



UNIVERSITY OF GOUR BANGA

(Established under West Bengal Act XXVI of 2007)

N.H.-34 (Near Rabindra Bhawan), P.O.: Mokdumpur,
Dist.: Malda, West Bengal, Pin-732 103

UG Syllabus and Question Pattern (Honours & General)
(Mass Communication & Journalism)

Main Feature of the Syllabus

Mass Communication & Journalism (Honours)

Part / Course	Paper	Revised Paper Code	MCQ / Descriptive	Marks	Time	Total Marks	Total Time
Part-I	I	I-A	MCQ	20	30 Min	70	3.00 Hr
		I-B	Descriptive	50	2.30 Hr		
		II	Practical	30	2.00 Hr	30	2.00 Hr
	II	III-A	MCQ	20	30 Min	100	4.00 Hr
		III-B	Descriptive	80	3.30 Hr		
Part-II	III	IV-A	MCQ	20	30 Min	70	3.00 Hr
		IV-B	Descriptive	50	2.30 Hr		
		V	Practical	30	2.00 Hr	30	2.00 Hr
	IV	VI-A	MCQ	20	30 Min	70	3.00 Hr
		VI-B	Descriptive	50	2.30 Hr		
		VII	Practical	30	2.00 Hr	30	2.00 Hr
Part-III	V	VIII-A	MCQ	20	30 Min	70	3.00 Hr
		VIII-B	Descriptive	50	2.30 Hr		
		IX	Practical	30	2.00 Hr	30	2.00 Hr
	VI	X-A	MCQ	20	30 Min	70	3.00 Hr
		X-B	Descriptive	50	2.30 Hr		
		XI	Practical	30	2.00 Hr	30	2.00 Hr
	VII	XII-A	MCQ	20	30 Min	70	3.00 Hr
		XII-B	Descriptive	50	2.30 Hr		
		XIII	Practical	30	2.00 Hr	30	2.00 Hr
	VIII	XIV-A	MCQ	20	30 Min	70	3.00 Hr
		XIV-B	Descriptive	50	2.30 Hr		
		XV	Practical	30	2.00 Hr	30	2.00 Hr

Mass Communication & Journalism (General)

Part / Course	Paper	Revised Paper Code	MCQ / Descriptive	Marks	Time	Total Marks	Total Time
Part-I	I	I-A	MCQ	15	30 Min	50	2.00 Hr
		I-B	Descriptive	35	1.30 Hr		
	II	II-A	MCQ	15	30 Min	50	2.00 Hr
		II-B	Descriptive	35	1.30 Hr		
	III	III-A	MCQ	15	30 Min	50	2.00 Hr
		III-B	Descriptive	35	1.30 Hr		
Part-II	IV	IV-A	MCQ	15	30 Min	50	2.00 Hr
		IV-B	Descriptive	35	1.30 Hr		
	V	V-A	MCQ	15	30 Min	50	2.00 Hr
		V-B	Descriptive	35	1.30 Hr		
	VI	VI-A	MCQ	15	30 Min	50	2.00 Hr
		VI-B	Descriptive	35	1.30 Hr		
Part-III	VII	VII-A	MCQ	15	30 Min	50	2.00 Hr
		VII-B	Descriptive	35	1.30 Hr		
	VIII	VIII-A	MCQ	15	30 Min	50	2.00 Hr
		VIII-B	Descriptive	35	1.30 Hr		

- ❖ Each MCQ Type Question carrying Two Marks.
- ❖ Revised Paper Code as treated Official Paper Code.

**Syllabus of 3-Year BA (Hons) in Mass Communication & Journalism Course
Under 1+1+1 Annual Examination System**

PART I:

Paper I:

Introduction to Communication & Media (For A & B1)

Communication: Definition (from Process, event and Sadharanikaran approach) and functions, Difference between Natural (Human) & Mediated Communication

Types of communication: Intrapersonal, Interpersonal, Group, Mass, Mass-line, mass-self (Interactive)

Communication

Media : Types of Human Media-Folk & Classical

Types of Mass Communication Media-Print-Radio-Television-Film-Photography

Types of Interactive Media- Web, Mobile Phone, Tablet etc.

Types of Storage Media

Media Literacy: Awareness of Knowledge structure, How Mind Works and Effect Processes

Indian Communication Perspective: Sadharanikaran, Gandhian & Tagorean Approach

Overview of Western Communication Thoughts: Rhetorics, Technological Determinism

Overview of theories & Models : Lasswell's Paradigm, Mathematical Theory (Shanon & Weaver), Critical Theory (Frankfurt School), Agenda Setting Model, Uses & Gratification Model, Schramm's Model, Castels-Manovich-Appadurai's new media theorizations

Recommended Books:

Keval J Kumar, Mass Communication in India, Jaico Publishers, Mumbai

Subir Ghosh, Indian Communication Perspective, Sahitya Sansad, Kolkata

Partha Chattopadhyay, Gnanagapon (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata

Practicals (For B2)

1. **Interpersonal and group Communication Skill for positive personality and Presentation essentials: Done through workshop mode**
Examined through Powerpoint presentation/ Knowledge and contemporary informedness based interview- 1 item
2. **Reading of mass media and new media for**
 - a. **Cognitive, emotional, aesthetic and moral dimensions**
 - b. **Control over presented interpretation**
 - c. **Understanding content generation and media production****Examined through viewing based group discussion and personal reading –response test—1 item**

Paper II: History of Indian Journalism & Media Law (For A & B1)

1. History of Indian Journalism

Early years of Journalism: Hickey to Rammohan Roy

Indian Newspapers in 19th century with Special Reference to Bengal : Issues covered
English Newspapers by Foreigners in 19th & 20th Century : Coverage and Approach

Indian Newspapers in 20th century (Upto 1947) with special reference to role of Gandhi, Tagore, Ramananda Chattopadhyay, Tilak, C.R. Das, Jawaharlal Nehru & Subhas Chandra Bose
Local Press before independence in Bengal with special reference to Gour Banga
Acts of British Repression of Indian Newspapers From 19th to 20th century (upto 1947)

Indian Journalism after 1947 with special Reference to Bengali Press, Emergency period, Development of regional Press

Media Law

Freedom of Press & Indian Constitutional provisions

General Laws impacting media: Defamation, Contempt of Court, official Secrets Act, Right to Information Act, CRPC and IPC provisions

Media Specific Laws and Regulations: PRB Act (1867), Working Journalists and other newspaper Employees (Condition of Services and Miscellaneous Provisions) Act 1955, Copyright Act, PrasarBharati Act, Cinematograph Act, Acts for Cable TV and radio, IT act

Media Regulators: Press Council, Film Censor Board, TRAI.

Ethical Considerations for Journalists

Recommended Books:

Jitendranath Basu, Romance of Indian Journalism, Calcutta University, 1979

Durgadas Basu, Law of The Press

Partha Chattopadhyay, Bharatiya Sangbadpatrer Ruprekha (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2011

Bangshi Manna, Bharater Press Ain (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata

Part II

Paper III

Reporting, Editing & Photography for Journalism (For A & B1)

Journalism As Career and Mission

Staple of Journalism : News and Views-editorial, letter to the editor, feature, column, post-edit, middle piece, special articles

Types: Investigative, Interpretative, Conflict & Peace, Development, Narrative Journalism etc.

News: Concept, News Value, News as social construct

Structure, style and language of news

Reporting: Assignment, Sourcing Information, Selecting Information, Interviewing

Reporter: Skills, Mindset, function, Different positions for reporter in news Organization

News Photography : Qualities of a news photographer, photo selection, cropping and scaling, caption writing

Editing: Principles and House Policy, executive and creative function in editing

Copy editing and Page Editing: accuracy, meeting space constraint, style book

Principles of Page Layout and Design, Typography and Headline

Editorial Department Positions: Sub editor to Editor, managing editor, Chief Editor

Basic principles of photo editing, computerized photo editing

picture editing softwares- photoshop, photo editor

importance of picture editing

Recommended Books:

M.Chatterjee & B.L. Choudhury, Issues and Practices in Communication & Media (2014)

T J S George, Editing: A handbook for Journalism

Partha Chattopadhyay (Ed.), sangbadbidya (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2010

Sourin Banerjee Soumyo bandyopadhyay, Sangbad Sampadana (Bengali), Paschim Banga Rajya Pustak Parshad, Kolkata, 2011

Practical (For B2)

Media Monitoring: Every student be given task of monitoring content, presentation and slant of a newspaper on one issue each in politics, culture, media, economics and socio-political ill (Corruption, nepotism, different divides in society, superstition etc) during first two months of first year.

Field reporting : From third month every student has to report from field (Town, own village/ Block/ Municipality and district) on issues of politics, culture, media, economics and socio-political ill and events in the college. Stories should be in news, feature and interview format. The practice should continue for six months, every student submitting at least ten copies.

News Photography: From third month every student has to take at least two photographs with decided news angle and novelty for own stories. This is co-terminus with reporting assignment.

Copy editing : From third month every student has to edit copies and photos by others. In total ten stories are to be edited for journalistic style, correctness and lucidity of language, correctness of information, proper attribution to source, headlining and caption preparation.

From third month to eighth month, at the end day of the month, best copy of every student is to be displayed (either as a wall newspaper or as a student-designed and computer-generated tabloid) in front of the department. This paper will be designed and edited by students in rotation.

Examination will take 1 item each from reporting, editing and photography.

Paper IV

Folk Media & Development Communication (For A & B1)

1. Folk Media

Folk Media: Definition, Characteristic features and advantages

Communication through Traditional Folk Media: utilizing Oral Tradition, Material Culture, Social Folk Customs, Performing Arts

Indian Culture and Folk Media

Popular Folk Media Forms of Bengal with special Reference to Malda, North Dinajpur and South Dinajpur: Folk Song, Folk dance, Folk Theatre, Puppetry, Story Telling etc.

Popular annual Folk Communication Events of Bengal with special Reference to Gour Banga Zone: traditional fairs, bratas, festivals

2. Development Communication

Development Communication : Context of Origin and scope of devcom

Overview of evolution of ideologies Influencing Devcom from end of 1940 till date: modernization, dominant paradigm, Sustainable development, ecologically sustainable development, participatory Development, ICT 4D, Community Driven Development

Overview of Devcom media usage for different ideologies and their impact on Development

Indian Approach to Devcom: Utilizing Sadharanikaran perspective, folkmedia, social communication, Mass-line communication for Rural Development

Recommended Books:

Shyam Parmar, Traditional Folk Media In India

D. Mukhopadhyay, Folk Arts and Social Communication, Publication Division ,GOI

Kiran Prasad, Development Communication in India, BR Publishing, new Delhi

B2 Field Work

1. Folk Media Field Assignment

2. Devcom Field-based Assignment

Examination will be interview and presentation based,1 item each in Folk Media and Devcom

B2 Practicals

1. Writing for blog and Social media

2. Citizen Reporting

Examination will be on 1 item each in both.

Part III

Paper V: Television & Radio (For A & B1)

A : Television Journalism

Importance of Television Media and Its Impact

Basics of TV Journalism: Visual first-Audio as support, background, qualities of a TV reporter and anchor,

Reporting and anchoring: understanding news package- VO, AVO, VOSOT ,PTC, Byte and format,pre recorded presentation and live coverage, compiling a news bulletin

Understanding camera: Different types, Shots and movements

News, Discussion panel, Phone-in on issues

News Sourcing and production : News Producer, News editor, assignment editor, input editor, Reporting team, video editor , Technical director etc.

Principles of Video editing

Byte-journalism and sting operation : impact on TV Journalism

B: Radio Journalism

Radio as media, its types and impact

Understanding difference of radio language from TV language

Radio News Preparation: Reporting from field- reporter's take and source audio, radio and other media monitoring, agency take, news-scripting

News Reading: Voice modulation and pitch, pronunciation, clarity of content through reading

Techniques and handling of instruments(microphone, voice recorder etc.) of radio production

FM radio and Community Radio: Set up and function

Recommended Books:

S K Jamal, Radio (Beng), Paschim Banga Rajya Pustak Parshad, Kolkata,2011

Sisir Bhattacharya, Television Sangbadikata (beng) Paschim Banga Rajya Pustak Parshad, Kolkata,

Practicals (For B2)

1. TV practical
2. Radio Production

Examination will be on 1 item each

Paper VI :Advertising & Public Relations (For A & B1)

A: Advertising

Advertising :Definition, process and Communication Objective

Advertising Model: AIDA, Communication Response Sequence, Stimulus-Response

Advantages of Advertising, Criticism of Advertising

Ad Organization : Advertising Agency , Ad. Department of Media House

Ad. Agency Functions: Pitching for account, client servicing, creative service, ad production, media planning, media Buying, campaign evaluation

Indoor Media for advertising: comparing advantages of Newspaper, magazine, TV, Radio and web

Outdoor Media for Advertising:BillBoard, Poster, Banner, Glowsign, Hoarding

Advertising copy writing, Qualities of a copy writer

B.Public Relations

Public Relations: Definition, difference with advertising and promotion, Internal and external Public

Functions of PR: Employee relations, Media Relations, Crisis Management, media coverage monitoring, community relations and CSR function, Hospitality management etc.

Tools of PR: Press Release, rejoinder, press communiqué, backgrounder, ANR, VNR, House Journal etc.

Government PR organizations: Press Information Bureau Govt. of India , Information I& Cultural Relations department of West Bengal, PR department of Public Sector Undertakings

PR of NGOs, academic institutions, Hospitals

Corporate Communication

Recommended Books:

J M Kaul, Public Relations in India

Manindra Mohan,Advertising Management,Prentic Hall

Advertising and PR Practical (For B2)

Advertising Practical

1.Copy writing: Ten advertising copies are to be prepared and displayed in ad portfolio

2. Designing Ad with Photoshop and corel-draw: Five out of ten copies are to be turned into finished ad display and presented as part of Portfolio.

PR Practical:

1. Organize an event in college or participate as PR group of college, Arrange media coverage of the event and Monitor media for publication or telecast. Prepare a portfolio of the group work which should include Copy of PR tools used.
2. Press release and backgrounder writing.

Paper VII: National & International Affairs, Media Entrepreneurship and Film (For A & B1)

A : National & International Affairs

Indian Constitution: Structure, Characteristics, Fundamental Rights and duties
Executive wing of Union and state: Prime Minister and council of Ministers, Chief Minister and Council of Ministers, Bureaucracy
Legislative Wing: Law makers- Loksabha, Rajyasabha, bidhan sabha and Bidhan parishad
Judiciary: Supreme court, High court and lower courts, Chief Justice of India
Balance among legislature-judiciary-legislature
Planning for development and Planning Commission
Three tier Panchayati raj : Its power and responsibility
Govt. Policy : economic, educational, industrial, agricultural, Cultural and educational
Election Commission and functioning of democracy
India's relation with neighbouring states
India's Foreign Policy vis-à-vis China and USA
India and ASEAN, India and BRICK
UNO and Its Organizations
International Development , UNESCO & World Bank
World Security, Security Council and NATO
International Trade, Business , IPR and WTO
Food security, agriculture and FAO

B. Media Entrepreneurship

Overview of Media Industry in India with Special Reference to West Bengal
Media Business in Gour Banga region: A scope analysis
Types of Media Ownership and capital
How to run small media unit
Essential Management for media entrepreneurship
Government Assistance in setting up small media business
Preliminaries of media Economics for small media business

C:Introduction to Film Studies

Development of film as media in India with special reference to Bengal
cinema and society: effects of cinema as a medium of mass communication
Classical Hindi films: Contribution of Bimol Roy, Guru Datt, Mehbob Khan & Kamal Amrohi
The 'News Wave' movement: Satyajit Ray, Mrinal Sen, Adoor Gopal Krishnan, Hrishikesh Mukherjee, Syam Benegal, Mani Ratnam, Aparna Sen
Stages of Film production: Pre-production, production and post production
Basics of cinematography, documentary films and feature films
Overview of Film theory

Recommended Books:

D. Basu, Indian Constitution
P. Mukhopadhyay, Sangbad patra Parichalana
B.L. Choudhury, Media Organization Management
J Nelmes, An Introduction to Film Studies, Routedledge
G. Roberje, Indian Film Theory, sampark, kolkata 2010

D. Practical (For B2)

Documentary/Short film making

Paper VIII : New Media, Social Communication & Citizen Journalism (For A & B1)

New Media: Other names, Reconstruction of media for interactivity-storage-transmission, use
Communication and traits : transforming Communication relationship, computer, hand held devices and network, Web & Internet, Characteristic features

New Media Message: Nature, non-linear design and website, elements of message, User-generated message

Types of message: E-mail, Bulletin Board, Instant message, Short Message, Multimedia Message, Web page, Web slice, RSS feed, Powerpoint presentation

Social Communication: traditional social communication , Web media Social networking

Social Communication through networking sites (Facebooketc.), chatroom, blogging, mobile devices

Citizen Journalism : scope and importance, platforms (folk media, community newspaper, community radio, local cable channel and new Media)

Folk Journalism: Utilizing Folk media for Citizen Journalism

Citizen Journalism utilizing blog, website, mobile phone, audio-clips and pod-casting

Recommended Books:

Jagdish Chakraborty, Net,Media and the Mass Communication, Authorpress

Loho Choudhury Biplab, Naba Madhyamer Ruprekha

Practical (For B2):

1. Writing for blog and social media
2. Citizen Reporting

Examination will be on 1 item each in both.

Syllabus for 3 Year B.A (General) Course of Studies

Subject: Mass Communication & Journalism

Details of the content of individual papers:

Part-I

Paper-I: Mass Communication-History and Concepts:

50 Marks

Communication- Definition and Functions; Types of Communication- Intrapersonal, Interpersonal, Group and Mass Communication; Characteristics and Impact of Mass Communication; Means of Mass Communication- Newspaper, Magazine, TV, Radio, Film, etc.

Paper-II: Media Law & Ethics: 50 Marks

Press Law- Definition; Press Laws- Contempt of Court, Defamation, Official Secrets Act, Right to Information Act, Copyright Act, Working Journalist Act; Ethics of Journalism and recent trends. Freedom of press in India- concept, scope and limitations.

Paper-III: History of Print Journalism: 50 Marks

The origin of Print Media in India and abroad; Hickey and his newspaper; Role of Missionaries of Sreerampore in Indian Journalism; Raja Rammohun Roy and his works as a journalist; Role of newspapers for building national consciousness in British India- Sambad Prabhakar, Hindu Patriot, Amrita Bazar Patrika etc. Vernacular Press Act; The Statesman, The Hindu, Anandabazar Patrika, The Times Of India.

Part-II

Paper-IV: Radio & Television: 50 Marks

Radio-

History of radio broadcasting in India; Functions and qualities of radio news reporter, editor and producer; Qualities of a good radio script; Different radio programmes- news, talk, interviews, etc. RJ; FM radio in India; Community Radio.

Television-

Short history of Television in India; SITE experiment, Doordarshan and Prasar Bharati; Functions and qualities of a TV reporter, editor and news producer; Invasion of private satellite channels in India and its effects; Effects of TV on society specially on women and children; 24 hour news channels and its recent trends; Different telecasting techniques- Cable TV, CAS, DTH etc.

Paper-V: Public Relations & Advertising 50 Marks

Public Relations:

Definition, Origin, Aims and objectives of PR; Tools of PR- Press release, Press Conference, Press Relations etc. Public Relation Officer- qualities and functions; Public in PR; House Journal; PR Campaign; Crisis Management; Corporate Social Responsibilities.

Advertisement:

Definition and functions; Ethics of advertisement; Classification of Advertisement; Advertising in various media- Newspapers, TV, Radio and Film; Ad agencies-structure and functions- ad campaign, market strategies; Ad Budget, Ad copy, Ad layout, etc. Recent trends in advertisement; Use of children and women in advertisement.

Paper-VI:

50 Marks

Development Communication & National and International affairs:

Development Communication-

Meaning and origin; Mass media for development; Development programmes (agriculture, health, education, environment, nation building) and the role of press; Dominant Paradigm;

National and International Affairs-

Indian Constitution and Fundamental Rights; President, PM, Governor, CM, Speaker- Rights and duties; Parliamentary affairs and Indian Politics; Contemporary Issues; India's foreign policy; Relationship with other countries- USA, Pakistan, China, Bangladesh, SriLanka; Bipolarisation; Cold War; Non-Aligned Movement; NIO, NWICO; Regional grouping – SAARC, ASEAN, G20, NATO, etc.

Part-III

Paper- VII: Reporting and Editing:

50 Marks

Reporting-

News- Definition, Elements, values, Qualities, Objectivity, classification; Reporters- qualities, duties and functions; Different types of reporters- chief reporter, staff reporter, special correspondent, foreign correspondent; Different types of Reporting- political, sports, entertainment, business, crime, science, legal, etc. Beat Reporting.

Editing-

Principles of editing; News Editor- qualities, duties and functions; Sub-editors- qualities and functions; technique of writing a good copy; Headlines; Lead; Intro; Page Planning; Picture editing; Cartoons; Review writing- Cinema, book, Drama; Magazine editing.

Paper- VIII: Advanced Media Studies:

50 Marks

New Media; ARPANET; History of Internet; Hypertext – Concept and application; Multimedia – Concept and application; Social Media – Facebook, Twitter, Blogging; Mobile – Hybrid Technologies, Convergence, SMS; Impact on Society – Social media and Mobile communication; Recent trends in print and electronic journalism; Changing role of 24 hour news channels in India; Scope of online reporting in India; News portal.