

**Centre for Journalism and Mass Communication**

**Visva- Bharati, Santiniketan**

**2-Years Post Graduate Degree Course in Journalism & Mass Communication**

**Syllabus**

**Semester I**

**Paper - I**

**Mass Communication: Theory- Theory Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

**Module 1 : Introduction to Communication Principles**

Origin, basic concepts, definition, nature, process and functions

Types of communication and their contexts

Media of communication - media of interpersonal, group, group, mass and interactive communication-audience, culture, society, market influence on content of communication

**Module 2 : Human Communication and Brain**

Understanding human brain and its role in communication

Basic human functions - perceiving, feeling, thinking, relating, interpreting and motor sensory coordination, fundamental thinking skills - evaluation, reasoning, questioning, critical thinking, decision making, information processing, creation, dissemination, and reception of mediated information - structuring message, its encoding and decoding.

**Module 3 : Different Thoughts of Communication**

Indian perspectives - Sadharanikaran and other seminal thoughts.

Early European perspectives - Rhetorics, Aristotle and Sophists.

Modern perspectives - technological determinism

(McLuhan), mathematical theory of Shannon and Weaver.

Administrative approaches (from Laswell to Newcomb)

Frankfurt school (critical theories)

Media system - factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)

#### **Module 4 : Alternative Perspectives on Communication**

Development communication - from dominant paradigm to ecological approach on sustainable development.

Convergence of media with IT and Telecom.

Limitation - problems and prospect, media policies in international context - India's position and approach, international communication - overview of global village, McBride recommendation and knowledge society.

## **Paper - II : History, Development, Laws and Ethics- Theory Paper**

**Full Marks: 50**

**Written: 40**

**Continual Assessment: 10**

### **Module 1 : Media History and Media Law**

History of media in India till independence

Early communication systems - development of printing - early efforts of news papering in India with special reference to Hicky and Raja Ram Mohan Roy.

Newspapers and magazines in the 19th century - first war of the press

The Indian press and freedom movement - Gandhi, Rabindranath Tagore, Nehru, Subhash Chandra Bose.

Development of radio, cinema, recording and news agency in India. (up to 1947)

### **Module 2 : Contemporary History of Media in India**

Post independence development of the press - major landmarks of English Indian language and magazines.

Development of radio after independence - from air days to FM radio.

Development of TV - AIR days, SITE experiment, post-Asiad phase, opening of Indian sky wave (1991) and afterwards (major landmarks)

Development of cinema, recording and new media (major land marks) - phase of Medimorphosis.

### **Module 3 : Constitution, Institutions and General Law for Media**

Indian constitution - the articles safeguarding and influencing performance of media-parliamentary privileges.

Media regulation - state vs. self regulation - question of media ethics and freedom of media

General laws and their implications for media - defamation, contempt of court, official secrets act, right to information and CRPC and IPC (sedition, crime against women and children, obscenity)

Regulatory institutions, consultative bodies, and watchdogs for media - press council, wage board, telecom regulatory authority, press commissions.

#### **Module 4 : Media Laws**

Laws for print media - press and registration of books act (1864)

Working journalist and other newspaper employees (conditions of service and miscellaneous provisions) act 1955

Prasar Bharati act, cinematograph act and acts for cable television and fm radio.

Copyright act, trademark act and patents act - with reference to WTO agreement and IPR legislations.

Communication convergence bill and cyber laws impact of media.

### **Paper - III: Print Journalism- Theory Paper**

**Full Marks: 50**

**Written: 40**

**Continual Assessment: 10**

#### **Module 1 : Anatomy of News**

Definition and concept - elements/determinants - content sourcing - structure of news - news development - basis style of news writing - news operation.

#### **Module 2 : Reporting : Specialized Approach**

Basic of reporting - different reporting types and styles - investigative reporting - interpretative reporting - conflict reporting - narrative journalism - interview magazine reporting.

#### **Module 3 : Editing**

Editing - Editing symbols - Editing desk - Editor - news editor - chief sub-editor - sub-editor - proof reading - typography - headline - photo selection and editing - page planning and layout - importance of editorial policies.

#### **Module 4 : Opinion Journalism**

Op-Ed pages - columns and columnist - feature and articles - role of cartoonists - feature supplements - pull outs and special sections.

## **Paper - IV: Culture and Heritage- Theory Paper**

**Full Marks: 50**

**Written: 40**

**Continual Assessment: 10**

### **Module 1 : Culture**

Definition, concept, characteristic features and types, universality, communicability, language, importance of culture in communication studies.

### **Module 2 : Science of Culture**

Traits, configuration, complex and levels, culture Area

### **Module 3 : Transmission of Culture**

Enculturation, Culture contact, acculturation, social/cultural change, cultural distance, folk-urban continuum, national integration.

### **Module 4 : Heritage**

Indian civilization, Gurudeva's idea on culture and civilization Santiniketan and its heritage.

## **Semester II**

### **Paper - V: Communication Research- Theory Paper**

**Full Marks: 50**

**Written: 40**

**Continual Assessment: 10**

#### **Module 1 : Overview of Research in Communication**

Origin of Research in Communication - In search of models and theories.

Context in Communication Research-Social, Economic, Cultural, Technological and Political.

Research Process-Topic identification, Observation, Theorizing and Verification of Phenomenon.

Research Traditions-Administrative vs. Critical, Communication vs. Marketing.

#### **Module 2 : Steps for conducting Communication Research**

Title, Introduction, Rationale, Problem, Aim and Objective.

Theoretical / Conceptual / Operational Frame work - Perspective building / hypothesizing.

Methodology : Design, Universe / Population, Variable / attributes / indicators, sample, Instrument, data type, time, Limitation, Data Presentation, Data Analysis, Summary / Executive summary, Conclusion and recommendations.

#### **Module 3 : Research Design and Sampling**

Qualitative vs. quantitative, Basic vs. Applied Research, Cross Sectional vs. Longitudinal, Laboratory vs. field Research etc.

Method-Observation, Survey, Content analysis, Census, Case study, Clinical study. Preparing Research question- Questionnaires and schedules-Pre testing and pilot testing.

Sampling Techniques-strength and Limitations -- Statistical Methods of basic analysis Frequency Distribution, SD etc.

#### **Module 4 : Communication Research India**

Landmark studies : SITE experiment, Media Effect studies - Their and limitations.

Market Research in India - Audience Research - TAM, RAM, NRS & other audience researches.

Folk Media Research - Communication strategy preparation.

Public opinion surveys and policy Research in Communication.

## **Paper - VI : Print Journalism Practical- Practical Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

### **Module 1 : Reporting Practical**

Newsgathering & Documentation, Media Monitoring

### **Module 2 : Editing Practical**

Editing documents and agency copies.

### **Module 3 : OP-ED Practical**

Writing Editorials, Post -Editorials, Features & Articles

### **Module 4 : Project**

Print Production / Submitting Project Report after visiting Media Houses or attending a Workshop on Print Journalism.

## **Paper - VII : Television Journalism- Theory & Practical Paper**

**Full Marks : 50**

**Written : 20**

**Practical: 20**

**Continual Assessment: 10**

### **Module 1 : Television as a Medium of Mass Communication**

Introduction to the medium, its characteristics, advantages and disadvantages - Its Comparative analysis with other media of mass communication. Latest trends in the field of Television Journalism in India.

Broadcasting vs. Narrowcasting.

### **Module 2 : Basic Principles of Visual Reporting & Editing**

Basic Shots - PAN, TILT, Zoom, etc.

Aspect Ratio, Head Room, Looking Room

Transition, Jump Cut- its causes and remedies

Imaginary Line, Cut Away Shot

Phone in, Hot Switching, sound bite, Piece to Camera, Voiced Over News Capsule.

### **Module 3 : Television Practival**

Scripting for Television

Writing to Visual & Spot Reporting.

### **Module 4 : Television Project**

Submitting Project Report after visiting Media Houses or attending a workshop on Television Journalism or Content Analysis.

## **Paper - VIII : Radio Journalism- Theory & Practical Paper**

**Full Marks : 50**

**Written : 20**

**Practical: 20**

**Continual Assessment: 10**

### **Module 1 : Radio as a Medium of Mass Communication**

Radio as a medium - Its scope & function - Its social role - Comparison with other media  
FM - Changing Face of Radio Programmes

Interactive Radio - Community Radio - Satellite Radio - AIR Committees.

### **Module 2 : Radio News & Program**

Radio News - Reporting Editing - Voice Dispatch - Compilation - Production Radio  
Program - Scope & Format - Actuality - Comparing - Anchoring.

### **Module 3 : Radio Practical**

Writing for Radio - News - Feature - Interview

### **Module 4 : Radio Project**

Preparing Spoken Word Program

**Semester III**  
**Paper - IX: Public Relations- Theory Paper**

**Full Marks: 50**

**Written: 40**

**Continual Assessment: 10**

**Module 1 : Introduction to PR**

Definitions & Concept Elements - Origin, Growth & Development PR Tools (House Journal, Corporate Journal for outside audience - Internal Communication - Analysis of Market trend for in house use, counseling speech writing, Background, Rejoinder, Balance Sheet, Annual Report.

**Module 2 : Different Faces of PR**

Publics in PR - Public Sector vis-a-vis Private Sector PR - Corporate PR - PR Audit - PR Research - PR Ethics.

**Module 3 : The Changing Profile of PR**

Event Management - PR Campaign - Crisis Management - Public Affairs - Lobbying - PR Department - PR Agency.

**Module 4 : PR Communication**

Planning, Writing, Producing and Delivering Print & AV Communication - Media Management - Press Release - Press Conference - Multimedia package - Identifying audience.

## **Paper - X : Advertising Management- Theory Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

### **Module 1 : Advertising Organisation**

Ad Agency Management-Account, Creative, Media Planning, Media Buying, HRD and other departments.

Business Development - Pitching for Accounts - Creative and Media briefing process - Agency Media Interface.

Agency Revenue Earning-Sources - Agency Audit.

Mass Media Laws concerning Advertising - Apex Bodies (AAAI, ASCI) - ASCI code of Conduct - Case studies from ASCI etc.

### **Module 2 : Brand Management**

Brand - Definition, Concepts and Evolution of brand management

Brand equity, image, personality-types of brands-USP.

Brand Positioning vs. Product Positioning

Brand Manager's functions - Joint Management of brand health by company and Ad. Agency.

### **Module 3 : Media Planning and Media Buying**

Media Traits - Media Scene in India - Sources of Media Information.

Media planning - Media strategy

Media Buying - budgeting and Presentation to client - Media Scheduling

Research and Frequency - Media weight Theories - Analyzing Media Information.

#### **Module 4 : Advertisement Management in India : In Search of Root**

Deciding Campaign strategy Indian way-cases

Campaign in Small Budget - Word of Mouth & other innovations.

Ad. Organization : Managing a family for the best result - From Ad. Agency to IMC Agency.

Rural Advertising challenges in India.

## **Paper - XI : Rural / Development Communication : Theory Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

### **Module 1 : Universe of Rural Area**

Concept, Characteristic features, Rural-Urban dichotomy, Rural demography, Ethnic Pluralism.

### **Module 2 : The Village Studies**

Definition, Nature and Structure of the Village, Social/cultural organization of the communities in Indian context.

### **Module 3 : Rural Media and Communication Proess**

Different types, Function and Process : Sanskritization, Secularization and Westernization, Role of Media in Social / Cultural change.

### **Module 4 : Development and Rural Area**

Development : Concept, Issues, Indictors, Dynamics Theories of Development : Tagore, Gandhi and Marx.

Development communication: Approaches, Different Models, Initiatives, International perspectives.

### **Module 4 : Development Communication in India**

Problems and issues : Ecological variation, Mixed economy, Political Pluralism, Social stratification, Minorities, Ethnic crisis, Cross-border terrorism.

Government Measures : Constitutional provisions, Five-year Plans, different schemes & projects, participation of Local Govt. : Panchayets.

Role of Communication Agents : NGOs, SHGs, Religious Institutions

## **Paper - XII: Project / Field Work- Practical Paper**

**Full Marks: 50**

**Practical: 40**

**Continual Assessment: 10**

### **Module 1 : Advertisement : Practical / Project Work**

### **Module 2 : Public Relations : Field Work**

Preparing project report after visiting PR Agencies / Corporate PR units / Attending PR Workshop.

### **Module 3 : Rural Communication Project Work**

### **Module 4 : Development Communication Project Work**

## **SEMESTER: IV**

### **PAPER - XIII: Special Papers (Any One)**

#### **(A) Film Studies & Web Journalism - Theory Paper**

FM: 50

Written : 40

Continual Assessment : 10

#### **Module 1: Film Theory & History**

Hollywood, Soviet Cinema, Italian Neo-realism, Japanese Cinema – History of Indian Cinema from Phalke onwards - Film and the other arts (painting, music, Natyashastra)

#### **Module 2: Film Analysis**

Analyzing the work of any one "author" (Satyajit Ray/Ritwik Ghatak/Mrinal Sen/Tapan Sinha/Shyam Benegal/Adoor Gopalkrishnan etc) - The changing face of Indian Cinema in the context of globalization.

#### **Module 3: Introduction to Web Media**

New Media – Reach - Characteristics – New Media in India – Digital divide –ICT in Development

#### **Module 4: Utility of Web Media**

Internet as Resource – Search Engines

## **(B) Media Organizational Management Theory - I-Theory Paper**

FM: 50

Written : 40

Continual Assessment : 10

### **Module 1 : Introduction**

Understanding media -- Media Industry Overview

Media Product -- Media Business Amidst Convergence

Media Market Features -- Market share & concentration, integration, BSOs, product diversity and other aspects

Ownership types & issues -- Foreign investment pattern -- small media ownership -- LLP

### **Module 2 : Management Overview**

Management-definition & principles - Basic Functions of Managers - Application in Media industry

Tasks in Media organization (MO) - uniqueness of Media Business - Public service aspect

Media business system-corporate governance-knowledge organization & IT management

Owner-editor conflict areas-communication performance & economic performance

### **Module 3 : Structure and Planning**

Overview of organizational design and planning

Departmentation in MOs -- Multiple-centre-multiple-product MOs-Team & task force

Launching an MO & Launching a media product -- Planning & Project preparation - Planning Communication Package (CP)/editorial Mix of a print product & channel

## **Module 4 : Editorial & Program Management**

Workflow of the department -- Executive functions of media professionals

Understanding audience for media product - Creation of unique user value in media product

Conventions, deadlines, work schedule - Ensuring creativity within routine

Utilizing scope of convergence inter media and transmedium editorial aspects - designing media product.

### **(C) Science Communication - Theory Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

## **Module 1 : Introduction to Science Communication**

Definition & Concept - Elements - Science Communication & Social Development

## **Module 2 : Different Faces of Science Communication**

Popular Science Communication - Science Communication in Rural Area - Science through Folk Culture - Science and PR

## **Module 3 : Science Journalism in India**

Scope & Reach - Recent Trend - Emerging Areas

## **Module 4 : Science Reporting**

Science News - Form of Science Reporting : Print, Radio and Television - Content Sourcing - Interview - Science Feature & Articles Special Sections.

## **(D) Magazine Journalism - Theory Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

### **Module 1 : Introduction to Magazine Journalism**

Origin and Development of Magazine with special reference to India

### **Module 2 : Structure and Functions of Magazines**

Shape, Size, Contents, Types and Functional relationships

### **Module 3 : Magazine Journalism & Its Different Forms**

Characteristic features of Print, E and Net Magazines, Basic differences of these three modes of Journalism.

### **Module 4 : Recent Trend in Magazine, Journalism**

Continuity and Change with special reference to India

## **(E ) Advanced Television and Radio Journalism- Theory Paper**

**FM- 50**

**Written 40**

**Continual Assessment 10**

## **Module 1: Television as Medium of Mass Communication**

Introduction to the medium, its characteristics, advantages and disadvantages- Its comparative analysis with other media of mass communication- Latest trends in Television Journalism in India- Broadcasting versus Narrowcasting

## **Module 2: Basic Principles of Visual Reporting & Editing**

Basic Shots, Pan, Tilt, Dissolve, Zoom etc.- Aspect Ratio, Head Room, Looking Room- Transition, Jump Cut- its causes and remedies- Imaginary Link, Cut Away Shot – Phone-in, Hot Switching, Sound Bite, Piece to Camera- Voiced Over News Capsule

## **Module 3: The Rapid Reach Medium**

Radio as a medium- Its scope and function- Social role – comparison with other media- FM- changing face of radio programme- interactive radio- community radio- satellite radio

## **Module 4: Radio News & Programmes**

Radio news- reporting- editing- Voice Dispatch- Compilation- Production of Radio Programmes- Scope & Format- SFX- Actuality- Compeering- Anchoring

**Paper - XIV: Special Papers (Any one corresponding to Paper XIII)**

**(A) Film Studies & Web Journalism - Practical Paper**

**Full Marks: 50**

**Written : 40**

**Continual Assessment: 10**

**Module 1: Film Analysis Practical**

Comparative analysis of an old and a new film

**Module 2: Film Project**

Submitting Project Report on a Film or after attending a Workshop on Films

**Module 3: Web Project-I**

Comparative analysis of different Websites

**Module 4: Web Project-II**

Topical Research through Internet

**(B) Media Organizational Management Theory - II- Theory Paper**

**Full Marks: 50**

**Written : 40**

**Continual Assessment : 10**

**Module 1 : Media Economics**

Overview of economics - foundation of media business - Intellectual capital

Accounting & Cost Management

Revenue ways & models - Pricing & rates

MO Profit Equation -- Cost-revenue equation & Break-even

### **Module 2 : Media Marketing : Promotion & Distribution**

Overview of marketing - Strategy of media marketing

Integrated Marketing Communication - Types of Promotion - Media branding

Distribution Management in MOs in TV, radio & print

Creating Distribution edge -- ABC-MSO-DTH operators - Last mile

### **Module 3 : Advertisement Department Management**

Ad department structure & function in MOs in TV, radio, print & web

Utilizing power of different media products

Agency relations - Ad production & scheduling/placement

Convergent MOs' Joint ad regime

### **Module 4 : Human Resource Management and Research**

Recruiting & managing personnel - Placement service providers in media

Working Condition & training - Working Journalist' Act & other acts

Management styles - Managerial communication - Employee needs

Business research for MOs - Research Organizations : NRSC, TAM etc

## **(C) Science Communication - Practical / Project Work- Practical Paper**

**Full Marks : 50**

**Practical / Project Work : 40**

**Continual Assessment : 10**

### **Module 1 : Project on Print Science Communication**

Content Analysis of Science News, Articles, Features etc in Dailies / Periodicals

**Module 2 : Project on Science Communication Through Radio**

Preparation of Spoken Word Program on Science Issues.

**Module 3 : Project on Visual Science Communication**

Scripting and Compiling Science Program / Preparing Short Film any Science Issue

**Module 4 : Project on Science organizations / Scientists**

Submission of a Project Report after visiting a Science Institution / Interviewing a Scientist.

**(D) Magazine Journalism - Practical / Projects Work- Practical Paper**

**Full Marks : 50**

**Written : 40**

**Continual Assessment : 10**

**Module 1 : Making of Magazine - I**

Reporting - Source of news, News collection, Style of writing.

**Module 2 : Making of Magazine - II**

Editing - Headlines, Layout, Design, Illustrations, Graphics, Photographs

**(E ) Advanced Television and Radio Journalism**

**Practical/ Project Work – Practical Paper**

**FM- 50**

**Practical/ Project Work: 40**

**Continual Assessment: 10**

### **Module 1: Television Practical**

### **Module 2: Television Project**

Submitting Project Report after visiting Media Houses or attending Workshop on Television Journalism or Content Analysis

### **Module 3: Radio Practical**

Writing for Radio – News- Features- Interview

### **Module 4: Radio Project**

Preparing Spoken Word Programme

**Paper - XV : Dissertation : Lab / Field Work**

**Full Marks : 50**

**Paper - XVI : Dissertation : Report Writing & Viva Voce**

**Full Marks : 50**

