

DETAILED SYLLABUS

Semester-1

DSCC 1-Basics of Journalism and Mass Communication (JMC-1) (3Th + TU)

Unit-1

Types of Media: Print, Broadcast and New Media (Digital and Social Media); Structure of Newspaper organization; News: Definition, Types, Elements; News Sources; Structure of news: Inverted Pyramid; Intro or Lead; Objectivity; Political reporting, Financial reporting, Sports reporting; News Agencies: functions; International News Agencies.

Unit-2

Print Media Editing: Principles of Editing; Headlines – Types; Page Making - Principles; Photo journalism: Definition; Photo Journalist; Caption writing; Feature: Definition, Types; Editorial; Column and Columnist; Interviewing: Research, planning, framing questions.

Unit-3

Understanding Communication: Definition and Components (Sender, Message, Channel, Receiver, feedback, noise); 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)

Unit-4

Tutorial Project: Field Work and its Printable Outcome: Different types of News writing from your own locality with proper headlines and suitable intro. (All projects are to be stored in the Drive Account for necessary evaluation.

***The field project shall be a group project consisting of 7-10 students in each group.**

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sujit Roy: Sambad Sangmbadik Sangbadikata; Som Publications.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (8) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributers.
- (9) Nalini Rajan (ed.): 21st Century Journalism in India; Sage.
- (10) Saptarshi Som: Khaborer Boi; Gyandarpan.

IDC-JMC

Introduction to J&MC (2TH+1TU)

UNIT-1

News: Definition; Elements of news; News Sources; Different types of news; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects; Column and Columnist; Interviewing: Research, planning, framing questions, The News Agencies: functions; various international News Agencies;

UNIT-2

Communication: Definition, Process and Semiotic school; Forms of Communication (verbal, on-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)

UNIT-3

TUTORIAL: offline survey by a group of (minimum 5 students to maximum 10students) on a particular topic decided by the department

Or an individual presentation on any IDC topic

Readings:

- (1) Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (2) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributers.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt. Ltd (2003).
- (5) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (6) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.