

**RANI BIRLA GIRLS' COLLEGE
38, SHAKESPARE SARNI
KOLKATA-700017**

Criterion: 1

Index Number: 1.1

SUBTITLE: LESSON PLAN

**DEPARTMENT: JOURNALISM AND MASS
COMMUNUCATION**

YEAR: 2018-19

2019-20

2020-21

2021-22

2022-23

course	Topic	Teacher	No of classes
Part SYSTEM	<p style="text-align: center;">SESSION- 2018-19</p> <p style="text-align: center;">Reporting and Editing Technique</p> <p>PAPER 1 50 Marks</p> <p>Module One: Principles of News Making</p> <p>25 Marks</p> <p>News: Elements, Values, Objectivity; Beat and Source: definitions, types; Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Headline: types, importance, writing headline for newspaper; Principles of Sub-Editing; Principles of Agency News; Principle of Page Making; Principle of writing an Editorial; Post Editorial; Feature: Definition, types, writing a feature; Interviewing: Research, planning, framing questions, writing the piece; Advertorials; Covering Press Conference; Journalistic aberrations: Paid News , Yellow Journalism.</p> <p>Module Two: Structure of Newspaper Organizations- Positions and Responsibilities</p> <p>25 Marks</p> <p>Positions, qualities, duties and responsibilities of: Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau, Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator.</p> <p>Second Half: Journalistic Praxis & Elementary Communication</p> <p style="text-align: center;">50 Marks</p> <p>Module three: Journalistic Praxis</p> <p>25 Marks</p> <p>Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public</p>	<p>TB</p> <p>DB</p> <p>IB</p>	<p>16</p> <p>16</p> <p>16</p>

	<p>Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism, Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Online Journalism, Column Writing, Writing for Magazine, Special and supplementary Pages, Photo Journalism and techniques of photo editing.</p> <p>Reporting and Editing Techniques 50 Marks</p> <p>Module One: Principles of News Making 25 Marks</p> <p>News: Elements, Values, Objectivity; Beat and Source: definitions, types; Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Headline: types, importance, writing headline for newspaper; Principles of Sub-Editing; Principles of Agency News; Principle of Page Making; Principle of writing an Editorial; Post Editorial; Feature: Definition, types, writing a feature; Interviewing: Research, planning, framing questions, writing the piece; Advertorials; Covering Press Conference; Journalistic aberrations: Paid News , Yellow Journalism.</p> <p>Module Two: Structure of Newspaper Organizations- Positions and Responsibilities 25 Marks</p> <p>Positions, qualities, duties and responsibilities of: Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau, Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator.</p> <p>Second Half: Journalistic Praxis & Elementary Communication 50 Marks</p> <p>Module three: Journalistic Praxis 25 Marks</p>	<p>TB</p> <p>DB</p> <p>IB</p>	<p>20</p> <p>20</p> <p>20</p>
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	<p>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, Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Online Journalism, Column Writing, Writing for Magazine, Special and supplementary Pages, Photo Journalism and techniques of photo editing.</p> <p>Paper 2 Module Two: Growth of Professional Journalism and National Affairs</p> <p>25 Marks</p> <p>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; Growth of National Media System: All India Radio and Doordarshan; E-Governance;</p> <p>Contributions of Eminent Journalists: M. Chalapati Rau, Vivekananda Mukhopadhyay, Santosh Kumar Ghosh, Sagarmoy Ghosh, Vinod Mehta, Barun Sengupta, Dilip Patgaonkar, N.Ram.</p> <p>Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Supreme Court, High Court, Indian Parliament, Election Commission of India, History of Indian Planning Commission and Five Year Economic Plans.</p> <p>Practical 50 Marks</p> <p>First Part (Written)</p> <p>25 Marks</p> <p>Writing a Report in about 150 words from given points; Writing a News Feature; Writing Headlines from News Stories; Proof Reading of a dummy Sheet.</p> <p>Second Part (Computer Practical)</p>	DB	16
	<p>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; Growth of National Media System: All India Radio and Doordarshan; E-Governance;</p> <p>Contributions of Eminent Journalists: M. Chalapati Rau, Vivekananda Mukhopadhyay, Santosh Kumar Ghosh, Sagarmoy Ghosh, Vinod Mehta, Barun Sengupta, Dilip Patgaonkar, N.Ram.</p> <p>Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Supreme Court, High Court, Indian Parliament, Election Commission of India, History of Indian Planning Commission and Five Year Economic Plans.</p>	TB	17
	<p>Contributions of Eminent Journalists: M. Chalapati Rau, Vivekananda Mukhopadhyay, Santosh Kumar Ghosh, Sagarmoy Ghosh, Vinod Mehta, Barun Sengupta, Dilip Patgaonkar, N.Ram.</p> <p>Basic Aspects of Indian Constitution: Preamble, Fundamental Rights and Duties, Powers and Positions of President, Prime Minister, Governor, Chief Minister, Supreme Court, High Court, Indian Parliament, Election Commission of India, History of Indian Planning Commission and Five Year Economic Plans.</p>	TB	10
	<p>Practical 50 Marks</p> <p>First Part (Written)</p> <p>25 Marks</p> <p>Writing a Report in about 150 words from given points; Writing a News Feature; Writing Headlines from News Stories; Proof Reading of a dummy Sheet.</p> <p>Second Part (Computer Practical)</p>	IB	20

	<p>Module Three: Communication Schools and Media Studies 25 Marks</p> <p>Frankfurt Critical School; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes; British School: Centre for Contemporary Cultural Studies; Ev. Rogers' Development communication school:</p> <p>Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.</p> <p>Paper 4 Practical</p> <p>Written Segment 30 Marks</p> <p>Book Review, Film Review, Review of Television Programmes, Writing an Editorial, Writing Anchor Story, Writing Interviewed Copy with headline, Lead or Intro Writing, Editing Agency Creed.</p> <p>Project and Presentation 20+20=40</p> <p>Dissertation Project on topics of social interest (within four thousand words) and Slide Presentation on the dissertation topic.</p> <p>Computer 30 Marks</p> <p>Advanced Page Designing of a broadsheet using Page making software and photo editing software; Candidates are expected to know various elements of page design that includes slug, info-graphics, blurbs, shoulder, reverse etc.</p> <p>Paper 5</p> <p>Media Management and Press Laws 50 Marks</p> <p>Module One: Media Management</p> <p>25 Marks</p> <p>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</p>	<p>TB</p> <p>DB</p> <p>IB</p> <p>TB</p>	<p>22</p> <p>22</p> <p>23</p> <p>32</p>
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	<p>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.</p> <p>Module Two: Press Laws and Human Rights 25 Marks</p> <p>Freedom of Information and freedom the press: Indian experience; From Press Commission to Press Council of India: before and after globalization; 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, Yellow Journalism, Right to Information Act, Right to privacy versus freedom of speech and expression; Cyber Crime and related Laws; Contemporary Indian media and Universal Declaration of Human Rights; various aspects of Human Rights: Women rights, Child rights; Media and gender inequality.</p> <p>Module Three: Film Theories and Movements</p> <p>25 Marks</p> <p>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; Classical Hollywood Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America; Indian New Wave Masters: Satyajit Ray, Rittick Ghatak, Mrina Sen; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.</p> <p>Module Four: Film Production Techniques</p> <p>25 Marks</p> <p>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, Image.</p> <p>Contributions of filmmakers: Akira Kurosawa, Orson Welles, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin, Shyam</p>	<p>IB</p> <p>DB</p> <p>TB</p>	<p>32</p> <p>32</p> <p>32</p>
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	<p>Benegal, Govind Nihalni, Goutam Ghosh, Rituparno Ghosh, Aparna Sen, Mira Nair, Maniratnam, Adoor Gopalkrishnan; Recent trends in cinema production in India; Digital cinema production.</p> <p>Paper 6 Module One: Journey of Radio in India 25 Marks</p> <p>History of AIR; Inception and Growth of Radio News in India; 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 and Doordarshan: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National programme in AIR; Radio Jockey: Role and Responsibilities; International radio stations: BBC, VOA.</p> <p>Module Two: Radio Production Techniques 25 Marks</p> <p>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; 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, use of softwares; Ethical issues.</p> <p>Module Three: Growth of Television in India 25 Marks</p> <p>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</p>	<p>IB</p> <p>DB</p> <p>IB</p>	<p>32</p> <p>32</p> <p>16</p>
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SEMESTER 1	<p>Module Three: Introduction to Public Relations</p> <p>25 Marks</p> <p>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; 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; PRO: Role, Qualities and Functions.</p> <p>Module Four: Public Relations Techniques</p> <p>25 Marks</p> <p>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.</p> <p>Practical</p> <p>I</p> <p>Written Segment: Radio Presentation; Radio Talk, Radio News; Radio Script writing; News Script for Television; Script writing for other Television programmes like Talk Show, Panel Discussion; Press Release, Slogan writing; Classified Advertisement; Writing for House Journal; Documentary Script writing; Anchoring: Five Minutes</p> <p>Video Documentary</p>	TB DB IB	40
	SESSION-2019-20	DB	16

SEMESTER 1	<p>JORA-CC-1-1-TH: Introduction to Journalism</p> <p>Marks=50 (4 Credits)Total Classes: TH: 4hrs Per Week</p>	IB	16
	<p>Unit 1</p> <p>News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.</p> <p>Unit 2</p> <p>Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news;Sociology of news: Factors affecting news treatment, Paid news andYellow journalism,Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.</p>	TB	16
	<p>JORA-CC-1-1-P: Introduction to Journalism- Practical</p> <p>Marks=30 (2 Credits)Total Classes: PR: 4hrs. Per Week</p>		
	<p>Unit-3 (Practical)</p> <p>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.</p> <p>Unit-4 (Practical)</p> <p>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.</p>	TB	16

SEMESTER 2	<p>JORA-CC-1-2-TH+TU: History of Indian Journalism</p> <p>Journalism</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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 IndianExpress.</p> <p>Unit-4</p> <p>Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda BazarPatrika - 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.</p> <p>JORA-CC-2-3-TH+TU: Reporting and</p>	IB	16
		DB	16
		TB	16
		DB	16

	<p>Editing</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per</p> <p>Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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 ofwriting an Editorial, Post Editorial; Principles of Sub-Editing;</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>JORA-CC-2-4-TH: Media and</p> <p>Communication</p>	<p>IB</p> <p>DB</p> <p>IB</p>	<p>16</p> <p>16</p> <p>16</p>
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SEMESTER 3	<p>Marks= 50 (4 Credits)Total Classes: TH: 4hrs. Per Week</p> <p>Unit-1</p> <p>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)</p> <p>Unit-2</p> <p>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.</p> <p>JORA-CC-2-4-P: Introduction to Media and Communication</p>	TB	32
		IB	16
		IB	32
	<p>Marks= 30 (2credits)Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>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 post- editorial, Writing Anchor Story.</p> <p>Unit-4: (Practical)</p> <p>Assignments:Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.</p> <p>JORA-CC-3-5-TH+TU: Communication, Media,</p>	TB	32
	DB	32	

	<p>Society</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per</p> <p>Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>JORA-CC-3-5-TH+TU: Communication, Media,</p>	<p>TB</p> <p>DB</p> <p>TB</p> <p>IB</p>	<p>16</p> <p>22</p> <p>23</p> <p>22</p>
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SEMESTER 4	<p>Society</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per</p> <p>Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>JORA-CC-3-7-TH: Introduction to</p> <p>Radio</p>	DB	22
		IB	32
		TB	32
		TB	

	<p>Marks=50 (4 Credits)Total Classes: TH: 4hrs Per Week</p> <p>Unit-1</p> <p>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 andaccess; 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.</p> <p>Unit-2</p> <p>Autonomy of AIR: PrasarBharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.</p> <p>Unit-3</p> <p>Radio Magazine, Interview, Talk Show, Discussion, Feature, DocumentaryStudio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writingradio commercials, teasers and promos;</p> <p>JORA-CC-3-7-P: Introduction to Radio</p> <p>Marks=30 (2credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>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</p> <p>JORA-SEC-A-3-1-TH: Radio Writings & Presentation</p> <p>80 Marks (2 Credits)</p>	<p>DB</p> <p>TB</p> <p>IB</p> <p>DB</p>	<p>32</p> <p>32</p> <p>27</p> <p>23</p>
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	<p>JORA-CC-4-8-TH Introduction to Television</p> <p>Marks=50 (4 Credits) Total Classes: TH: 4hrs Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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;</p> <p>Unit-3</p> <p>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</p> <p>Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.</p> <p>Practical Exercise:</p> <p>(a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR</p> <p>(b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce;</p> <ul style="list-style-type: none"> • Three candidates will make a Team for each Documentary Production; 	<p>IB</p> <p>TB</p> <p>DB</p>	<p>40</p> <p>32</p> <p>32</p> <p>32</p>
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	<p>Candidates failing to appear in the examination or non-exhibition of video (duly signed by the college authority) on the day of examination will be treated absent</p> <p>JORA-CC-4-9-TH+TU: Film Theories and Production</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>Overview of Indian New Wave: Satyajit Ray, Rittick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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 Felini, Charles Chaplin.</p> <p>JORA-CC-4-10-TH+TU Media Management, Press</p>	<p>TB</p> <p>DB</p> <p>IB</p> <p>TB</p>	<p>18</p> <p>16</p> <p>16</p> <p>16</p>
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	<p>Laws</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per</p> <p>Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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</p> <p>JORA-SEC-B-4-1: Documentary Film Production</p> <p>80 Marks (2 Credits)</p> <p>Unit 1</p> <p>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;</p>	<p>TB DB IB</p> <p>TB</p> <p>IB</p>	<p>64</p> <p>17</p> <p>17</p>
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SEMESTER 5	<p>Unit 2</p> <p>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.</p> <p>JORA-CC-5-11-TH: Introduction to New Media</p> <p>Marks=50 (4 Credits)Total Classes: TH: 4hrs Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>JORA-CC-5-11-P: Introduction to New Media</p> <p>Marks: 30 (2 Credits)Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities;</p>	DB	22
		DB	16
		TB	35
		IB	16

	<p>websites;</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>JORA-CC-5-12-TH+TU: Development</p> <p>Communication</p> <p>Marks=100 (6 Credits)Total Classes: TH: 5hrs + TU1hr. Per</p> <p>Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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, Developmentsupport comm. – definition, genesis, area woods triangle.</p> <p>Unit-3</p> <p>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;</p>	<p>TB</p> <p>DB</p> <p>TB DB IB</p>	<p>32</p> <p>32</p> <p>65</p>
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SEMESTER 6	<p>Unit-4</p> <p>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</p>	TB	16
	<p>Unit-1</p> <p>Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.</p>	DB	16
	<p>Unit-2</p> <p>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.</p>	IB	16
	<p>Unit-3</p> <p>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 Protocal TV (IPTV).</p> <p>JORA-DSE-A-6-3-TH+TU: Dissertation with Presentation</p> <p>Marks=100(6 Credits)Total Classes: TH: 5hrs + TU1hr.</p> <p>Per Week</p> <ul style="list-style-type: none"> Students will do a micro research project(7000 to 	TB	

	<p>8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography.</p> <ul style="list-style-type: none"> • Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce. <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.</p> <p>JORA-CC-6-13-P:</p> <p>Advertising</p> <p>Marks=30 (2 Credits) Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <ul style="list-style-type: none"> • Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer- corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV- internet-mobile; Advertisement copy and lay-out: Headline, Illustration, 	<p>DB</p> <p>IB</p> <p>DB</p> <p>TB</p>	<p>65</p> <p>48</p>
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SEMESTER 1	<p style="text-align: center;">Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Fin</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.</p> <p>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).</p> <p>Unit-2</p> <p>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.</p>	<p>IB</p> <p>TB</p> <p>DB</p> <p>IB</p> <p>TB</p>	<p>44</p>
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	<p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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</p> <p>Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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;</p> <p>Unit-4</p> <p>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</p>	<p>DB</p> <p>IB</p> <p>IB</p> <p>DB</p>	<p>43</p> <p>16</p>
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SESSION-2020-21			
	<p>Total Classes: TH: 4hrs Per Week</p> <p>Unit 1</p> <p>News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.</p>	TB	16
	<p>Unit 2</p> <p>Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news;Sociology of news: Factors affecting news treatment, Paid news andYellow journalism,Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.</p>		22
	<p>JORA-CC-1-1-P: Introduction to Journalism-</p> <p>Practical</p>		
	<p>Marks=30 (2 Credits)Total Classes: PR: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>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.</p>	DB	21
	<p>Unit-4 (Practical)</p> <p>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</p>		
	<p>Unit-1</p>		

<p>SEMESTER 3</p>	<p>importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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;</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p>	<p>TB</p> <p>DB</p>	<p>45</p> <p>34</p>
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	<p>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.</p> <p>Unit-1</p> <p>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)</p> <p>Unit-2</p> <p>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.</p> <p>JORA-CC-2-4-P: Introduction to Media and Communication</p> <p>Marks= 30 (2credits) Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>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 post- editorial, Writing Anchor Story.</p> <p>Unit-4: (Practical)</p> <p>Assignments: Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.</p>	<p>IB</p> <p>TB</p> <p>DB</p>	<p>44</p> <p>23</p> <p>13</p>
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SEMESTER 4	<p>Unit-1</p> <p>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.</p>		22
	<p>Unit-2</p> <p>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.</p>	TB	
	<p>Unit-3</p> <p>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.</p>		34
	<p>Unit-4</p> <p>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.</p>	IB	
	<p>Unit-1</p> <p>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.</p>		34
	<p>Unit-2</p> <p>Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as</p>	IB	

	<p>Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.</p> <p>Unit-3</p> <p>Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jürgen Habermas; Corporatization and Globalization of Mass Media.</p> <p>Unit-4</p> <p>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).</p> <p>Total Classes: TH: 4hrs Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.</p> <p>Unit-3</p> <p>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;</p> <p>JORA-CC-3-7-P: Introduction to</p>	<p>TB</p> <p>DB</p> <p>IB</p>	<p>32</p> <p>16</p>
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	<p>Radio</p> <p>Marks=30 (2credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>Unit 1</p> <p>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.</p> <p>Unit 2</p> <p>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;</p> <p>Assignment: Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing software.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p>	<p>TB</p> <p>DB</p> <p>TB</p>	<p>19</p> <p>16</p> <p>16</p>
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	<p>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;</p> <p>Unit-3</p> <p>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;</p> <p>JORA-CC-4-8-P: Introduction to Television</p> <p>Marks=30 (2 Credits) Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.</p> <p>Practical Exercise:</p> <p>(a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR</p> <p>(b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce;</p> <ul style="list-style-type: none"> Three candidates will make a Team for each Documentary Production; <p>Candidates failing to appear in the examination or non-exhibition of video (duly signed by the college authority) on the day of examination will be treated absent</p> <p>Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>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.</p>	<p>IB</p> <p>DB</p> <p>TB</p>	<p>16</p> <p>32</p>
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SEMESTER 5	<p>Unit-2</p> <p>Overview of Indian New Wave: Satyajit Ray, Ritick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.</p>	IB	32
	<p>Unit-3</p> <p>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.</p>	TB	
	<p>Unit-4</p> <p>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.</p>	DB	32
	<p>Unit-1</p> <p>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.</p>		
	<p>Unit-2</p> <p>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.</p>	IB	
	<p>Unit-3</p> <p>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.</p>		
	<p>Unit-4</p>		

	<p>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.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>Total Classes: TH: 4hrs Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>Internet and its Beginnings, Remediation and New Media</p>	<p>TB</p> <p>IB</p> <p>DB</p> <p>TB</p>	<p>32</p> <p>32</p> <p>34</p>
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SEMESTER 6	<p>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.</p> <p>JORA-CC-5-11-P: Introduction to New Media</p> <p>Marks: 30 (2 Credits) Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites;</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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,</p>	TB	32
		DB	28
		IB	32

	<p>genesis, area woods triangle.</p> <p>Unit-3</p> <p>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;</p> <p>Unit-4</p> <p>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</p> <p>Unit-1</p> <p>Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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).</p>	<p>TB</p> <p>IB</p> <p>TB</p> <p>DB</p>	<p>32</p> <p>27</p> <p>20</p> <p>16</p>
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SEMESTER 1	<p>Unit-1</p> <p>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.</p>	IB	16
	<p>Unit-2</p> <p>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.</p>	TB	16
	<p>Unit-3</p> <p>Ad Agency: research and planning including media planning, work procedure, agency-clientrelationship; Regulatory Boards, Case studies.</p> <p>JORA-CC-6-13-P:</p> <p>Advertising</p>	DB	16
	<p>Marks=30 (2 Credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer- corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV- internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.</p> <p>Total Classes: TH: 5hrs + TU1hr. Per Week</p>	TB	27
	<p>Unit-1</p> <p>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</p>		

SEMESTER 2	<p>Communication.</p> <p>Unit-2</p> <p>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.</p>	TB	21
	<p>Unit-3</p> <p>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.</p>	DB	22
	<p>Unit-4</p> <p>Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship</p>		
	<p>Unit-1</p> <p>Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.</p>		
	<p>Unit-2</p> <p>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.</p>	TB	16
	<p>Unit-3</p> <p>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;</p>		
	<p>Unit-4</p> <p>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.</p>	DB	32

SESSION-2021-22			
	<p>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.</p> <p>Unit-2</p> <p>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;</p> <p>Unit 1</p> <p>News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.</p> <p>Unit 2</p> <p>Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news; Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism, Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.</p>	IB	32
	<p>JORA-CC-1-1-P: Introduction to Journalism- Practical</p>	TB	25
	<p>Marks=30 (2 Credits) Total Classes: PR: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report</p>	DB	24
		IB	23
		TB	16

	<p>from given points; Writing Headlines from News Stories; Writing Intro; language of news.</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>Unit-1</p> <p>Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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 IndianExpress.</p> <p>Unit-4</p> <p>Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda BazarPatrika - 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</p> <p>Unit-1</p> <p>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,</p>	<p>DB</p> <p>IB</p> <p>DB</p> <p>TB</p>	<p>17</p> <p>16</p> <p>18</p> <p>16</p>
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SEMESTER 3	<p>Types;Advertorials.</p> <p>Unit-2</p> <p>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;</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>Unit-1</p> <p>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)</p> <p>Unit-2</p> <p>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.</p>	<p>IB</p> <p>DB</p> <p>TB</p> <p>IB</p>	<p>18</p> <p>16</p> <p>17</p> <p>16</p>
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SEMESTER 4	Total Classes: 4hrs. Per Week		
	Unit-3 (Practical)	TB	
	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 post- editorial, Writing Anchor Story.	IB	18
	Unit-4: (Practical)		
	Assignments: Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.	DB	16
	*10 candidates will make a Team for publishing each Journal;	DB	17
	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.	IB	17
	Unit-2	TB	
	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.	DB	16
	Unit-3	IB	17
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.	DB	16	
Unit-4	TB		
Cultivation Theory; Agenda Setting series of models (Priming-	IB	16	

	<p>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.</p> <p>Unit-1</p>	DB	19
	<p>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.</p> <p>Unit-2</p>	IB	19
	<p>Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.</p> <p>Unit-3</p>	IB TB	18
	<p>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.</p> <p>Unit-4</p>	TB DB IB	17 32
	<p>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).</p> <p>Unit-1</p>	TB	32
	<p>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.</p> <p>Unit-2</p>	IB TB	18 17
	<p>Unit-2</p>	DB	16

	<p>Autonomy of AIR: PrasarBharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.</p> <p>Unit-3</p> <p>Radio Magazine, Interview, Talk Show, Discussion, Feature, DocumentaryStudio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writingradio commercials, teasers and promos;</p> <p>JORA-CC-3-7-P: Introduction to Radio</p> <p>Marks=30 (2credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>Unit 1</p> <p>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.</p> <p>Unit 2</p> <p>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;</p> <p>Assignment: Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing</p>	<p>DB</p> <p>IB</p> <p>TB</p> <p>IB</p> <p>TB</p> <p>DB</p> <p>DB</p> <p>TB</p>	<p>18</p> <p>17</p> <p>17</p> <p>16</p> <p>16</p> <p>16</p> <p>23</p> <p>24</p>
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SEMESTER 5	software.	IB	23
	Total Classes: TH: 4hrs Per Week		
	Unit-1		
	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.		
	Unit-2	DB	31
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;			
Unit-3			
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;	TB	29	
JORA-CC-4-8-P: Introduction to			
Television			
			27
Marks=30 (2 Credits) Total Classes: 4hrs. Per Week			
Unit-4 (Practical)	IB		
Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.			
Practical Exercise:			
(a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR	TB		
(b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce;			16
Unit-1			

	<p>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.</p> <p>Unit-2</p> <p>Overview of Indian New Wave: Satyajit Ray, Ritwick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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 Felini, Charles Chaplin.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p>	<p>DB</p> <p>IB</p> <p>TB</p> <p>DB</p> <p>IB</p> <p>TB</p>	<p>17</p> <p>13</p> <p>16</p> <p>16</p> <p>16</p> <p>16</p>
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	<p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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.</p> <p>Unit 1</p> <p>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;</p> <p>Unit 2</p> <p>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 Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>JORA-CC-5-11-P: Introduction to New</p>	<p>IB</p> <p>DB</p> <p>TB</p> <p>IB</p> <p>TB</p> <p>DB</p>	<p>16</p> <p>18</p> <p>18</p> <p>17</p> <p>16</p> <p>17</p>
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	<p>Media</p> <p>Marks: 30 (2 Credits) Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites;</p> <p>Unit-4 (Practical)</p> <p>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.</p> <p>Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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, Developmentsupport comm. – definition, genesis, area woods triangle.</p> <p>Unit-3</p> <p>Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of</p>	<p>IB</p> <p>DB</p> <p>IB</p> <p>TB</p> <p>DB</p> <p>IB</p> <p>TB</p>	<p>16</p> <p>17</p> <p>17</p> <p>16</p> <p>34</p> <p>32</p> <p>34</p>
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SEMESTER 6	<p>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;</p> <p>Unit-4</p> <p>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.</p>	IB	32
	<p>Unit-1</p> <p>Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.</p>	TB	19
	<p>Unit-2</p> <p>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.</p>	DB	21
	<p>Unit-3</p> <p>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).</p> <p>Unit-1</p> <p>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.</p>	TB	23
		TB	21

	<p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p>	<p>IB</p> <p>DB</p> <p>IB</p> <p>TB</p> <p>DB</p>	<p>21</p> <p>23</p> <p>27</p> <p>32</p> <p>32</p>
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SEMESTER 1	<p>Ad Agency: research and planning including media planning, work procedure, agency-clientrelationship; Regulatory Boards, Case studies.</p> <p>JORA-CC-6-13-P:</p> <p>Advertising</p> <p>Marks=30 (2 Credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer- corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV- internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship</p>	IB	32
		TB	23
		IB	22
		DB	32

	<p>Unit-1</p> <p>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).</p>	TB	32
	<p>Unit-2</p> <p>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.</p>	IB	32
	<p>Unit-3</p> <p>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.</p>	TB	32
	<p>Unit-4</p> <p>Unit-1</p> <p>Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.</p>	IB	16
	<p>Unit-2</p> <p>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.</p>	TB	16
	<p>Unit-3</p> <p>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;</p>	IB	16
	<p>Unit-4</p> <p>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,</p>	DB	32

SEMESTER 2	Yatra, Leto, Baul.		
	SESSION-2022-23		
	<p>Unit 1</p> <p>News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.</p>	TB	32
	<p>Unit 2</p> <p>Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news;Sociology of news: Factors affecting news treatment, Paid news andYellow journalism,Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.</p> <p>JORA-CC-1-1-P: Introduction to Journalism- Practical</p> <p>Marks=30 (2 Credits)Total Classes: PR: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>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.</p> <p>Unit-4 (Practical)</p> <p>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</p> <p>Total Classes: TH: 5hrs + TU1hr. Per Week</p> <p>Unit-1</p> <p>Early Indian Journalism: Contributions of James Augustus Hickey,</p>	IB	32
		DB	26
		IB	23

	<p>James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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 IndianExpress.</p> <p>Unit-4</p> <p>Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda BazarPatrika - 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.</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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,</p>	<p>DB</p> <p>TB</p> <p>TB</p> <p>DB</p> <p>IB</p>	<p>21</p> <p>32</p> <p>32</p> <p>17</p> <p>16</p>
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SEMESTER 3	importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;		
	Unit-3 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.	TB	18
	Unit-4 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.	IB	16
	Unit-1 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)	DB	10
	Unit-2 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.	IB	16
	Unit-3 (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 post- editorial, Writing Anchor Story.	TB	16
Unit-4: (Practical) Assignments: Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug,	DB	14	

	<p>Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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).</p> <p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.</p> <p>Unit-3</p> <p>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;</p> <p>JORA-CC-3-7-P: Introduction to</p>	<p>DB</p> <p>TB</p> <p>IB</p> <p>DB</p>	<p>16</p> <p>16</p> <p>16</p> <p>32</p>
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SEMESTER 4	<p>Radio</p> <p>Marks=30 (2credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>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.</p>	TB	32
	<p>Unit 1</p> <p>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.</p>	DB	32
	<p>Unit 2</p> <p>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;</p>	IB	32
	<p>Assignment: Outdoor photo-shoot on 10 news based issues with suitable captions/analyses; editing of photographs with photo editing software.</p>	DB	10
	<p>Unit-1</p> <p>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.</p>	TB	27
	<p>Unit-2</p> <p>Television programme format: Visual text: basics of visual, reporting</p>	IB	20

	<p>skills and editing, graphics and special effects, camera positioning; TV news techniques: finding the story, packaging: use ofclippings, PTC, VO, AVO; Viewership rating: TAM, TRP;</p> <p>Unit-3</p> <p>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;</p> <p>JORA-CC-4-8-P: Introduction to Television</p> <p>Marks=30 (2 Credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <p>Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.</p> <p>Practical Exercise:</p> <p style="text-align: center;">(a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR</p> <p style="text-align: center;">(b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce;</p> <ul style="list-style-type: none"> • Three candidates will make a Team for each Documentary Production; • Candidates failing to appear in the examination or non-exhibition of video (dulysigned by the college authority) on the day of examination will be treated absent. <p>Unit-1</p> <p>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.</p>	<p>DB</p> <p>IB</p> <p>TB</p> <p>TB</p> <p>DB</p>	<p>16</p> <p>16</p> <p>16</p> <p>16</p> <p>16</p>
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SEMESTER 5	Unit-2	IB	16
	<p>Overview of Indian New Wave: Satyajit Ray, Ritick 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.</p>		
	Unit-3	IB	16
	<p>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.</p>		
	Unit-4	TB	32
<p>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.</p>			
Unit-1	DB	17	
<p>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.</p>			
Unit-2	DB	17	
<p>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.</p>			
Unit-3	IB	15	
<p>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.</p>			
Unit-4	IB	15	

	<p>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.</p> <p>Unit 1</p> <p>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;</p> <p>Unit 2</p> <p>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 Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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.</p> <p>JORA-CC-5-11-P: Introduction to New Media</p> <p>Marks: 30 (2 Credits) Total Classes: 4hrs. Per Week</p> <p>Unit-3 (Practical)</p> <p>Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks,</p>	<p>TB</p> <p>IB</p> <p>DB</p>	<p>16</p> <p>21</p> <p>20</p>
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SEMESTER 6	<p>agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.</p> <p>Unit-1</p> <p>Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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 Protocal TV (IPTV).</p> <p>JORA-DSE-A-6-3-TH+TU: Dissertation with Presentation</p> <p>Marks=100(6 Credits)Total Classes: TH: 5hrs + TU1hr.</p> <p>Per Week</p> <p>Students will do a micro research p Unit-1</p> <p>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.</p> <p>Unit-2</p>	TB	32
		DB	18
		IB	18
		DB	32

	<p>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.</p>	IB	21
	<p>Unit-3</p> <p>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.</p>	TB	22
	<p>Unit-4</p> <p>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 Total Classes: TH: 4hrs Per Week</p>	TB	21
	<p>Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>Advertising research; advertising campaigning strategy (CPT analysis);</p>	IB	19
		DB	21

	<p>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.</p> <p>Unit-3</p> <p>Ad Agency: research and planning including media planning, work procedure, agency-clientrelationship; Regulatory Boards, Case studies.</p> <p>JORA-CC-6-13-P:</p> <p>Advertising</p> <p>Marks=30 (2 Credits)Total Classes: 4hrs. Per Week</p> <p>Unit-4 (Practical)</p> <ul style="list-style-type: none"> Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer- corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV- internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercialproject(7000 to 8000 words) on any topic of social,political, cultural interest. The dissertation must include proper reference, bibliography. <p>Students getting the project accomplished have to prepare a suitable presentation (of 10minutes) strictly on the topic for Viva-Voce. Unit-1</p> <p>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.</p> <p>Unit-2</p> <p>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</p>	<p>DB</p> <p>TB</p> <p>IB</p> <p>DB</p>	<p>16</p> <p>28</p> <p>17</p> <p>16</p> <p>27</p>
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	<p>symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.</p> <p>Unit-1</p> <p>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).</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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.</p> <p>Unit-4</p> <p>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</p> <p>Unit-1</p>		<p>16</p> <p>16</p> <p>16</p>
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	<p>Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.</p> <p>Unit-2</p> <p>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.</p> <p>Unit-3</p> <p>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;</p> <p>Unit-4</p> <p>Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigan, Chhou, Raibneshe, Alkap, Kabigan, Yatra, Leto, Baul.</p> <ul style="list-style-type: none">•		
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