

**SYLLABUS FOR MA IN JOURNALISM AND MASS  
COMMUNICATION**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**Semester I**

<b>Core Course</b>	<b>Theory/Practical</b>	<b>Course Name</b>	<b>Marks</b>	<b>Credit</b>
CC 1.1	Theory	Introduction to Communication	50	80
CC 1.2	Theory	Print Media I	50	80
CC 1.3	Theory	Electronic Media I (Radio & Television)	50	80
CC 1.4	Theory	Visual Media I (Introduction to Film and Videography)	50	80
CC 1.5	Theory	International Communication & Global Media Industries	50	80

## Semester II

Core Course	Theory/Practical	Course	Marks	Credit
CC 2.1	Theory	Communication Theories and Models	50	100
CC 2.2	Theory	Introduction to New Media	50	80
CC 2.3	Practical	Print Media II	50	90
CC 2.4	Practical	Electronic Media II	50	90
CC 2.5	Theory	Advertising and Public Relations I	50	90

### Semester III

Core Course	Theory/Practical	Course Name	Marks	Credit
CC 3.1	Theory	Communication Research	50	80
CC 3.2	Practical	Visual Media II (Documentary making in batches)	50	90
CC 3.3	Practical	Advertsing and Public Relations II	50	70
CEC 3.2	Theory	<b>Choose Any one:</b> 1. Sports Journalism 2. International Affairs 3. Cultural Commnucation 4. Development Communiation	50	80
CEC 3.2	Theory	Continuation of choice of paper (specialisation) From CEC 3.2	50	80

<b>Core Course</b>	<b>Theory/Practical</b>	<b>Course Name</b>	<b>Marks</b>	<b>Credit</b>
CC 4.1	Theory	Dissertation	50	60
CEC 4.2	Theory	Continuation of choice of paper (specialisation) from CEC 3.2	50	80
CEC 4.2	Theory	Continuation of choice of paper (specialiation) From 3.2	50	90
OEC 4.1	Theory	<b>Choose any one:</b>  1. Media Management 2. Media Law and Ethics	50	80
OEC 4.2	Theory	Continuation of choice of paper from OEC 4.1	50	80

# **SYLLABUS FOR MA IN JOURNALISM AND MASS COMMUNICATION**

## **CHOICE BASED CREDIT SYSTEM DETAILED SYLLABUS**

### **SEMESTER I**

#### **CC 1.1 : Introduction to Communication**

Definition – History, Nature, Elements and Functions of Human Communication – Process of Communication – Concept of Self in the process of Communication: Cognition, Memory and Thought Processing – Types of Communication: Verbal and Non-Verbal – Different levels of Communication: Intra-personal, Inter-personal, Group, Public and Mass Communication – Comparison and convergence of different levels of Communication – Inter-cultural Communication.

#### **CC 1.2 Print Media – I**

Reporting: News: Definition – Elements of News – News Values – Objectivity of News – News Sources – Bureau Chief – Chief Reporter – Reporters and Correspondents – Specialization in Reporting: Different News Beats – Interpretative and Investigative Reporting – Interviewing – Column writing – Feature – Photo Journalism – Online Reporting Editing: Principles of Editing – Editor – News Editor and News Desk – Headline – Lead/Intro – News Compilation – Re-writing – Editing Agency Copies – Copy Testing – Principles of Page lay-out: Page Planning, Page Make-up, Page Designing – Graphics and Illustrations – Picture Editing – Typography – Use of Computer in Editing – Magazine Editing – Different kinds of Editorial.

#### **CC 1.3 : Electronic Media – I (Radio & Television) Radio:**

History of Radio – Brief history of Radio in India - Radio Journalism and Production: Radio programme production process and techniques - Sound Recording: types of microphones and their uses - radio feature - radio documentary - radio studio - live studio broadcast - News production - radio newsreel and current affairs programmes - Formats of radio programmes: studio interviews, studio discussions, phone-in programmes – O.B. production of sporting and mega events.

**Television:** History of Television -. Brief history of Television in India - Visual communication – communicating with still pictures and video – shooting with TV camera – basic shots and camera movement - Basics of TV Production - Lighting: in field, Studio lighting – three-point lighting –

high key and low key lighting - properties, studio sets and make-up - Video editing techniques: cut , mix and dissolve use of cutaway – AB roll editing – digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – studio production – role of functionaries - planning studio programmes – cue's and commands – Formats of TV programmes: studio interview, studio discussion, studio chat shows – TV documentary production .

### **CC 1.4 : Visual Media – I (Introduction to Film & Videography)**

**Film:** History of Film: Early Cinema and Hollywood Studio System – Film Language: Andre Bazin – Language of Cinema: Image and Sound Code – Real Time and Filmic Time – Montage – Mise-en-scene – Film Technique – Stages of Film Making: Pre-production and Post-production – Shot and Sequence – Lighting – Editing – Camera Movement – Sound – Brief History of Indian Films (including Bengali Films) – Evolution of Indian Cinema : Early Stages – New Theatres, Prabhat New Talkies, Bombay Talkies, Minerva – Stardom – Indian Masters: Satyajit Ray, Ritwik Ghatak and Mrinal Sen – Film Movements: Socialist-Realism (Sergei Eisenstien), Neo Realism (De Sica) and New Wave (Godard) – Indian New Wave : Mrinal Sen & Shyam Benegal – Film & Society: Film as a medium as Mass Communication – Film Censorship – Film Reviewing: Classic and Contemporary – Recent Trends

**Videography:** History and Social Context of Visual Culture – Framing of Video – Aesthetics of Videography – Video Camera: Characteristics and Operation/Functioning – Sound/Audio: Microphones, Living/Live Sound, Dubbing, Recording, Different Playback, Mixer and its use – Lighting: Equipments – Indoor and Outdoor Lighting – Video Editing: Setup, Console – Online & Offline Editing – AB Roll Editing – Linear & Non-linear Editing – Video Graphics – Computer as an assisting tool – Videotape: Different Formats – Writing Scripts for Video Production: Fiction and Non-Fiction.

### **CC 1.5 : International Communication & Global Media Industries**

Introduction – Historical perspective – North-South Debate – present context – Media Production & Distribution in a globalized era – Transformation of Global Media Industries – Media Conglomerates – Global Configuration of Mediated Communication – Global Film Industry – Global Television Industry – Digital Media Structure and Practices – News Agencies – Globalization and News Production – Mass Media systems in U.S.A., U.K., Western Europe, China and South East Asia – Advertising and Branding Media Policy and Regulation in the

Global Context – Mainstream and Alternative Media Outlets – Civic Journalism.

## **SEMESTER II**

### **CC 2.1 : Communication Theory & Models**

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Gerbener, Newcomb, convergence and gate-keeping, communication and socialization, JoHari Window, J-Curve of Communication, , Social Identity Model.

Theories of Communication: Normative Theory, Priming and Framing, Gatekeeping Theory, Hypodermic Needle / Magic Bullet Theory, Semiotic Theories, Agenda Setting Theory, Uses and Gratification Theory, Cultivation Theory, Cognitive Dissonance Theory, Spiral of Silence, Dependency Theory, One Step Two Step Flow Theory, Attribution Theory, Uncertainty Reduction Theory, Knowledge Gap, Diffusion of Innovations Theory, Argumentation Theory, Social Learning Theory: Social Exchange & Social Penetration, Social Presence Theory, Play and Entertainment Theory, Network Society, Elaboration Likelihood Model.

### **CC 2.2: Introduction to New Media**

New Media – Definition and scope – advent of digital and New Media: Digital Divide – uses of New Media – Individual and day-to-day uses of New Media – ICTs – New Media & Society : Social Network Media – e-Governance – New Media & Mass Media – New Media theories: Network Theory and Analysis, Game Theory – New Media Culture – New Media & Post-Humanism – Virtual Space –Piracy – Cyber Net – Privacy – Internet Control & Censorship – Internet & WWW – IC-TCP – LAN, WAN, Broadband, Wi-Fi, 3G, 4G – CD , DVD, Blu-Ray Disc – MP3, MP4 – Smartphone: Mobile Apps & Mobile OS – Podcasting & Webcasting - Online Streaming –Offline & Online Gaming – Email, SPAM, Viral Mail, Instant Messaging – Blogging, Tweeting & Social Networking.

### **CC 2.3 Print Media – II**

Writing a Report – Developing Story Ideas – Structure of news story - Writing a News Feature - Writing Headlines – Lead or Intro writing- Writing caption of a news picture - Writing Reviews: Book Review, Film Review, Music Review, Review of Television Programmes - Writing an

Editorial - Writing a Post-Editorial - Writing an Anchor Story - Writing Interview with Headline - Editing Agency creed – Process of Editing news stories – Production of a Lab Journal / Departmental Newsletter.

## **CC 2.4 Electronic Media – II (Radio & Television)**

**Radio:** Writing for radio programmes – writing for radio commercials – illustrating copy with sound effects – news writing – structuring radio copy – editing agency copy, reporter’s copy – compiling radio news programmes – writing intro to bytes – writing headlines, teasers and promos - Structuring a radio report – news capsuling and radio commentary - Voice training - on-line interview techniques – moderating skills for radio discussion programmes – handling interactive live transmission.

**Television:** TV news writing - Writing for television programmes: research, visualization and production script - Television reporting: research, investigation – interview techniques – piece-to-camera and voice over - sequencing and editing news packages – Television news editing: planning, production and compilation of news programmes – writing lead-in/intro for news packages – headlines writing, teasers and promos. Television anchoring - facing a camera – eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions - anchoring chat shows and cross-fire.

## **CC 2.5 : Advertising & Marketing Communication and Public Relations & Corporate Communication I**

**Advertising & Marketing Communication:** History of Advertising – Advertising & Marketing - Advertising as a part of Marketing Communication – Defining Advertising – Basics of Advertising – Types of Advertising – Direct Marketing – Brand Position: Brand Image and Brand Recall – Market Research, Marketing Research & Consumer Research – Function & Structure of an Advertising Agency: Account Executive and Account Management – Client-Agency-Media relationship – Major Ad Agencies in India – Advertising Budget Methods – Advertising Campaign – Media Selection and Strategy – Print Media Advertisement – Audio-Visual Advertisements / Advertisements in Radio and TV – Advertising in the New Media – Advertising and Sponsorship - Advertising Code of Ethics : National and International.



**Public Relations & Corporate Communication:** Public Relations: Definition and History; Internal and External Publics; PR Publicity, Propaganda and Opinion; PR as a Management Function; PR and Marketing; Image Management; PR Principles: Planning, Implementation, Research and Evaluation; Feedback; PRO: Qualifications and Functions; Tools of Public Relations; Media Relations; Press Release; Press Conference; House Journal; Corporate Film; Crisis Management: Case Studies; Event Management; Community Relations; Corporate Public Relations; Employee Relations; PR in Public Sector; Financial PR; Shareholder Relations; DAVP, PR by Government Departments; PR Counseling; PR Agencies; Marketing Communications; PR for Hospitals, Charitable Institutions, NGOs; Use of Internet as a major PR Tool; PR Research; PR Ethics; Emerging Trends in PR.

### **SEMESTER III**

#### **CC 3.1 Communication Research**

Need, Role, Importance of Media Research - Concept of Research - Social Research & Communication Research - Basic Elements of Media Research - Methods of Media Research: Census, Survey, Observation, Clinical Studies, Case Studies, Interviews - Theory and practice of Sampling: Probability and Non-Probability - Research Design - Questionnaires: Preparation and administration - Handling data - Collection of data from various sources Tabulation - Content Analysis: qualitative & quantitative - Feed back and Feed forward - Report Writing - Media Research as a tool of reporting - Advertising Research - Statistical Method in Media Research: Mean, Median, Mode, Standard Deviation, Chi-square Test, ANOVA Test, MANOVA Test – following manuals and handbooks.

#### **CC 3.2**

**Visual Media – II (Video Documentary)** Production of Documentary in batches.

#### **CC 3.3 Advertising & Marketing Communication and Public Relations & Corporate Communication II**

**Advertising & Marketing Communication:** Print media Advertisement analysis – writing script for Radio Spots & Jingles – preparing script for TVCs and Advertising Films – Analyzing Web Advertisements - Creating Web Advertisements – Case Studies.

**Public Relations & Corporate Communication:** Press Release - Press Rejoinder – Production of House Journal – Producing a Video House Journal – Developing Web Content for Public Relations – Organising Press Conferences, Exhibition, Media Visits – Developing Corporate Advertisements – Event Management – Case Studies.

**CEC 3.1 :**

**CHOOSE ANY ONE**

**1. SPORTS JOURNALISM**

**2. INTERNATIONAL AFFAIRS**

**3. DEVELOPMENT COMMUNICATION**

**4. CULTURAL COMMUNICATION**

**CEC 3.2 : CONTINUATION OF CHOICE**

**COMPULSORY ELECTIVE COURSE (CEC)**  
**SPORTS JOURNALISM SYLLABUS**  
**FULL MARKS – 200**

**CEC 3.1 (THEORY) – 50 marks**

History of Sports Journalism – Growth and genesis of sports journalism – 1785-1835: Pioneering period – 1850-1923: Growing acceptance – 1930-1950: Continued expansion, Sports and its growing popularity – Sports Journalism in India – Sports policies of the Government of India – Role of the State Governments – Sports Authority of India – objectives and contribution – organizational structure of Indian sports – Corporatization of sports – sponsorships – ethical issues – Indian experience, origin, history and rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton, volleyball, hockey, archery, chess, track & field etc – officials of different games and their standards

**CEC 3.2 (THEORY) – 50 marks**

Major international sports events – Olympics, Commonwealth, Asiad, World Cup Football, World Cup Cricket, SAARC games, Tennis Grand Prix etc – India and international sports events – Major sports events in India – Ranji Trophy, Duleep Trophy, Vijay Hazare Trophy, Irani Cup, Santosh Trophy, I – League, ISL and other major tournaments – outstanding sports personalities in India and abroad – rural and tribal sports – history, social and political impact- National sports awards: Arjun, Dronacharya etc, Major international sports body – IOC, ICC, FIFA, IHF, Major national sports body – BCCI, AIFF, Hockey India, Indian Olympic Association, Badminton Association of India, Athletic Federation of India, All India Tennis Association, WADA, NADA

**CEC 4.1 (THEORY) – 50 marks**

Development of sports journalism in India – print, TV, digital media, sports photography, reporting a sports event, writing a sports story, production and presentation of sports programme in TV and radio, anchoring sports programme in TV, sports coverage by TV, sports TV channels and their impact, sports reporting for radio, radio's contribution to popularization of sports – online sports journalism, presenting sports events and stories on the web, graphic-design-data, sports blog, sports magazines and their importance- sports department in popular dailies, sports editor, reporter, sub editor, sports page, special page, sports column – critical issues in sports – sports literature – famous sports journalists in India

**CEC 4.2 (PRACTICAL) – 50 marks**

1. Project
2. Assignments
3. Report Writing

**COMPULSORY ELECTIVE COURSE (CEC)**  
**INTERNATIONAL AFFAIRS SYLLABUS**  
**FULL MARKS – 200**

**CEC 3.1 (THEORY) – 50 marks**

Concepts of International Relations – Global Issues – Advancement during World War I and World War II – role of the league of Nations - Emergence of Post Cold War National formations (the ideas behind New States) – New World Order – Significant players – West Europe, USA, Russia, Africa, West Asia, South Asia, South-East Asia, Regional Associations – Economics of geopolitics – Global Commons – Oceans – Law of the Sea – 1982 ratified in 1997- atmosphere – Montreal Summit and Kyoto Protocol – Biodiversity – UNESCO World Heritage Sites – Wetlands – Ramsar Convention – Issues concerning Environment, Energy and Water – its role in geopolitics – WTO – TRIPS – TRIMS - Terrorism and its impact on international relations – role of UN, UNESCO, ITU, WTO etc

**CEC 3.2 (THEORY) – 50 marks**

International Communication – Definition – History and Development of communication as an international phenomenon – International communication during pre-colonial period – Colonial Structures of Communication – International communication during colonial age – Growth of international telegraphic network – Growth of news agency system – Grand alliance of news agencies - Global News Agencies growing global monopolies and their impact on news – International reporting content co-creation by the readers – reporting international politics – challenges to International Journalism – code of conduct – International media institutions and professional organisations – protection of cultural diversity – Universal Declaration of Cultural Diversity

**CEC 4.1 (THEORY) – 50 marks**

Supranational communication; satellite communication – its historical background – status – progress – effects – satellite communication and shrinking world – impact of ICT – the alternative media – Asian region and the need for greater connectivity – Debate on New International Information and Communication Order – NIICO and New International Economic Order – MacBride Commission's Report – Efforts by the Non-aligned nations – Internet and online media – Effects of Convergence of media, media corporates and media conglomerates, media monopoly, economy of the media, dynamics of media corporates and business corporates – Issues relating to transnational broadcasting and its impact on culture – Media Policies in an International context – Effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security – India's position and approach to international communication issues.

**CEC 4.2 (PRACTICAL) – 50 marks**

1. Project
2. Assignments
3. Case Study

**COMPULSORY ELECTIVE COURSE (CEC)**  
**DEVELOPMENT COMMUNICATION SYLLABUS**  
**FULL MARKS – 200**

**CEC 3.1 (THEORY) – 50 marks**

Development – meaning, concept, process and models and development – theories- origin – approaches to development, problems and issues in development, characteristics of developing societies, genesis of organised development in the post-World War period – gap between developed and developing societies – alternative concept of development, development indicators. Need based approach; sustainable development; human development approach; rights based approach and participatory approach to development, Development as freedom; Sustainable Development Goals, UN SMD Goal, Eight major goals. Role of community media – designing development messages: print, electronic, ICT, Millenium Development Goals 2018

**CEC 3.2 (THEORY) – 50 marks**

Development communication- meaning – concept-definition-philosophy-process-theories-role of media in development communication-strategies in development communication-social cultural and economic barriers- case studies and experience – World War II and development communication, information dissemination education, behaviour change, social marketing, social mobilization. Communication for social change-mass effects-media advocacy-digital media and development journalism. Development support communication: population and family welfare – health, employment – education and society – environment and development – problems faced in development support communication. Role of opinion builders, opinion leaders and change agents, processes of diffusion of innovations, defects and limitation of this approach.

**CEC 4.1 (THEORY) – 50 marks**

Agricultural com of communication and rural development: The genesis of agricultural extension approach system-approach in agricultural communication-Diffusion of Innovation-Model of agricultural extension, NEPP – case studies of communication support to agriculture, Digital India – development communication policy – strategies and actions plans – democratic decentralization – communicating for urban development, digital marketing – Government Schemes for Employment Generation in urban areas. Developmental and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication. Extension approach: IEC and BCC approach – participatory communication. Developing messages for rural audience with special reference to India. Personality, acceptability and credibility of communicators in rural environment.

**CEC 4.2 (PRACTICAL) – 50 marks**

1. Report Writing on field visits/NGO visit
2. Assignment
3. Case Study

**COMPULSORY ELECTIVE COURSE (CEC)  
CULTURAL COMMUNICATION SYLLABUS  
FULL MARKS – 200**

**CEC 3.1 (THEORY) – 50 marks**

Defining Culture - Relating Communication and Culture - Defining Cultural Communication – Anthropological root of culture - Culture : Migration and Diaspora - The Ambit of Intercultural Communication - Preparing for an Effective Intercultural Communication – proxemics, kinesics, chronemics - Beyond the Boundary: Cultural Communication and Intercultural Communication in the era of New Media

**CEC 3.2 (THEORY) – 50 marks**

Cultural Communication: The Indian Perspective - Culture and Heritage in the Indian Context - Traditional Folk Media in India - Major Folk Forms in India – major dance, drama, song and other performing folk forms: Garba, Ghoomar, Bihu, Jatra, Tamasha, Noutanki, different forms of puppetry (hand puppets, string puppets, rod puppets, glove puppets, shadow puppets) - Traditional Non- Folk media- major non- folk traditional forms- Bharatnatyam, Kathakali, Odissi, Manipuri, Kuchipudi- Tribal Culture in India - Some Major Tribal Groups in India: Kol, Bhil, Orao, Santhal, Munda - Some major Hill Tribes of North East India and other hill tribes of India - Major form of tribal culture and major tribal festivals of India

**CEC 4.1 (THEORY) – 50 marks**

Traditional Folk Culture in Bengal: Major forms : Jatra, Bolan, Baul, Fakiri, Gajan, Raas, Putul Nach, Ran-Pa, Gambhira - Protecting Traditional Folk Culture: The Global and Indian Experience - Using Cultural Communication for Development – Traditional non-folk forms in Bengal – Post Modern culture, Mass Culture, Popular Culture – Cultural Indicators – Cultural Indicators of Development

**CEC 4.2 (PRACTICAL) – 50 marks**

1. Assignments
2. Cultural Field Study
3. Project Report on Field Study

## **SEMESTER IV**

### **CC 4.1**

DISSERTATION

### **CEC 4.1**

Continuation of specialisation

### **CEC 4.2**

Continuation of specialisation

### **OEC 4.1**

### **CHOOSE ANY ONE**

1. MEDIA MANAGEMENT

2. MEDIA LAW AND ETHICS

### **OEC 4.2**

CONTINUATION OF CHOICE OF OPEN COURSE

### **OPEN ELECTIVE COURSE (OEC)**

### **MEDIA MANAGEMENT SYLLABUS**

**FULL MARKS – 100**

### **OEC 4.1**

Definition and different types of Media Management - Ownership patterns of Newspapers in India - Corporatization and Monopolization: Changing nature of Newspaper Management - Cross Media Ownership - FDI in Media - Various Departments of Newspaper - Dual Economy of a Newspaper – Structure of Managerial Section - Circulation and Advertisement Departments of Newspaper –

### **OEC 4.2**

Management of Electronic Media - Public Control, Private Control - Autonomous model - Public Service Broadcasting - Prasar Bharati - Cable TV Regulation Act - Organizational Structure of Doordarshan and

All India Radio - Convergence of Media - DTH, CAS, DAS - TRP, ABC, NRS - Satellite Channels.

**OPEN ELECTIVE COURSE (OEC)**

**MEDIA LAW & ETHICS SYLLABUS**

**FULL MARKS – 100**

**OEC 4.1**

Freedom of Press – Constitutional Foundation of Freedom of the Press in India – Article 19(1)(a) – Press as Fourth Estate. Contempt of Courts Act 1971 – civil and criminal law of defamation - relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Drugs and Magic Remedies Act (Objectionable Advertisements Act), Right to Information – Press and Registration of Books Act, 1867.

**OEC 4.2**

Media Ethics vis-à-vis Media Laws – Media & Privacy – Press Commissions in India – Press Council of India: Structure and Function - Journalistic Code of Ethics : International and National. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act.