

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.