreneurship • MGNREGA – Project, Programme, rural empowerment • SHGs- Decentralization of women empowerment • Importance of conservation of resources, ecology and environment in rural areas for sustainable rural development
Unit 5	Media and Communication for Rural Development	<ul style="list-style-type: none"> • Rural media- low cost participatory media, community media in rural development, Traditional Media of Rural Communication - Folk Songs, Folk Dances, Folk Theatre Forms and Folk Traditions • Doordarshan and All India Radio – broadcast of rural development programme • Rural development programme and news in other private channels and newspapers • Portal and App based communication for rural development

Course Outcomes:

By the end of the course in Rural Communication programme the students will be able to define the rural areas, rural economy and development and issues of Rural Development in general and address them through various development strategies with proper communication planning.

2. They will get acquainted with the knowledge on theories of development, social political structure, economic structure and communication model and approaches for rural development and communication respectively. Students will be able to explain the rural local self-governance namely Panchayat Raj Institutions and its role in planning and development of rural areas and identify the importance of empowerment of women and community participation for micro-finance and governance.

Reading List:

1. Jain, R, (2003). Communication Rural Development: Strategies and Alternatives, Rawat Publishers, New Delhi
2. Desai, A.R., (2019) Rural Sociology in India
3. Documents of Five Year Plans I, II, III, IV, V, VI, VII and VIII . Brahmananda, et.al- Dimensions of Rural Development in India
4. Laxman and Morayan- Rural Development in India
5. Katar Sing (1986) Rural Development, Principles, Policies, and Management, Sage publication, New Delhi.
6. Satyasundaram (1997), Rural Development, Himalaya Publishing House, New Delhi.
7. Venkata Reddy K (1992) Rural Development in India, Poverty and Development, Himalaya Publishing House, New Delhi.
8. Maheswari S. (1985) Rural Development in India, - A Public Policy Approach, Sage publication, New Delhi.
9. Kanchan Chopra, Gopal Kadekodi and Murthy M.N (1990) Participatory Development, Sage publication, New Delhi.
10. Hoshiar Sing (1995) Administration of Rural Development in India, Sterling Publishers Private Ltd. New Delhi.
11. Rahul Mudgal (1996) Economic Dimensions of Rural Development, Sarup & Sons, New Delhi. Aamarendra (1998) Poverty, Rural Development and Public Policy, Deep and deep Publication Pvt. Ltd., New Delhi
12. Laxmidevi (1997) Planning for employment and Rural Development, Anmol Publications Pvt. Ltd., New Delhi.
13. Kalipada Deb (1997) The challenge of Rural Development, M.D. Publications Pvt. Ltd., New Delhi.
14. Sundaram K.V. (1999) Decentralized multilevel Planning, Concept Publishing Company, New Delhi.
15. Jain L.C 1985, Grass without roots: Rural Development under Government Auspices, Sage Publications, New Delhi

16. Dey, M.(2016), MGNREGA Success or Failure, Adroit Publishers