

The University of Burdwan



**Syllabus for
3- Year Degree & 4- Year Hons
B.A. in Mass Communication & Journalism (MCJN)
Under Curriculum and Credit Framework for UG Programme (CCFUP) as Per NEP, 2020
w.e.f. 2023-24**

SEM	Major (1)	Minor (2)	Skill Enhancement Courses, SEC (5)	Multi Disciplinary Course , MDC (3)	Ability Enhancement Course , AEC (4)	VAC (6)
I	Introduction to Media Studies , MCJN1011	Introduction to Media Studies, MCJN1021	Print Production MCJN1051	Media Management MCJN1031	MIL/English	From the common pool MCJN1061
II	History of Indian Media , MCJN2011	History of Indian Media, MCJN2021	Radio Production MCJN2051	Media Reporting MCJN2031	MIL/English	From the common pool MCJN1061
III	Advertising and Marketing Communication , MCJN3011	Broadcasting Journalism , MCJN3021	Television Production MCJN3051	Basis of Media Writing MCJN3031	MIL/English	
	Public Relation & Corporate Communication, MCJN3012					
IV	Legal Studies and Mass Media , MCJN4011	Global Media Studies MCJN4021			MIL/English	
	Globalization and Media Industry , MCJN4012					
	Digital Media, MCJN4013					
V	Print Journalism, MCJN5011	Writing for Print, Radio & Television MCJN5021			Internship	
	Radio Journalism, MCJN5012					
	Television Journalism, MCJN5013					

VI	Theories of Communication , MCJN6011	Social Networks MCJN6021			Honours Students without research	
	Development Communication, , MCJN6012					
	Rural Communication , MCJN6013					
	International Communication , MCJN6014					
VII	Communication Research , MCJN7011	Community Media & Citizen Journalism MCJN7021				
	Advocacy Strategies for NGO and Development MCJN7012					
	Culture and Gender Studies in Media , MCJN7013					
	Film Studies, MCJN7014					
VIII	Communication on Public Heath & Hygiene , MCJN8011	Mobile Journalism MCJN8021				

Semester wise Credit Distribution Structure
3- Year Degree & 4- Year Hons
B.A. in Mass Communication & Journalism
(CCFUP) as Per NEP, 2020
w.e.f. 2023-24

SEMESTER	PAPER CODE	PAPER NAME	LECTURE	TUTORIAL	PRACTICAL	TOTAL CREDIT (Marks)
I	Major	Introduction to Media Studies	3	1	0	4 (75)
	Minor	Introduction to Media Studies	3	1	0	4 (75)
	SEC	Print Production	0	0	3	3 (50)
	MDC	Media Management	2	1	0	3 (50)
	AEC	MIL/English				2 (50)
	VAC		0	0	0	4 (100)
	Total					20 (400)
II	Major	History of Indian Media	3	1	0	4 (75)
	Minor	History of Indian Media	3	1	0	4 (75)
	SEC	Radio Production	0	0	3	3 (50)
	MDC	Media Reporting	2	1	0	3 (50)
	AEC	MIL/English				2 (50)
	VAC	Computer Application	0	0	4	4 (100)
	Total					20 (400)
	Major	Advertising and Marketing Communication	3	1	0	5 (75)

III		Public Relation & Human Resource Management	3	1	0	5 (75)
	Minor	Broadcasting Journalism	3	1	0	4 (75)
	SEC	Television Production	2	0	1	3 (50)
	MDC	Basis of Media Writing	0	0	3	3 (50)
	AEC	MIL/English				2 (50)
	Total					22 (375)
IV	Major	Legal Studies and Mass Media	3	1	0	5 (75)
		Globalization in Media Industry	3	1	0	5 (75)
		Digital Media	3	1	0	5 (75)
	Minor	Global Media Studies	3	1	0	4 (75)
	AEC	MIL/English				2(50)
	Total					21 (350)
V	Major	Print Journalism	3	0	2	5 (75)
		Radio Journalism	3	0	2	5 (75)
		Television Journalism	3	0	2	5(75)
	Minor	Writing for Print, Radio & Television	0	0	4	4 (75)

	VAC	Internship	0	0	2	2 (50)
	Total					21 (350)
VI	Major	Theories of Communication	4	1	0	4 (75)
		Development Communication	4	1	0	4 (75)
		Rural Communication	4	1	0	4 (75)
		International Communication	4	1	0	4 (75)
	Minor	Social Networks	3	1	0	4 (75)
	Total					20 (375)
VII	Major	Communication Research	5	1	0	6 (75)
		Advocacy Strategies for NGO and Development	5	1	0	6 (75)
		Culture and Gender Studies in Media	5	1	0	6 (75)
		Film Studies	5	1	0	6 (75)
	Minor	Citizen Journalism	3	1	0	4 (75)
	Total					28 (375)

VIII (for UG Hons with Researc h Project/ Disserta tion)	Major /DS Course	Media & Culture	5	1	0	6 (75)
	Minor	Mobile Journalism	3	1	0	4 (75)
	Researc h Project		0	0	12	12 (225)
	Total					22 (375)
OR						
VIII (for UG Hons. without Research Project/ Dissertati on)	Major /DS Course	Media & Culture				6 (75)
	Major /DS Course	Communication on Public Heath & Hygiene				4 (75)
	Major /DS Course	Environmental Communication				4 (75)
	Major /DS Course	Financial Communication				4 (75)
	Minor	Mobile Journalism				4 (75)
	Total					22 (375)
	GRAND TOTAL					

Details of Syllabus
Semester - I
Major Course: Introduction to Media Studies (MCJN1011)
Full Marks 75 (Theory 60; Internal assessment 15)
Credits 4 [L 3 ; T 1; P0]

Course Objectives:

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication
2	Communication Theories	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models	Aristotle's Model of Communication, Lasswell's Model, Shannon and Weavers' Model, Newcomb's Model, Schramm's Model, Gerbner's Model, Westley and MacLean's Model, David Berlo's Model, Frank Dance Model.
4	Mass Communication	Definition; Characteristics; Functions; Forms of Mass Communication

		– Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments	Emergence of New Media, Recent trends, Impact on society.

References:

1. McQuail Denis. *Mass Communication Theory*. Sage Publications. 2005
2. Trenholm Sarah, Arthur Jensen. *Interpersonal Communication*. Oxford University Press. 2011
3. Williams Kevin. *Understanding Media Theory*. Arnold Publication. 2003
4. Andal N. *Communication Theory and Models*. Himalay Publishing House. 2004
5. Everett. R M. *A History of Communication Study*. Free Press. 1997
6. Kumar K. J. *Mass Communication in India*. Jaico Publishing house. 1994
7. Dominick J. R. *The Dynamics of Mass Communication*. McGraw Hill. 1999
8. Aggarwal VirBala, V. S. Gupta. *Handbook of Journalism and Mass Communication*. Concept Publications. 2001
9. Vivian J. *The Media of Mass Communication*. Allyn and Bacon. 1991

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

Minor Course: Introduction to Media Studies (MCJN1021)

Full Marks 75 (Theory 60; Internal assessment 15)

Credits 4 [L 3 ; T 1; P0]

Course Objectives:

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication

2	Communication Theories	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models	Aristotle’s Model of Communication, Lasswell’s Model, Shannon and Weavers’ Model, Nwecomb’s Model, Schramm’s Model, Gerbner’s Model, Westley and MacLean’s Model, David Berlo’s Model, Frank Dance Model.
4	Mass Communication	Definition; Characteristics; Functions; Forms of Mass Communication – Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments	Emergence of New Media, Recent trends, Impact on society.

References:

1. McQuail Denis. *Mass Communication Theory*. Sage Publications. 2005
2. Trenholm Sarah, Arthur Jensen. *Interpersonal Communication*. Oxford University Press. 2011
3. Fiske John. *Introduction to Communication Studies*. Routledge Publications. 1982
4. Williams Kevin. *Understanding Media Theory*. Arnold Publication. 2003
5. Andal N. *Communication Theory and Models*. Himalay Publishing House. 2004
6. Everett. R M. *A History of Communication Study*. Free Press. 1997
7. Kumar K. J. *Mass Communication in India*. Jaico Publishing house. 1994
8. Dominick J. R. *The Dynamics of Mass Communication*. Mcgraw Hill. 1999
9. Aggarwal Vir Bala, V. S. Gupta. *Handbook of Journalism and Mass Communication*. Concept Publications. 2001
10. Vivian J. *The Media of Mass Communication*. Allyn and Bacon. 1991

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

Multi Disciplinary Course, MDC
Paper Name: Media management (MCJN1031)
Full Marks 50 (Theory 40; Internal Assessment 10)
Credit 3 [L 2 ;T 1; P 0]

Course Objectives

Media management course, which is a branch of business management, provides a curriculum of various aspects on dealing with business strategies, digital business, media market and research analytics. The course focuses on the knowledge and skills of media management-related subjects for successfully shaping its student's future career. This course program will help the students to develop an understanding and experience on the production, marketing, finance, and operations in the field of media management.

Unit I: Media Management overview: Concept of media industries; Marketing Communication- Strategies and structure; Concept of market - Global media industries; Rethinking media management and industries after COVID..Major Media Conglomerate

Unit II: Media ownership pattern and related managerial policies- Major patterns of ownership with special reference to India- Chain ownership, Cross Media , Vertical integration, Media Conglomerate ; Concentration of Media ownership – status of Editor and owner, Media convergence – consumerism and commercialization – Media content design

Unit III : Social Media Management- Social Media Management Chain; Economical issues of Social media in media market; ;in Companies; Economics of New Media- Content, Production & Consumption New Marketing Communication in social media business; Social networks as marketing tools for media companies

Unit IV : Mass , media and market, Active audience theory; Scope of audience analysis- Quantitative Techniques Survey; TRP Calculation, BARC Method, ABC; TRP Vs Market and Media Vs Market – Debate

Course outcome

After completion of a degree in Journalism & Mass communication with media management one can get job offers from media companies and organizations. With media management, one can carry out many works and job roles such as digital marketer, project manager, media planner, market analyst in the fields of media .Students pursuing this course studies concepts and processes of management, information technology, managerial economics, consumer behaviour, marketing management, strategies, and much more to gain understanding and expertise in the field.

Reference :

1. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006
2. Athique ,A. and Parthasarathi, V.,The Indian Media Economy . Vol I & II, OUP, 2018.
3. Koheli, V., & Khandekar., Indian Media Business (4th ed.) 2017
4. RamanujMajumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007

5. Rajesh Das & Dr. P. K Bandyopadhyay Edited : Mass Media & Society in Post Globalization Period: Issues & Approaches', Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
6. Mathur, B.S., Principles of Management, National Publishing House, 1998
7. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013
7. Vanita Kohli-Khandekar, The Indian Media Business (I, II, III, & IVth ed), Sage Publication, 2013
8. Report on The Indian Entertainment and Media Industry, by FICCI, KPMG, PWC 2010 to 2020 .

SEC: Print Production (MCJN1051)
Full Marks 50 [Theory 40; Internal Assessment 10]
Credits 3 [L0 ; T 0; P3]

Course Objectives:

- To demonstrate the intellectual abilities to analyze the print media through group and discussion work.
- To competently identify, analyze and replicate the linguistic features of an article and critically evaluate current print media practices.
- To display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- To demonstrate specialized knowledge of recent trends and understand the editorial processes involved in producing print media.

Unit	Topic	Details
1	Covering News and Reporting	News - Definition; Elements; Types – Hard News and Soft News; News Source; Reporters – Functions and Qualities; Covering of Beats - Crime, Courts, City Reporting, Local Reporting, Health, Education, Sports; Structure of News Story–Inverted Pyramid style.
2	Specialized Reporting	Investigative and Interpretative Reporting; Feature - definition, types, importance; Editorial - Importance, Choice of Subject, Presentation; Interview - Types, Planning, Preparation & Conducting interview; Opinion Pieces, Op. Ed page.
3	Editing	Principles of editing; Headlines - Importance, Functions of Headlines, Types of Headline; Typography and Style; Language; Style Sheet; Importance of Pictures, Selection Criteria of News Pictures; Principles of Layout and Design; Role of Sub-Editor and Copy-Editor, News Editor and Editor, Chief of Bureau, Correspondents – District, Foreign.

4	Newsroom	Newsroom, Organizational setup of a newspaper - Editorial department, Advertising Department, Circulation Department.
5	Recent Trends	Trends in Sectional News; Week-end pullouts; Supplements, Backgrounders; Columns and Columnists; Factors affecting news treatment; Paid news; Agenda setting; Pressures in the newsroom; Trial by media; Gatekeepers; Objectivity and politics of news Neutrality and bias in news.

References:

1. Chaturvedi S.N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications. 2007
2. Itule Bruce, Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication. 1999
3. Hodgson F.W. *Modern newspaper practice: A primer on the press*. Focal Press. 1996
4. Fedler Fred, John R. Bender. *Reporting for the Media*. Oxford University Press. 2012
5. Keeble Richard. *The Newspaper's Handbook*. Routledge Publication. 2006
6. Dougall Mac, Curtis Daniel. *Principles of Editorial Writing*. W. C. Brown Co. Publishers. 1973
7. McQuail Denis. *Mass Communication Theory*. Sage Publications. 2005
8. Brooks Brian S, James L. Pinson. *The Art of Editing*. Allyn and Bacon Publication. 2015
9. Shrivastava K. M. *News Reporting and Editing*. Sterling Publishers, New Delhi. 1987
10. Kamath M.V. *Professional Journalism*. Vikas Publications. 2009

Course Outcomes:

- This course provides the contents regarding reporting and editing style for print media.

Semester II
Major
History of Media , (MCJN2011)
Full Marks – 75 (Theory -60; Internal assessment 15)
Credit 4 (L3;T 1;P0)

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era

Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press	Emergence of vernacular newspaper/journals/ periodicals in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette as the first English-language newspaper published in the Indian Subcontinent; James Silk Buckingham and the importance of Calcutta Journal as a political, commercial and literary gazette; Baptist missionaries - Serampore Mission Press and the contributions of William Carey; Journalistic approaches followed by Rammohan Roy; Journalistic activities by Derozians and different aspects of the Young Bengal Movement in Bengal Renaissance; Journalistic contribution of Harish Chandra Mukhopadhyaya in The Indigo Movement and the widow remarriage; Brahmabandhab Upadhyay – as the Editor of Sandhya towards the atrocities attitude of the British government; Gandhiji as a spiritual and political communicator, his journalistic obtainment on the part of the protests against colonial Government and Gandhian editorial policy.
2	Indian National Movement and the Contemporary	Some Major Journals and Newspapers of Pre-independence days – Bengal Gazette – it's sarcastic and provocative writing style; Samachar Darpan; Sambad Kaumudi – Parthenon; Yugantar Hindu Patriot – Harish Chandra Mukherjee and Krishnadas Pal; The Amrita Bazar Patrika

	Press	
3	Major Debates	Vernacular Press Act –Indian Telegraph Act – its importance to have control of telegraphy and infrastructure across the Indian subcontinent by the British Government; Press & Registration Book Act as an instrument of curbing free speech; Adams Gag – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy Corporatization of Newspaper Houses, Social, Political and Economic Issues and the role of the Indian Press, ; News agencies - API, UPI, PTI, UNI; Importance of domestic news agencies.
4	Indian Press in Post-Colonial Era	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting ; Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

1. Natarajan J. (1995). *History of Indian Journalism*. Creative Media Partners, LLC. 2021
2. Raghavan G. N. S. *The press in India, a new history*. Gyan Publishing House. 1994
3. Chowdhry Angad, Matti Pohjonen, Meenu Gaur, Somnath Batabyal. *Indian Mass Media and the Politics of Change*. Taylor & Francis. 2011
4. Dayan Daniel, Elihu Katz. *Media Events: The Live Broadcasting of History*. Harvard University Press. 1992
5. Rajagopal Arvind. *The Indian Public Sphere: Readings in Media History*. OUP India. 2009
6. Sethi Devika. *War over Words: Censorship in India, 1930-1960*. Cambridge University Press. 2019
7. Mitra Mohit. *History of Journalism*. National Book Agency Private Ltd. 1955
8. Rau M. Chalpathi. *Journalism and Politics*. Vikas. 1984
9. Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Oxford. 2003
10. Mehta, D.S. *Mass Communication and Journalism in India*. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post-independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Semester II
Minor
History of Media (MCJN2021)
Full Marks – 75 (Theory -60; Internal assessment 15)
Credit 4 (L3;T 1;P0)

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era

Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press	Emergence of vernacular newspaper/journals/ periodicals in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette as the first English-language newspaper published in the Indian Subcontinent; James Silk Buckingham and the importance of Calcutta Journal as a political, commercial and literary gazette; Baptist missionaries - Serampore Mission Press and the contributions of William Carey; Journalistic approaches followed by Rammohan Roy; Journalistic activities by Derozians and different aspects of the Young Bengal Movement in Bengal Renaissance; Journalistic contribution of Harish Chandra Mukhopadhyaya in The Indigo Movement and the widow remarriage; Brahmabandhab Upadhyay – as the Editor of Sandhya towards the atrocious attitude of the British government; Gandhiji as a spiritual and political communicator, his journalistic obtainment on the part of the protests against colonial Government and Gandhian editorial policy.
2	Indian National Movement and the Contemporary Press	Some Major Journals and Newspapers of Pre-independence days – Bengal Gazette – it's sarcastic and provocative writing style; Samachar Darpan; Sambad Kaumudi – Parthenon; Yugantar Hindu Patriot – Harish Chandra Mukherjee and Krishnadas

		Pal; The Amrita Bazar Patrika
3	Major Debates	Vernacular Press Act –Indian Telegraph Act – its importance to have control of telegraphy and infrastructure across the Indian subcontinent by the British Government; Press & Registration Book Act as an instrument of curbing free speech; Adams Gag – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy Corporatization of Newspaper Houses, Social, Political and Economic Issues and the role of the Indian Press, ; News agencies - API, UPI, PTI, UNI; Importance of domestic news agencies.
4	Indian Press in Post-Colonial Era	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting ;Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

1. Natarajan J. (1995). *History of Indian Journalism*. Creative Media Partners, LLC. 2021
2. Raghavan G. N. S. *The press in India, a new history*. Gyan Publishing House. 1994
3. Chowdhry Angad, Matti Pohjonen, Meenu Gaur, Somnath Batabyal. *Indian Mass Media and the Politics of Change*. Taylor & Francis. 2011
4. Dayan Daniel, Elihu Katz. *Media Events: The Live Broadcasting of History*. Harvard University Press. 1992
5. Rajagopal Arvind. *The Indian Public Sphere: Readings in Media History*. OUP India. 2009
6. Sethi Devika. *War over Words: Censorship in India, 1930-1960*. Cambridge University Press. 2019
7. Mitra Mohit. *History of Journalism*. National Book Agency Private Ltd. 1955
8. Rau M. Chalpathi. *Journalism and Politics*. Vikas. 1984
9. Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Oxford. 2003
10. Mehta, D.S. *Mass Communication and Journalism in India*. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post- independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Course Name: Media Reporting (MCJN2031)

MDC

Full Marks 50 (theory 40 ; Internal assessment 10)

Credit 3 (12; T 1; P0)

Course Objectives:

- Unit – 1: To understand the basic concepts of media reporting.
- Unit – 2: To discuss in details about different aspects of print media reporting.
- Unit – 3: To make a clear idea regarding the structure and presentation style of reporting for audio media, i.e. radio.
- Unit – 4: To discuss about structure and style of presentation for audio-visual reporting, i.e. television.
- Unit – 5: To understand the recent development in reporting style.

Course Contents:

Unit	Topic	Details
1	News Reporting	Definition; Types – Hard news and Soft news; Beat reporting – Crime, Court, Health, Education, Sports, Entertainment; Correspondents; News agency reporting; News source; News elements – 5W’s and 1H; Reporter – duties and responsibilities; Types of reporting – investigative, interpretative, Conducting interview.
2	Reporting for Print Media	Inverted Pyramid Style; Lead – types, importance; Headline – types, importance; Columns and Columnists; Feature – types, importance; Editorial - importance, choice of subject,presentation; Importance of picture for print reporting; Organizational setup of newspaper house.
3	Reporting for Audio Media - Radio	Radio news bulletin – types, style and presentation; Radio presenter – qualities and duties; Radio newsroom – structure and functions; Radio programmes – radio talk, radio feature, radio drama, radio interview, radio documentary; Jingle; Radio magazine; Live broadcasting.
4	Reporting for Audio-visual Media - Television	Television news bulletin – basic elements, style and presentation; Television news anchor – qualities and duties; Camera usage in news – basic camera

		shots, camera angles, camera movements, visual grammar and perspective, focusing; Television newsroom - structure and functions; Electronic News Gathering (ENG), Electronic Field Production (EFP); OB Van, Live telecasting; Television programmes – news, interview, discussion, chat shows. AVO, VO, Bytes, PTC.
5	Recent Trends in News Reporting	Trends in sectional news; Weekend pull outs; Technological determinism; Computer Mediated Communication (CMC); Networked journalism; Alternative journalism; Digital archives; Web 2.0; Storytelling structure of recent reporting technique; Ethical perspective of digitalized reporting.

References:

1. Baskette K. Floyd, Jack Z. Sissors, Brain S. Brooks. *The Art of Editing*. Pearson publication, Ed. 6. 1996
2. Chaturvedi S. N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publication. 2007
3. Itule Bruce, Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication. 2006
4. Shrivastava K. M. *Radio and TV Journalism*. Sterling Publihers Pvt. Ltd, New Delhi, 1989
5. Stuart W. Hyde. *Television and Radio Announcing*. Krishna Publishers, New Delhi, 2017
6. Mitchell Stephen, Holt. *Broadcast News, Radio Journalism and An Introduction to Television*. Rinehart and Winston Publication, 1980
7. Kung, L., Picard, R. and Towse R. *The internet and mass media*. 1st ed. London: Sage. 2008
8. Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K. *New media -A critical introduction*. Routledge. 2009
9. Fenton,N. *New media, Old news: Journalism and democracy in the digital age*. London, Sage. 2010
10. Nayar P. *An introduction to new media and cyber cultures*. Wiley Blackwell, UK. 2010

Course Outcomes:

- This course will help the students to understand the basic areas of media reporting.
- This course will present the structural values of different types of media reporting.
- This course will make a clear picture of the presentation style of different media reporting.
- This course will help the students to understand the recent developments and the new trends of different reporting segments.

Radio Production (MCJN2051)
Skill Enhancement Courses, SEC
Name of Paper: Radio Production
Full Marks 50 (Practical 40; Internal assessment 10)
Credit 3 [L 0 T0 P3]

Course Objective:

This paper is a blend of traditional radio production and the latest podcasting techniques to equip the students with the technical, creative and communication skills of audio production. It introduces the fundamentals of audio media production that would give the students practical experience. The students will learn the operation of selected radio production -equipment and how to make creative and aesthetic decisions regarding programming.

Unit 1: Knowing the audio Medium - Basics of Characteristics, strengths & limits of audio; The physics of sound; Podcasting and internet radio, HAM Radio , satellite radio; Knowing the Studio - Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities

Unit 2 : Scripting for audio - Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin.

Unit 3 : Radio Jockey (RJ) - Voice modulation, presentation skills, vocal dynamics and live comparing. Podcasting styles ; Production Process - Recording /production techniques. Editing principles. Creating sound effects.

Reference:

1. Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
3. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
5. Radio & TV Journalism: Srivastava, K.M. NeurathP.“RadioFarmForumasaToolofChangeinIndianVillages,”Economic Developmentof Cultural Change, vol 10, No. 3
6. Das,Biswajit,“MediatingModernity:ColonialDiscourseandRadioBroadcastinginIndia,” CommunicationProcesses Vol1:MediaandMediation,B.Bel,B.Das,J.Brower,Vibhodh Parthasarathi,G.Poitevin(Ed.)(Sage2005)
7. Fleming, C. (2009) The radio handbook. Routledge.

8. Pavarala, V. & Malik, K. K. (2007). Other voices: the struggles for community radio in India. Sage.
9. Siegel, E.H. (1992). Creative radio production. Focal Press.

Course outcomes:

The course will provide the basic knowledge of radio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. Students will work on specific projects designed to help the art of audio recording, editing, mixing, and aural storytelling techniques. Again they will get ideas of use of sound effects, music, narration, and dialog in a radio script. Finally the course curriculum will build on the learner's knowledge of radio production and broadcasting, to enable the students to greatly improve on their existing skills and prepare them fully to work in a professional broadcast environment with an emphasis on production, research, reporting and presentation.