



Abanindranath Tagore School of Creative Arts & Communication Studies

Department of Mass Communication

**Syllabus of Journalism & Mass Communication for Four Year Under Graduate Course
under NEP 2020 (FYUG)**

Subject - Journalism & Mass Communication

Aims

The programme of Bachelor of Journalism and Mass Communication (BJMC) aims to help students obtain a fresh perspective on modern techniques/methodologies of journalism and communication so that they develop greater levels of understanding of both message consumption and message production. The graduate students will be prepared for both the workplace and further education. Additionally, it intends to broaden students' employability outside the media industry to include public policy, production and higher education. It also enables the students to participate in Government of India's outreach programmes by applying the knowledge acquired during the duration of this course.

Learning Objectives

- The mission of the course is to encourage and build scientific temperament and traditional thinking through inter-disciplinary studies, observations, hypothesis and research.
- The objectives of the course are to provide both theoretical and practical knowledge to the students and to help them prepare for the media industry.
- To familiarize the students with the nature of communication mediated by societal mores, culture, structures of power and the technology of multimedia and mass communication.
- To promote regular interaction with academics and industry and contribute the best human resources in the fields of mass media, electronic journalism, new media, photo journalism, cinema, media literacy, etc.

- To produce students who would be the torch bearers in the field of mass communication and social development.

Learning Outcomes

- Students will learn the concept of communication, theories and models of mass communication and its application in local to global communication.
- Students have the freedom to participate in communication research and multimedia writing, which contribute to their ability of dealing with various forms of media.
- Students explore the world of audio-visual media vis a vis traditional media and new media as a form of communication while becoming familiar with some of its production techniques.
- Students also receive training in radio production and television journalism, with an emphasis on technical aspects as well as on reporting and anchoring.
- Students are simultaneously imparted with practical software training and theoretical knowledge of print journalism, print media production, graphic design and visual images. They would also gain an expertise of using cameras for still photography and videography while enabling them to edit both types of content on widely accepted digital platforms.
- Students are exposed to important productions which help them critically appreciate documentaries, short films and other film genres.
- To critically analyze the local, regional, national and global issues of development communication.
- To understand advertisements as a mode of communication.
- To gain knowledge on public Relations and its functions.

JMC-DSC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-DSC 101	Introduction to Mass Communication and Journalism	3
	JMC-DSC 102	Introduction to News Writing, Reporting and Editing	3
2 nd	JMC-DSC 151	Indian Constitution & Media Laws	3
	JMC-DSC 152	Practical - Reporting and Editing	3
3 rd	JMC-DSC 201	Corporate Communication and Public Relation	4
	JMC-DSC 202	Advertising	4
4 th	JMC-DSC 251	Basic of Electronic Media	4
	JMC-DSC 252	New Media	4
	JMC-DSC 253	Practical : Advertising and Public Relation	4
5 th	JMC-DSC 301	Basis of Multimedia Production	4
	JMC-DSC 302	Development and Health Communication	4
	JMC-DSC 303	Practical : Multimedia and Electronic Media Production	4
6 th	JMC-DSC 351	Film language and Film Analysis	4
	JMC-DSC 352	Introduction to Cinema Studies	4
	JMC-DSC 353	Short Film and Documentary	4
	JMC-DSC 354	Practical – Short Film and Documentary	4
7 th	JMC-DSC 401	Communication Models and Theory	4
	JMC-DSC 402	Media Research & Methodology	4
	JMC-DSC 403	To be decided by University	4
	JMC-DSC 404	Practical To be decided by University	4
8 th	JMC-DSC 451	To be decided by University	4
	JMC-DSC 452	To be decided by University	4
	JMC-DSC 453 A	To be decided by University	4
	JMC-DSC 453 B	To be decided by University	4
	JMC-DSC 454	To be decided by University	4

JMC-SEC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-SEC – 101	Mass Media and Journalism	3
2 nd	JMC-SEC – 151	Basic of Communication Skills and Writing	3
3 rd	JMC-SEC - 201	Photo Journalism	3

JMC-DSM Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st & 2 nd	JMC-DSM – 101/102	Introduction to Communication and Journalism	3
3 rd & 4 th	JMC-DSM – 201/251	Electronic Journalism	3
5 th & 6 th	JMC-DSM – 301/351	Advertisement and Public Relation	4
7 th & 8 th	JMC-DSM – 401/451	Multimedia Media Production	4

JMC-IDC Course Structure Semester Wise

Semester	Course No	Course Name	Credits
1 st	JMC-IDC – 101	Print and Electronic Journalism	3
2 nd	JMC-IDC – 151	New Media	3
3 rd	JMC-IDC – 201	Film Studies	3

Semester – I
Introduction to Mass Communication and Journalism
Paper Code – JMC-DSC-101 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit- 1 Basics of Communication

- Definition of Communication, its characteristics and functions, Types of Communication
- Elements of Communication, 7 Cs of Communication
- Barriers of Communication, Feedback, Gatekeeping
- Paralanguage and Sign Language

Unit – II Communication Models

- Aristotle’s Rhetoric,
- Harold D. Lasswell, Shannon & Weaver, Osgood & Schramm,
- David Berlo and
- Newcomb.

Unit – III Basics of Mass Communication

- Definition, Function and Characteristics of Mass Communication
- Evolution & Growth of Modern Mass Media
- Print, Radio & Television
- New media and Traditional Media.

Unit – IV Basic of News

- Definition of News, its Characteristics, 5Ws and 1H, Types of News: Hard news and Soft news, Lead and Types of Lead, News Values
- Magazine: its characteristics and types
- Concept, nature and scope of Journalism, Types of Journalism: News & feature,
- Yellow journalism, Paid news, OP-ED, column, tabloid, and penny press.

Unit – V History of Indian Journalism

- First Indian Newspaper
- Print Media and Indian Freedom Movement
- History of Press in Assam
- Present status of Indian journalism

Reading Lists

- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory : An Introduction – Denis Mc Quail

- Traditional Media and Development – G. P. Pandey
- Mass Communication in India – K. J. Kumar
- Handbook of Journalism and Mass Communication – Vir Bala Aggarwal and V.S. Gupta
- Mass Communication: Theory and Practice – Uma Narula

Semester - II

Basics of Reporting and Editing

Paper Code – JMC-DSC-102 (T)

Contact Hours – 45

Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Principles of News Writing

- News structures: Inverted Pyramid Style, Chronology style and Compact style
- Robert Gunning’s principles of clear writing,
- Rudolf Flesch formula- skill to write news.
- Styles for Print, electronic and Online news journalism

Unit – II Reporting

- News value, News categories and Principles of News writing.
- Elements of newspaper: Attribution, dateline, credit line, byline.
- Objectivity, Brevity, Verification, News Agencies
- Functions, Responsibilities and Qualities of a Reporter

Unit – III News Editing

- General principles of editing, Steps in newspaper editing, Headline writing
- Photo Editing: Picture selection, picture editing and picture story
- Duties and Responsibilities of Editor, Sub-editor and Proof reader
- Electronic Editing

Unit – IV Social Media and Digital Media

- Meaning, Definition and Characteristics of Digital Media
- Tools of Social Media and Digital Media
- Tools of Modern Communication
- Understanding Social Media

Unit – V Information and Communication Technology (ICT)

- Meaning, definition and Characteristics of Information and Communication Technology
- Role & Importance of ICT
- E-governance and E-Content
- ICT in media education

Reading Lists

- News Reporting and Editing - K. M. Shrivastava
- Professional Journalism – K. V. Kamath
- Reporting the News – Ault and Emery
- Editing: A Handbook for Journalism – T. J. S. George
- Editing and Design (Five Volumes) – Harold Evans
- Reporting for Newspaper, Magazine, Radio and T.V – B. N. Ahuja and S. S. Chabra

Semester – II

Indian Constitution & Media Laws

Paper Code – JMC-DSC-151 (T)

Contact Hours – 45

Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Basic of Indian Constitution

- Preamble, Salient feature of Indian Constitution
- Fundamental Rights and Duties, Federal Government structure of India
- Amendment procedure of Indian Constitution
- Indian Parliament, Rajya Sabha and Lok Sabha

Unit – II Nature of Government

- Union, State and Local Government – Panchayat Raj and District Administration
- Zilla Parishad and Gram Panchayat - Urban Governance and Municipal Authorities
- Powers and Functions of Prime Minister, President, Vice – President of India
- Ministry of Information and Broadcasting, PIB

Unit – III Press Code and Ethics

- Journalistic Values, Journalistic Code of Conducts – Different Code of Ethics for Indian Journalists
- Press Commissions of India,
- Press Council
- Registrar of Newspapers for India, Audit Bureau of Circulation

Unit – IV Parliamentary Privileges

- Privileges Relating to Publication of Proceeding of the Legislature
- Rights, Privileges and Liabilities of the Press
- Contempt of Parliament by the Press and Punishment
- Right to Freedom of Speech and Right to Privacy

Unit - V Press Laws in India

- Press Law in India – Right to Information ACT (2005), IT Act (2000), Contempt of Courts Act (1971), Copy Right Act (1957), Cinematography Act (1952) Working Journalist Act.
- Freedom of Press, Law of Defamation,
- Libel, Slander and Media Trial
- Cyber laws

Reporting and Editing (Practical)
Paper Code – JMC-DSC-151 (Practical)
Contact Hours – 60
Full Marks = 100

- Making of a daily newspaper.
- Write a news story of minimum 350 words on any of the following topics: Political, Economic, Crime, Court, Page 3, Sports.
- Letter to editor (to be published in any newspaper)
- Prepare a Photo story consisting of maximum 10 photographs.
- Conduct an interview of a regional/local famous personality and prepare a report of not more than 500 words.

Semester – I/II
Introduction to Communication and Journalism
Paper Code - JMC-DSM-101/151 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Basic of Communication

- Meaning of Communication, Characteristics and Functions
- Process of Communication, Barriers of Communication
- Types of Communication (Verbal and Non-verbal Communication)
- Levels of Communication

Unit – II Media: Meaning and Scope

- Mass Media: Meaning, Types of Mass Media, Role and Functions
- Media, Culture & Society
- Media and Development
- Media and Technology

Unit – III Traditional and Modern Mass Media

- Modern Mass Media: Meaning, Definition and Types
- Tools and Functions of Modern Mass Media
- Traditional/Folk Media (with Special Reference to Assam)
- Traditional Media for Development

Unit – IV Journalism

- Concept, Nature and Scope of Journalism
- Role of Press in Indian Freedom Movement
- Newspaper: Types and Elements
- Structure and Functions of Newspaper Organization

Unit – V Basic of News

- Definitions of News, 5W & 1H, Hard news & Soft news
- Reporting: Categories and different areas
- Principles of Reporting and news gathering
- Sources of News, Responsibilities & Qualities of a Reporter

Reading Lists

- Present status of Indian journalism
- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory: An Introduction – Denis Mc Quail
- Traditional Media and Development – G. P. Pandey
- News Reporting and Editing - K. M. Shrivastava
- Professional Journalism – K. V. Kamath
- Reporting the News – Ault and Emery
- Editing: A Handbook for Journalism – T. J. S. George
- Editing and Design (Five Volumes) – Harold Evans
- Reporting for Newspaper, Magazine, Radio and T.V – B. N. Ahuja and S. S. Chabra

Semester - I
Mass Media and Journalism
Paper Code - JMC-SEC-101 (T)
Contact Hours – 30

Full Marks = 100 (ESE – 50 IT – 20 LAB – 30)

Unit I: Basics of News

- Structure of News: Inverted Pyramid Style of News Writing, Chronology and Composite
- Information Vs. News.
- Categories of News: Political, Economic, Crime, Court, Page 3, Sports, Investigative, Interpretative, Immersive, Parachute.
- Tools of News Gathering and Presentation: News Releases, Press Conferences, Interviews, Handouts

Unit II: Media Ethics

- Media Ethics and Social Responsibilities
- Rights, Privileges' and Liabilities of the Press
- Press Freedom in Democracy
- Fact Checking: Verification, Relies on Information from Experts, Academia, Government Agencies.

Unit III: Photo Journalism

- Definition of Photo Journalism, Importance of Photo Captions, Visual Meaning of Photographs.
- Editing of Images, Editing Software's (PageMaker, Adobe Photoshop)
- Picture Selection, File Photos, Picture Editing and Picture Story.
- Major Contributions in Indian Photo Journalists: Raghu Rai, Sunil K. Dutt, Kulwant Roy, Danish Siddiqui And Aditi Saha.

Unit IV: Printing

- An Overview of Printing Process
- Emerging Trends in Printing Technology
- Color Printing Process, Style Sheet
- Principles of Newspaper Design, Dummy, Makeup and Page Layout.

Unit V: New Media

- Digital Media: Definition of And Tools
- Social Media: Facebook, Instagram, Twitter, Snap Chat & Their Impact of Society
- Online Newspaper and News Portals & News Blogs
- Online Creative Writing & Online Content Writing

Reading Lists

- Present status of Indian journalism
- Journalism in India – Rangaswamy Partha Sarthi
- An Introduction to Journalism - Fraser Bond
- Mass Communication Theory: An Introduction – Denis Mc Quail
- Traditional Media and Development – G. P. Pandey
- News Reporting and Editing - K. M. Shrivastava
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JMC-SEC-101 (Practical)

- **News Writing** - Students have to identify any major event in and around your institution and prepare a news report on it (around 350 words)
- **Press Release** – Making two news stories from Press Release under the guidance of course teacher.
- **Press Conference** – Attend a press conference at the press club/college/department and prepare a report based on the same or organize.

Semester - II

Basic of Communication Skills and Writing

Paper Code - JMC-SEC-151 (T)

Contact Hours – 30

Full Marks = 100 (ESE – 50 IT – 20 LAB – 30)

Unit – I Visual Communication

- Visual Communication - Meaning, Definition and Importance of Visual Communication
- Principles of Visual Other Sensory Perception
- Understanding of Semiotics - The Meaning Behind Visual Messages (Signified and Signifier)
- Color Psychology (Optical / Visual Illusion)

Unit – II Digital communication

- Digital Communication - Meaning, Definition and Characteristics
- New Paradigm - Social Media in News Making
- Principles of Design and Graphics
- AI Journalism, Influencer Journalism and Content Creation

Unit – III Listening Skills

- Meaning and Types of Listening
- Barriers to Listening
- Effective Listening Skills and Techniques
- Good Listener and Bad Listener

Unit – IV Writing Skills

- Application, Types of Application, Application Writing Steps And Job Application
- Writing an Email, Minutes and Press Release
- CV, Resume, Memorandum and Report Writing
- Designing a Presentation and Cover Letter

Unit – V Reading Skills

- Model of Reading to Learning
- Reading Tactics and Strategies
- Reading Purposes- Kinds of Purposes and Associated Apprehension
- Reading for Meaning, Reading Outcomes, SQ3R Reading Methods And Techniques

JMC-SEC-151 Practical

- Students have to do two case studies of media laws and study the recent cases in India with reference to Northeast
- Students should prepare your CV along with cover letter for employment in an media organization to be sent through e-mail.
- Students should prepare a presentation on any one media tools of digital media, with cover.

Semester – I

Basics Print and Electronic Media

Paper Code - JMC-IDC-101 (T)

Contact Hours – 45

Full Marks = 100 (ESE – 70 CCA – 30)

Unit – I Introduction to Print Media

- Print Media Types and Characteristics
- News, Elements, News Values and Principles of News
- 5W 1H, News Structure: Inverted Pyramid Style and Chronology of News Writing
- Magazine – Types and Characteristics

UNIT – II Introduction to Radio

- Different Formats for Writing Radio Script, Types of Radio Programme,
- Writing Radio News Script, Principles of Writing Radio News Script.
- Presentation Technique for Radio
- Community Radio, FM Radio, Radio Jingles, Magazine and radio drama.

UNIT-III Introduction to Television

- TV News Script Writing Format
- Breaking News, News Scrolls, Visual texts.
- Sting Operations, Narrowcasting, Interviews, Talk show
- TV News Techniques: PTC, VO, AVO, TRP, TAM

UNIT-IV Introduction to Editing

- Introduction to Newspaper Editing
- Introduction to Video Editing: Online, offline, Liner and Non-Liner
- Page Maker, FCP, Adobe Premier
- Mobile Editing Applications

UNIT-V: News Production

- PCR, Newsroom, OB Van, ENG
- Chroma, VFX & Three-point Lighting
- Microphones- Patterns and Types
- Live Streaming, News Bulletin Packaging & OTT platforms

Reading Lists

- Broadcasting in India - P. C. Chatterji
- Mass Media and National Development - W. Schramm
- Indian Broadcasting – H. R Luthra
- Broadcasting in India - G.C. Awasthi
- Radio, T. V. Journalism - K. M. Shrivastava
- Broadcasting Journalism: Basic Principles – S. C. Bhatt.

- Writing for Media and Television – Robert Hilliard

Semester – II
New Media
Paper Code - JMC-IDC-151 (T)
Contact Hours – 45
Full Marks = 100 (ESE – 70 CCA – 30)

UNIT – I Internet as a Media

- Definition of convergence journalism, its Evolution
- Technology and Convergence
- Scope of Convergence Journalism
- e-Contents

UNIT – II Web as a Medium of Journalism

- Brief Introduction to Indian News portals, Importance of Indian News portal and e – papers
- Social Networking Websites and tools
- Mobile Journalism (Mojo), Blog and blogging
- Webcast, Podcast

UNIT – III Internet Security

- Multimedia Storytelling, using social media for effective news gathering
- Online Censorship, Intellectual Property Right
- Security Issues
- Cyber Crime

UNIT – IV Digital Media

- Digital Media - Meaning, Definition, Characteristics and Importance of Digital Media
- Tools of Digital Media
- E-Learning and E-Content
- Digital Audiences and Digital Age

UNIT – V Social Media

- Social Media: Meaning, Definition and Characteristics
- Tools of Social Media
- Online Newspaper and News portals, News blogs
- Online Creative Writing, Online Content Writing