

West Bengal State University

Curriculum and Credit Framework for Undergraduate Programmes Based on National Education Policy, 2020

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

4-year Undergraduate Programme (Honours/Honours with Research)
&
3-year Multidisciplinary UG Programme

Draft Syllabus as decided by the UG BOS

Basics of Journalism and Communication (Semester -1)						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Minor-MA1/MB1	5	3	0	2	5	50+50= 100

Learning Objectives:

- To introduce the concepts of Mass Communication in general and Journalism in particular
- To impart fundamentals of journalism, evolutionary process, basic concepts, practices, and recent trends
- To expose students to different facets of Journalism
- To train students to develop inquisitive and analytical skills to be successful in media
- Impart knowledge of the elements and process of communication.
- Acquaint students with the various types of communication.
- To understand the scope of communication
- Impart knowledge of organizational communication.
- Introduce students to the models of communication.

Learning Outcome :

Students will be able to –

- Understand and appreciate various dimensions of Mass Communication
- Develop and understanding of the fundamental concepts in Journalism
- Analyse the scope/dimensions in Journalism
- Discuss the recent trends in Mass Media
- Analyse and review different newspaper
- Understand and appreciate various dimensions of Communication
- Develop and understanding of the fundamental concepts in Communication Studies
- Understand the importance, functions & scope of communication

- Describe the growth and development of communication
- Understand the theories and models of communication

The Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method
- Flipping the classroom which includes
 - g) Collaborative and Cooperative learning
 - h) Case-based learning
 - i) Brainstorming Approach
- Hands on Training

Content (Theory)

Marks: 50

Total No of Lectures:

Credits: 3

Hours/Week:

UNIT-1: Understanding News

- News: Meaning, Definition, Nature, Elements,
- The News Process: From the Event to the Reader (How News is carried from Event to Reader);
- Hard News vs. Soft News; Different types of News
- Basic Components of a News Story
- Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit line, Byline.

UNIT-2 : Understanding the Structure and Construction of News

- Organizing a News Story; 5Ws and 1H; Inverted Pyramid;
- Criteria for News Worthiness; Principles of News Selection;
- Use of Archives, Source of News, Use of Internet, Citizen Journalism.

UNIT-3 : Communication

- Definition, Elements, process, and functions of communication,
- Forms of Communication-Intrapersonal Communication, Interpersonal Communication, Small Group Communication, Public Communication, Mass Communication;
- Verbal and Non-verbal Communication;
- 7C's of communication, Barriers to communication.
- Mass Media; Characteristics and typology of media audiences; Mass media and modern society

UNIT-4: Models of Communication

- Definition, importance, and function of Communication Models,
- Types of Communication Models- Linear, Interactive and Transactional.
- Models -SMR, SMCR, Shannon & Weaver, Harold Dwight Lasswell, Osgood and Schramm, Wilbur Schramm, Frank Dance, Newcomb, Westley and Mclean, George Gerbner,
- Communication flows: one step, two step, multi-step

Practical +Internal Syllabus

Marks: 50

Total No of Lectures:

Credits: 2

Hours/Week:

❖ PRACTICAL: (Evaluation by University) (Marks : 30)

- **Unit-A**

- Prepare a **Record Book** on the followings: (Marks:5)

- e) Caption Writing for TWO News Photographs / Photo Feature

- f) Original Newspaper Cutting of different Types of News published in current newspaper

- g) Translation of Newspaper report writing (Any THREE)

Candidates failing to appear with the Record Book (duly signed by the college authority) on the day of examination will be treated as ABSENT.

- **Unit- B**

- Write a Review of a Film released within last 3 months in Theatre /OTT (Marks: 10)

- Report Writing (Marks-10)

- Viva on Current Affairs (Marks-5)

❖ INTERNAL ASSESSMENT (Marks: 20)

- **Continuous Internal Assessment (CIA)** Marks -10

PPT Presentation/ Seminar Presentation on Syllabus Related Topic (Any 1)

- **Attendance** (Marks-10)

Suggested Readings:

- A Very Short Introduction to Journalism by Oxford Press
 - Theory and Practice of Journalism - B N Ahuja
 - The Journalist's Handbook – M V Kamath
 - The Professional Journalism – M V Kamath
 - Beginners' Guide to Journalism and Mass Communication – Barun Roy
 - Handbook of Journalism and Mass Communication – Vir Bala Aggarwal, V S Gupta
 - Mass Communication Theory & Practice - Uma Narula
 - Mass Communication: Principles and Concepts – Seema Hasan
 - Mass Communication in India – Keval J Kumar
 - Mass Communication and Journalism in India - D S Mehta
 - Introduction to Communication Studies – John Fiske
 - Handbook of Communication : Models, Perspectives and Strategies – Uma Narula
 - Introduction to Mass Communication – Stanley Baran
 - Gonogyapon: Model O Tatyaboli – Sujit Roy
 - Ganagyapan : Tattwe O Proyoge - Dr. Partha Chattopadhyay
 - Journalism-er Sahaj Path - Kaushik Bhattacharyya
 - Sambad Sampadana : Sourin Banerjee
 - Sambad Sambadik Sambadikata – Sujit Roy
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