



UNIVERSITY OF CALCUTTA

Notification No. CSR/13/2023

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 11.07.2023 approved the Syllabi of the under mentioned subjects for semester wise Four-year (Honours & Honours with Research) / Three-year (Multidisciplinary) programme of U.G. courses of studies, as applicable under CCF,2022 . under this University, as laid down in the accompanying pamphlet.


Name of Subject:

1. Anthropology
2. BBA
3. Bengali
4. BFAD
5. Bio Chemistry
6. Botany
7. Chemistry
8. Commerce
9. Economics
10. Education
11. English
12. Geology
13. Hindi
14. History, Islamic History & Culture
15. Home Science
16. Human Rights
- ✓ 17. Journalism & Mass Communication
18. Mathematics
19. Microbiology (Honours)
20. Molecular Biology
21. Philosophy
22. Physiology
23. Political Science
24. Psychology
25. Social Science
26. Sociology
27. Urdu
28. Women's Studies
29. Zoology

The above shall be effective from the academic session 2023-2024.

SENATE HOUSE

KOLKATA-700 073


12/7/2023
Prof. (Dr.) Debasis Das

Registrar

University of Calcutta
UG Syllabus
On
4-Year Degree Course
Journalism and Mass Communication

COURSE STRUCTURE-2023 (NEP) JOURNALISM & MASS COMMUNICATION (Sem-1 and Sem-2)

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>3TH+1TU</u> <u>EACH UNIT-25</u> <u>MRKS</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>3TH+1TU</u> <u>EACH UNIT-</u> <u>25MRKS</u> <u>M1</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR.)</u> <u>EACH UNIT-</u> <u>25MRKS</u>	<u>SEC-1</u> <u>(4 CR.)</u> <u>(40+20+40)</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>INTER</u> <u>NSHIP</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
1	<u>JOUR-H-CC1-1-</u> <u>TH:</u> Basics of Journalism & Mass Comm-3 CR. <u>JOUR-H-CC1-1-</u> <u>TU:</u> 1 CR.	<u>JOUR-MD-CC1-1-</u> <u>TH:</u> SAME AS MAJOR Basics of Journalism & Mass Comm-3 CR. <u>JOUR-MD-CC1-1-</u> <u>TU</u> :1CR	<u>JOUR-H-IDC-</u> <u>TH:</u> Introduction to J&MC (2TH+1TU)	Compulsory English	<u>JOUR-H-</u> <u>SEC1-1-P:</u> Practicing Journalism (Practical)	<u>JOUR-H-</u> <u>CAVC-</u> <u>TH:</u> 1.ENVS (COM.) 2.CONSTI TUTION AL VALUES (COM.)	-----	-----	21 CREDI T

<u>SEM</u> <u>ESTE</u> <u>R</u>	<u>DSC/CORE</u> (4 <u>CR. 100 Marks)</u> <u>3TH+1P</u>	<u>MINOR (4 CR. 100</u> <u>Marks)</u> <u>3TH+1P</u>	<u>IDC (3 CR. 75</u> <u>Marks)</u>	<u>AEC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SEC</u> <u>(4 CR. 100</u> <u>Marks)</u>	<u>CVAC</u> <u>(2 CR. 50</u> <u>Marks)</u>	<u>SUMM</u> <u>ER</u> <u>IMTE</u> <u>RNSHI</u> <u>P</u> <u>(3 CR.)</u>	<u>DISSERT</u> <u>ATION/</u> <u>RESEAR</u> <u>CH</u> <u>WORK</u> <u>(12 CR.)</u>	<u>TOTA</u> <u>L</u> <u>CREDI</u> <u>T</u>
2	<u>JOUR-H-CC2-2-TH:</u> Broadcasting Principles-3 cr. + <u>JOUR-H-CC2-2-TU:</u> 1 CR.	<u>JOUR-MD-CC2-2-TH:</u> SAME AS MAJOR Broadcasting Principles-3 cr. <u>JOUR-MD-CC2-2-TU:</u> TU: 1CR	SAME COURSE LIKE SEM.1	COMPULSOR Y ENGLISH	<u>JOR-H-SEC2-2-P:</u> Practicing Audio-Visual (Practical)	1.ENVS (COM.) 2.OPTIO NAL FROM CAVC POOL Media Literacy	-----	-----	21 CREDI T

- **Laboratory Requirements for Journalism & Mass Communication (Major + Minor):**

- All Laboratories should be Air Conditioned;**
- One Computer Teacher, having suitable experiences in computer operation, film making/editing;**
- Laboratory Attendant to be appointed;**
- Sound-proof studio (optional);**
- Recording System (Audio & Video);**

(f) Hi-speed Internet connection;

(g) Necessary Software to be installed: Page-making Software; Photo Editing Software; Video Editing Software; Audio Editing Software; Bangla Software (Unicode).

- **The Pedagogy:**

The teaching-learning of the programme would be organized through lectures, tutorials, practicals, projects, presentations, workshops, seminars and hands-on training using ICT extensively. Practical sessions are incorporated as an important component in most of the papers, with hands-on training in the use of various equipment, such as Cameras, Editing Machines etc.

- **Examination:**

For each practical / Tutorial based course of 4 Credit the question pattern shall be:

Types of Questions	Marks Allotted	Number of questions	Total Marks (100)
Objective types	1 (One)	20	20
Short Answer Type	2 (Two)	5	10

Subjective Type	15	3	45
Practical / Tutorial			25

For each paper of 3 Credit

Types of Questions	Marks Allotted	Number of questions	Total Marks (75)
Objective types	1 (One)	20	20
Short Answer Type	2 (Two)	5	10
Subjective Type	15	3	45

For each 2 Credit paper

Types of Questions	Marks Allotted	Number of questions	Total Marks (75)
Objective	1 (One)	10	10

types			
Short Answer Type	2 (Two)	5	10
Subjective Type	15	2	30

DETAILED SYLLABUS

JOUR-H-CC1-1-TH:/JOUR-MD-CC1-1TH

-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 Sangbadik Sangbadikata; Dey 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.

JOUR-H-CC2-2-TH/JOUR-MD-CC2-2-TH:
-Basics of Broadcast Journalism (3TH+1TU)

Unit-1

Radio: Development projects through Radio broadcasting in India; AIR- Services (External News Division, Vividh Bharti, Yuva Vani); Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines; Community Radio; HAM Radio; Autonomy of Indian broadcasting: Prasar Bharati; FM Radio, Radio Jockey.

Unit-2

Television and National Development; Satellite TV Experiment (SITE); Satellite Channels operating in India; Agenda Setting techniques used by TV channels; Basic camera movements; Ethical issues and recent sting operations; TV news techniques: finding the story, packaging, use of clippings, PTC, VO, AVO, VOC; Viewership rating: TAM, TRP; Graphics and Special Effects.

Unit-3

Understanding Television Soap Opera, Decoding Reality Shows, Impact of Television on Children, Women; Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV; Differences in reporting and presentation between Radio and Television.

Unit-4

Tutorial Project: Preparing Mobile (audio-visual) News Capsule in group of 5 persons; Viva Voce.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) Sujit Roy: TV Sangbadikata; Dey Publications.
- (4) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (5) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (6) Andrew Boid: Broadcast Journalism; Oxford.
- (7) Arvind Singhal: Communication for Innovation; Sage.
- (8) Kirk A. Johnson: Television and Social Change in India; Sage.

JOUR-H-SEC1-1-TH:

Practicing Journalism (Practical: 40+20+40)

Unit 1

Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Book Review, Film Review, Review of Television Programmes;

Unit 2

Newspaper Page Make-up: Designing the Front Page that includes Chimney, Anchor, Solus, Slug with necessary page-making software and the photo-editing software;

Unit 3

Feature, Column, Editorial writings in political, sports, national and international affairs for Print Media – Writing Techniques

JOUR-H-SEC2-2-TH:

Practicing Audio-Visual (Practical) (4 Credits)

Unit 1: 30 Marks

Record a radio talk (with script) written by the student; Edit the radio talk using sound editing software with at least two advertisements and signature tune.

Unit 2: 30 marks

Prepare a slide show - 15 slide presentation on any media related topic.

Unit 3: 20 + 20 Marks

TV talk show script, TV News Script, Script writing for TV entertainment programmes i.e. TV Musical Shows, TV Reality Shows.

Readings:

CC-2 to be followed.

JOUR-H-IDC-TH/JOUR-MD-IDC-TH:

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 Distributors.
- (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.

JOUR-H-CAVC-TH

Media Literacy

UNIT-1

Media Literacy: Definition; Cognitive Model of Media Literacy; Corporate Objective of Conglomerate Media; Analysing Viral News in Digital Media; Agenda Setting and Cultivation Model; Evaluating Media Content: Critical understanding of Signifier and popular Signified of Media Contents.

UNIT-2

Understanding Fake News and Misinformation: Impact on Society and strategies to Combat it; Media's role on Global Environmental issues; Critical Analysis of Cinema: Hyper-nationalist and Critical Narratives of Indian Cinema; Analysing KGF, RRR, Baby, Rang De Basanti, War Chhod Na Yaar, Jane Bhi Do Yaaron.

Project: Project on analysing any Media Content; Project on communication method that deals with environmental, political, social issues.

Readings:

(1) W. James Potter: Theory of Media Literacy: A Cognitive Approach; Sage.

- (2) Christian Fuchs: Social Media: A Critical Introduction; Sage.
 (3) Abhay Chawla: New Media and Online Journalism; Pearson.
 (4) Nalini Rajan: 21st Century Journalism in India. Sage.
 (5) Manju Jain: Narratives of Indian Cinema; Primus Books.

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UG Syllabus
On
3-Year Degree Course
Journalism and Mass Communication

COURSE STRUCTURE-2023 (NEP) JOURNALISM & MASS COMMUNICATION (Sem-1 and Sem-2)

<u>SEME STER</u>	<u>CORE (4 CR. 100 Marks) 3TH+1TU EACH UNIT-25 MRKS</u>	<u>IDC (3 CR. 75 Marks)</u>	<u>AEC (2 CR.) EACH UNIT- 25MRKS</u>	<u>SEC-1 (4 CR.) (40+20+40)</u>	<u>CVAC (2 CR. 50 Marks)</u>	<u>SUMM ER INTER NSHIP (3 CR.)</u>	<u>DISSERT ATION/ RESEARC H WORK (12 CR.)</u>	<u>TOTAL CREDI T</u>
1	<u>JOUR-MD-CC1-1- TH:</u>	<u>JOUR-MD-IDC- TH:</u>	Compulsory English	<u>JOUR-MD- SEC:</u>	<u>JOUR- MD-</u>	-----	-----	21 CREDI

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<u>SEM ESTE R</u>	<u>CORE (4 CR. 100 Marks) 3TH+1P</u>	<u>IDC (3 CR. 75 Marks)</u>	<u>AEC (2 CR. 50 Marks)</u>	<u>SEC (4 CR. 100 Marks)</u>	<u>CVAC (2 CR. 50 Marks)</u>	<u>SUMMER IMTE RNSHIP (3 CR.)</u>	<u>DISSERTATION/ RESEARCH WORK (12 CR.)</u>	<u>TOTAL CREDIT</u>
2	<u>JOUR-MD-CC2-2-TH:</u> Broadcasting Principles-3 CR . + <u>JOUR-MD-CC2-2-TU</u> : 1 CR.	SAME COURSE LIKE SEM.1	COMPULSORY ENGLISH	<u>JOUR-MD-SEC:</u> Print Advertising	<u>JOUR-MD-CAVC-TH:</u> 1.ENVS (COM.) 2.OPTIONAL Media Literacy	-----	-----	21 CREDIT

DETAILED SYLLABUS

JOUR-MD-CC1-1-TH

-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.

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- (8) Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributers.
- (9) Nalini Rajan (ed.): 21st Century Journalism in India; Sage.

JOUR-MD-CC2-2-TH:

-Basics of Broadcast Journalism (3TH+1TU)

Unit-1

Radio: Development projects through Radio broadcasting in India; AIR- Services (External News Division, Vividh Bharti, Yuva Vani); Radio News: Elements of radio news; Programme patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines; Community Radio; HAM Radio; Autonomy of Indian broadcasting: Prasar Bharati; FM Radio, Radio Jockey.

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Unit-3

Understanding Television Soap Opera, Decoding Reality Shows, Impact of Television on Children, Women; Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV; Differences in reporting and presentation between Radio and Television.

Unit-4

Tutorial Project: Pre production, Production and Post Production for Radio and Television; Preparing Mobile (audio-visual) News Capsule; Viva Voce.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) Sujit Roy: TV Sangbadikata; Dey Publications.
- (4) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (5) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (6) Andrew Boid: Broadcast Journalism; Oxford.
- (7) Arvind Singhal: Communication for Innovation; Sage.
- (8) Kirk A. Johnson: Television and Social Change in India; Sage.

JOUR-MD-SEC-TH:
Print Advertising (4 Credits)

Unit 1

Advertising: Definition; Types of Advertising; Classification of Advertising: Classified and Display Advertising; History of print advertising in India; Basic idea of modern print advertising.

Unit 2

Types of Newspaper Advertisements, Display Board Advertising: Definition with examples, Leaflets, Pamphlets;

Unit 3

Ad-Copy; Headlines, Sub-headlines, Slogan, Logo; Writings; Ad-Layout: Thumbnail-Rough-Comprehensive Layouts;

Unit 4

Ad-Agencies: Definition; Functions; Ad-Manager; Advertising Department of a Newspaper.