

JOURNALISM & MASS COMMUNICATION
ASUTOSH COLLEGE
SYLLABUS DIVISION CUM TEACHING PLAN

SEM I			
COURSE	UNIT	TEACHER	TOPIC
CC-1-1-TH	1	Dr Debastuti Dasgupta	News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, byline; Different forms of print-A historical Perspective, Penny press, Tabloid press.
	2	Ms. Maulisri Chattopadhyay	Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news;Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism,Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news.
CC-1-1-P	3	Ms. Shikhi Chatterjee	Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news.
	4	Dr. Priyanka Roy	Rewriting and Summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News.
CC-1-2-TH+TU	1	Dr. Priyanka Roy	Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.

	2	Ms. Nabanita Bhattacharjee	H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and SambadPrabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.
	3	Dr Moon Jana	Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and BalGangadharTilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, TheHindstan Times, The Indian Express.
	4	Dr Reema Roy	Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPadgaonkar, N.Ram.
SEM II			
CC-2-3-TH+TU	1	Ms. Shikhi Chatterjee	News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece;Feature: Definition, Types;Advertorials.

	2	Dr Reema Roy & Dr. Debastuti Dasgupta	Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing;
	3	Ms. Maulisri Chattopadhyay	Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism.
	4	Ms. Nabanita Bhattacharjee	Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages
CC-2-4-TH	1	Dr. Moon Jana	Communication: Definition, 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)

	2	Dr Priyanka Roy & Dr Debastuti Dasgupta	Role of Media in a Democracy: Responsibility to Society, Contemporary debates and issues relating to media; Online journalism, Citizen Journalism; Covering news: Covering Speeches, Meetings and Press Conferences; Covering of beats- crime, courts, city reporting, local reporting, hospitals, health; education, sports; Understanding new media: e-mail, social media; Ethics in journalism.
CC-2-4-P	3	Dr. Priyanka Roy, Ms. Shikhi Chatterjee, Ms. Nabanita Bhattacharjee	Writing a News Feature; Writing feature on other topics of interest; Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Writing Column; Book Review, Film Review, Review of Television Programmes, Writing Editorial, writing posteditorial, Writing Anchor Story.
	4	Dr Reema Roy, Dr Moon Jana, Dr. Priyanka Roy, Ms. Shikhi Chatterjee, Ms. Nabanita Bhattacharjee, Dr Debastuti Dasgupta, Ms. Maulisri Chattopadhyay	Tabloid making
SEM III			
CC3-5-TH+TU	1	Dr. Priyanka Roy	Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text.

	2	Dr. Priyanka Roy	Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.
	3	Ms. Nabanita Bhattacharjee	Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.
	4	Ms. Maulisri Chattopadhyay	Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; Understanding Media Conglomeration; Corporate(organizational) Communication models: Conduit Model, Grapevine model.
CC-3-6-TH+TU	1	Dr Reema Roy	Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S.Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message.
	2	Dr Reema Roy	Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts.

	3	Dr. Debastuti Dasgupta	Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media
	4	Dr. Debastuti Dasgupta	Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based).
CC-3-7-TH	1	Dr. Moon Jana	History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.
	2	Ms. Shikhi Chatterjee	Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.
	3	Dr Moon Jana	Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos;
CC-3-7-P	4	Dr Moon Jana & Ms. Shikhi Chatterjee	Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recordingskills, livestudio broadcast with multiple sources, Cuesheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.

SEC-A-3-1-TH	1	Ms. Shikhi Chatterjee & Dr Moon Jana	Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.
	2	Ms. Shikhi Chatterjee & Dr Moon Jana	Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.
SEM IV			
CC-4-8-TH	1	Dr Moon Jana	Public Service Broadcasting: Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations.
	2	Dr Reema Roy	Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP;
	3	Ms. Nabnita Bhattacharjee	Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; Television Documentaries: understanding, writing a concept, script writing and shooting;

CC-4-8-P	4	Dr Reema Roy, Dr Moon Jana, Dr. Priyanka Roy, Ms. Shikhi Chatterjee, Ms. Nabanita Bhattacharjee, Dr Debastuti Dasgupta, Ms. Maulisri Chattopadhyay	Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.
CC-4-9-TH+TU	1	Dr Debastuti Dasgupta & Dr Priyanka Roy	Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America
	2	Ms Shikhi Chatterjee	Overview of Indian New Wave: Satyajit Ray, Ritick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.
	3	Dr Debastuti Dasgupta & Ms Shikhi Chatterjee	Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene.
	4	Dr Priyanka Roy	History of Documentary Films (Global and Indian Perspectives); Documentary movements in India; Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin.

CC-4-10-TH+TU	1	Ms Maulisri Chattopadhyay	Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and functions.
	2	Ms Maulisri Chattopadhyay & Dr Priyanka Roy	Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.
	3	Dr Priyanka Roy	Freedom of Information and freedom of press: Indian experience; From Press Commission to Press Council of India: before and after globalization; Right to Information Act, Right to privacy.
	4	Ms Nabanita Chatterjee	Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Sedition, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Ethics.
SEC-B-4-1	1	Ms Shikhi Chatterjee	Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary;
	2	Dr Debastuti Dasgupta & Dr Priyanka Roy	Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting.
SEM V			

CC-5-11-TH	1	Dr Reema Roy	Key Concepts and Theory: Defining new media, terminologies and their meanings – Digital media, new media, online, media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Understanding Virtual Cultures and Digital Journalism; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society.
	2	Dr Debastuti Dasgupta	Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism: Hyperlocal Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.
CC-5-11-P	3	Dr Reema Roy & Dr Debastuti Dasgupta	Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites;
	4	Dr Reema Roy & Dr Debastuti Dasgupta	Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

CC-5-12-TH+TU	1	Ms Maulisri Chattopadhyay & Ms Shikhi Chatterjee	Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals.
	2	Ms Maulisri Chattopadhyay	Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.
	3	Dr Moon Jana	Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post-liberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication
	4	Dr Priyanka Roy	Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness

DSE-A-5-1-TH+TU	1	Ms Nabanita Bhattacharjee	Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.
	2	Ms Nabanita Bhattacharjee	Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony
	3	Ms Shikhi Chatterjee	Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism; Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV)
DSE-B-5-2-TH+TU	1	Dr Priyanka Roy	Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature).
	2	Dr Moon Jana	Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale

	3	Dr Debastuti Dasgupta	Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work
	4	Dr Reema Roy	Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods, Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research
SEM VI			
CC-6-13-TH	1	Ms Maulisri Chattopadhyay	Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.
	2	Dr Reema Roy	Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising
	3	Ms Shikhi Chatterjee	Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies

CC-6-13-P	4	Ms Maulisri Chattopadhyay	Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.
CC-6-14-TH+TU	1	Ms Nabanita Bhattacharjee	PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication
	2	Ms Nabanita Bhattacharjee & Dr Debastuti Dasgupta	PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.
	3	Dr Debastuti Dasgupta	Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations.
	4	Ms Shikhi Chatterjee	Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.
DSE-B-6-3-TH+TU	1	Dr Priyanka Roy	Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.

	2	Dr Priyanka Roy	Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses
	3	Dr Moon Jana	Community and Folk Media in West Bengal; Definition and characteristics of community; Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media
	4	Dr Moon Jana	Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul
DSE-A-6-3		Dr Reema Roy, Dr Moon Jana, Dr. Priyanka Roy, Ms. Shikhi Chatterjee, Ms. Nabanita Bhattacharjee, Dr Debastuti Dasgupta, Ms. Maulisri Chattopadhyay	Dissertation