

University of Calcutta
B.A. (General)
Journalism and Mass Communication
Three Year Degree Course
Under Choice Based Credit System (CBCS)

Course Type	Total Papers	Credits [Theory + Tutorial]& [Theory + Practical]		
Core Courses	14	14X5=70 14X1=14	14X4=56 14X2=28	84
Discipline Specific Course	4	4X5=20 4X1=4	Same	24
Generic Electives	4	4X6=24	Same	24
AECC	2	2X2=4	Same	4
SEC	2	2X2=4	same	4
Totals	26			140

Semester	Name of the Courses	Course Type	Credit	Full Marks
Semester-1	JORG-CC/GE-1-1-TH+TU Basics of Journalism	CC1 / GE1	6	100
			Total=20	400
Semester-2	JORG-CC/GE-2-2-TH+TU Media Management	CC2 / GE2	6	100
			Total=20	400
Semester-3	JORG-CC/GE-3-3-TH Advertising/Public Relations (4 Credits); JORG-CC/GE-3-3-P Advertising/Public Relations (2 Credits)	CC3 / GE3	6	100

			Total-20	400
	JORG-SEC-A-3/5-1 Journalistic Writings; JORG-SEC-A-3/5-2 Newspaper designing JORG-SEC-A-3/5-3 Film Appreciation (on 5 films) JORG-SEC-A-3/5-4 Print Advertising	JORG-SEC-A-3/5	2	50
Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A				
			Total=20	400
Semester-4	JORG-CC/GE-4-4-TH+TU Press Laws and Indian Constitution	CC4 / GE4	6	100
	JORG-SEC-B-4/6-1 Documentary Script Writing JORG-SEC-B-4/6-2 Radio, Television Script Writing JORG-SEC-B-4/6-3 Anchoring; JORG-SEC-B-4/6-4 Media Presentation;	JORG-SEC-4/6	2	50
Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B				
			Total=20	400
Semester-5	JORG-DSE-A-5-TH+TU	JORG-	6	100

	Film Studies OR JORG-DSE-A-5-2-TH+TU: Specialized Writings	DSE-A-5		
	JORG-SEC-A-3/5-1 Journalistic Writings; JORG-SEC-A-3/5-2 Newspaper designing JORG-SEC-A-3/5-3 Film Appreciation (on 5 films) JORG-SEC-A-3/5-4 Print Advertising	JORG- SEC-A-2	2	50
Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A				
			Total=20	400
Semester-6	JORG-DSE-B-6-TH+TU Broadcasting Media OR JORG-DSE-B-6-2-TH/TU: International Relations	JORG- DSE-B	6	100
	JORG-SEC-B-4/6-1 Documentary Script Writing JORG-SEC-B-4/6-2 Radio, Television Script Writing JORG-SEC-B-4/6-3 Anchoring; JORG-SEC-B-4/6-4 Media	JORG- SEC-B-2	2	50

	Presentation;			
Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B				
			Total=20	400

Division of Marks (Out of 100)

	Programme	Credit Hours
Attendance	10	
Internal Assessment	10	
Exam. (100)	15 for 1 Credit 65 for 5 Credits	1hr. per week 5hrs. per week
1 Credit for each course	Term Paper, Seminar, Assignments etc.	University Programme
5 Credits	University Question	University Programme
For Practical based papers: Exam. (100)	30 for 2 credits 50 for 4 credits Univ. Prog.	4hrs. per week 4hrs. per week

- 65 Marks for theoretical segments; 15 marks for Tutorial segments (CC1, CC2, CC4);
- 50 marks for theoretical segments; 30 marks for Practical segments (For CC3);
- Upto 1000 words for one term paper/upto 500 words for each of the two Term Papers / equivalent to Book Review / equivalent to comprehension. Report presentation / Poster presentation / Field work based on syllabus-related and/or current topics (may be done in groups) [The modes / themes and/or topics are to be decided by the concerned faculty of respective colleges.
- **Laboratory Requirements for Journalism (Hons. + Gen.):**
 - (a) All Laboratories should be Airconditioned;
 - (b) One Computer Teacher, having suitable experience in computer operation, film making/editing, to be appointed from professional field;
 - (c) Laboratory Attendant to be appointed;
 - (d) Sound-proof studio (optional);
 - (e) 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. 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.

Course Details

Semester-I

JORG-CC/GE-1-1-TH+TU: Basics of Journalism

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Newspaper and socio-economic and cultural development in India; News: Definition; Elements of news; News Sources; Different types of news; The Editor: functions and responsibilities; Editorial freedom; Role of the editor; News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities.

Unit-2

Duties and Responsibilities of Reporter, Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief, District Correspondent; Structure of news: inverted pyramid; Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects, Arrangement, Style of presentation.

Unit-3

Editing: Principles of Editing; Copy Testing; Computer Editing; Different types of Headlines; Computer applications; Page Make-up; Front page and other pages; Principles to be followed; Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printing process.

Unit-4

Column and Columnist; Importance of column; Letters to the Editor; Importance; Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers; The News Agencies: functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting.

Readings:

- (1) K. M. Srivastava: News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (2) M. V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Manual;
- (4) Vir Bala Agarwal & V. S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- (5) Baidyanath Bhattacharya: Adhunik Ganamadyam;
- (6) Sanbad Bidya-Parthya Chattopadhyay-Paschim Banga Rajya Pustak Parshad.

Semester-II

JORG-CC/GE-2-2-TH+TU: Media Management

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Newspaper as a business enterprise and its public service role; Indian experience; Ownership of Newspapers: Different types in India; Cross-media Ownership, Media Conglomeration & Convergence; Sources of revenue of newspapers; Scope in India; Departments of Newspaper organizations and functions; Front page of a daily newspaper; Film review; Book review; Music review; Radio and Television review.

Unit-2

Circulation of newspapers; Circulation factors: Geographical factor, Social Factor, Economic, Technological factor; Promoting circulation; Newspaper's policy; Circulation department; Organization; Functions; Duties and responsibilities of the circulation manager; RNI; Audit Bureau of Circulation (ABC), National Readership Survey (NRS);

Unit-3

Advertisement department of a Newspaper; Administration of Ad-department; Advertisement Manager: Duties and responsibilities; Different types of advertisement in newspapers: classified and display; Newspaper as a medium of advertisement;

Unit-4

Newspaper Printing: Evolution of newspaper printing process; Public Service Broadcasting: Prasar Bharati; Electronic Media Management: Licensing, Organizational Patterns; TRAI; The Broadcasting Bill 1997.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Vanita Kohli: The Indian Media Business, Response Books.
- (3) K.P Yadav: Media Management; Adhyayan Publishers & Distributors.
- (4) Sanbadpatra Sangathan o Parichalana- Pabitra Mukhopadhyay- Paschimbanga Rajya Pustak Parshad.

Semester-III

JORG-CC/GE-3-3-TH: Advertising and Public Relations **Marks=50 (4 Credits)**

Total Classes: 4hrs Per Week

Unit-1

Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion;

Unit-2

Advertising agency: structure, functions, important functionaries; Client-Agency relationship; Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities.

Unit-3

Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector; PR Tools; Press Release; Press Conference; Press Rejoinder; Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)

JORG-CC/GE-3-3-P: Journalism

Marks=30 (2 Credits)

Total Classes: 4hrs Per Week

Unit-4

Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article; Creating a display advertisement on Photo Editing Software.

Readings:

- (1) Alok Bajpaye: Advertising Management;
- (2) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers;
- (3) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (4) Frank Jefkins: Public Relations Made Simple; Heinemann; London.

Skill Enhancement Course-A-3/5

JORG-SEC-A-3/5 (any one): Skill Enhancement Course

2 Credits

Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A

JORG-SEC-A-3/5-1: Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

JORG-SEC-A-3/5-2: Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

JORG-SEC-A-3/5-3: Film Appreciation: Analytical appreciation on 5 films (above mentioned);

JORG-SEC-A-3/5-4: Print Advertising: Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

Semester-IV

JORG-CC/GE-4-4-TH+TU: Press Laws and Indian Constitution 100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Indian Constitution; Main features; Fundamental Rights; President of India: Power and position; Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position; Parliament; Supreme Court; and High Court; Local governments;

Unit-2

Indian Foreign Policy; National Economic policy; New Industrial policy; Finance Commission and its functions; Five Year Plans: Objectives and Achievements; NitiAyog.

Unit-3

Press Laws: Defamation, Contempt of Court; Parliamentary Privileges Act; Article 19(1)A and freedom of press; Copyright Act; Official Secrets Act; Working Journalists' Act;

Unit-4

Journalistic Ethics; Freedom and responsibility of the press; Press Commission and Press Council of India: Constitution, objectives and guidelines; Media Council of India.

Readings:

- (1) Bansi Manna: Press Laws in India; Academic Publisher.
- (2) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (3) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

Skilled Enhancement Course-B-4/6

JORG-SEC-B-4/6-1: Skilled Enhancement Course

2 Credits

Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B

JORG-SEC-B-4/6-1: Documentary Script Writing: Micro project of 1000 words on any social, political, cultural topic;

JORG-SEC-B-4/6-2: Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows;

JORG-SEC-B-4/6-3: Anchoring: 3 minutes Programme Anchoring on topics of interest.

JORG-SEC-B-4/6-4: Media Presentation: PPT on any social or corporate planning (5 Slides).

Semester-V

JORG-DSE-A-5: Discipline Specific Course (any one)

JORG-DSE-A-5-1-TH+TU: Film Studies

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema and Underground Cinema; Brief history of Documentary Cinema in India.

Unit-2

Film Movements: French New Wave, Italian Neo-realism; Post-independence popular Bombay films, Growth of regional cinema in India; Contemporary Indian film genres: Masala Films, Underworld films, Art or Parallel cinema.

Unit-3

Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, Mrinal Sen, Ritwik Ghatak. Landmarks of Indian Cinema: Pather Panchali, Gupi Gyne Bagha Byne, Meghe Dhaka Tara, Subarna Rekha, Akaler Sandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitrangada.

Unit-4

Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing.

Readings:

- (1) Satyajit Ray: Our Films Their Films;
- (2) Kiranmoy Raha: Bengali Cinema;
- (3) Partha Raha: Cinema r Itibritwo; Dey's Publisher.
- (4) Jill Nelmes: An Introduction to Film Studies; Psychology Press.

OR

JORG-DSE-A-5-2-TH+TU: Specialized Writings

Marks= 100 (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;

Unit-2

Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;

Unit-3

Women and mass media; Women's page; Women's magazines: Scope in India; Assignments.

Unit-4

Ad-Copy for electronicmedia and print media;Storyboard writing;Writing Press Release.

Candidate has to opt ONE either in Semester-3 or in Semester-5 from SEC-A

JORG-SEC-A-3/5-1: Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial.

JORG-SEC-A-3/5-2: Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software.

JORG-SEC-A-3/5-3: Film Appreciation: Analytical appreciation on 5 films (above mentioned);

JORG-SEC-A-3/5-4: Print Advertising: Making a display advertisement using suitable photo editing software; Candidates have to identify all elements of the advertisement copy.

Semester-VI

JORG-DSE-B-6 (any one)

JORG-DSE-B-6-1-TH+TU: Broadcasting Media

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit-1

Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television;

Unit-2

FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.

Unit-3

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio & TV; Balanced Presentation and Objectivity; Basic camera movements.

Unit-4

Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.

Readings:

- (1) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (2) Sisir Bhattacharya: Television Sambadikata;
- (3) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (4) Radio Sanbadikata- Kaushik Bhattacharya- ParulPrakasani.

OR

JORG-DSE-B-6-2-TH/TU: International Relations

100 Marks (6 Credits)

Total Classes: TH: 5hrs + TU1hr. Per Week

Unit 1

Basic concepts in International Relations: Foreign policy and diplomacy, Non-alignment movement; Indian Foreign Policies; Indo-Pak, Indo-Bangladesh relations.

Unit 2

United Nations: Formation, Charter and Objectives; UN and Millennium Development Goals; Indo-US relations; SAARC, ASEAN.

Unit 3

UN Security Council: Concept of security- traditional and non-traditional, Disarmament and arms control; Sino-Indian relations;

Unit 4

Global Media Economy: Colonialism and Neoliberalism, IMF, World Bank, WTO.

Readings:

- (1) PranabChattopadhyaya: AntorjaticSomporkerRuprekha; New Central Book Agency.
- (2) Shakti SadhanMukhopadhyay: AntorjaticSamparka; Progressive Publisher.
- (3) James Lee Ray & Juliet Kaarbo: Global Politics; Houghton Misslin Company.

Skilled Enhancement Course-B-4/6

JORG-SEC-B-4/6-1: Skilled Enhancement Course

2 Credits

Candidate has to opt ONE either in Semester-4 or in Semester-6 from SEC-B

JORG-SEC-B-4/6-1: Documentary Script Writing: Micro project of 1000 words on any social, political, cultural topic;

JORG-SEC-B-4/6-2: Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows;

JORG-SEC-B-4/6-3: Anchoring: 3 minutes Programme Anchoring on topics of interest.

JORG-SEC-B-4/6-4: Media Presentation: PPT on any social or corporate planning (5 Slides).