



THE BHAWANIPUR EDUCATION SOCIETY COLLEGE
A MINORITY RUN COLLEGE. AFFILIATED TO UNIVERSITY OF CALCUTTA
RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT, 1956

Programme Specific Outcomes (PSOs)

Journalism & Mass Communication (Honours)

Having completed graduation in Journalism and Mass Communication, the students are expected to acquire the following qualities:

1. The students will have the fundamental knowledge of communication theory and practice.
2. The students will acquire knowledge regarding theoretical foundations related to different media forms such as newspaper, television, radio etc.
3. The students will be acquainted with the practical aspects of working in different media organizations such as newspaper, television, radio etc.
4. The students will learn the theory as well as techniques of professional communication practices such as advertising and public relations.
5. The students will know how to become effective and ethical communication practitioners contributing to social and national development.



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Program Outcomes (POs)

Journalism & Mass Communication (Honours)

Upon having completed any graduation degree course from BESC, a student is expected to have acquired the following competencies/skills/values:

| | Program Outcome | Description |
|------------|--|--|
| PO1 | Subject Knowledge | Knowing the fundamentals of the different areas of discussion within the subject well enough |
| | Method of Measurement: | Internal Assessment |
| PO2 | Applied Thinking | Applying the theoretical and practical concepts in actual situations in the real working environment |
| | Method of Measurement: | Continuous Internal Assessment |
| PO3 | Research Orientation and Aptitude | Gaining ability to pursue research avenues related to the subject either in the academic or in the professional sphere that may lead to a vibrant knowledge economy |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |
| PO4 | Higher Education Foundation | Gaining ability to pursue higher studies in the subject and enhance their knowledge on the same |
| | Method of Measurement: | Internal Assessment |
| PO5 | Informed Citizenry | Displaying information awareness regarding pertinent issues concerning the civic life of the society and the nation towards willingly and actively contributing to social and national development as sincere citizens |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |
| PO6 | Personality Development and Social Ethics | Gaining personality development skills and ethical awareness critical to balancing between individual professional needs and collective social expectations |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |
| PO7 | Group Activity and Team Spirit | Gaining coordination and team work spirit towards fostering and contributing to team environment rather than individual excellence at the cost of group performance efficiency |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |
| PO8 | Socio-Cultural and Environmental Responsibility | Becoming socio-culturally and environmentally aware and responsible citizens and working accordingly towards the betterment of the society and the nation |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |
| PO9 | Self-directed and Life-long Learning Skills | Gaining ability to set learning goals and relevant resources independently and in a sustained manner towards improving already acquired competencies or new ones based on individuality and performance analysis |
| | Method of Measurement: | Regular Teacher-Student Interactive Sessions |



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Course Outcomes (COs)

Journalism & Mass Communication Honours (CBCS)

| Semester – 1 Course Outcomes | |
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| PAPER | COURSE OUTCOME |
| JORA-CC-1-1-TH: Introduction to Journalism | |
| Unit 1 News: meaning and concept, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by line; Different forms of print-A historical Perspective, Penny press, Tabloid press | 1.1.1. Elementary knowledge of fundamental news journalism concepts |
| Unit 2 Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news; Sociology of news: Factors affecting news treatment, Paid news and Yellow journalism, Agenda Setting, Trial by media, gatekeepers; Politics of news; Neutrality and bias in news | 1.1.2. Elementary knowledge of some advanced concepts of journalism |
| JORA-CC-1-1-P: Introduction to Journalism-Practical | |
| Unit-3 (Practical) Basic knowledge of Computer for print journalism; Handling Page Making Software and Photo Editing Software; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro; language of news | 1.1.3. Elementary knowledge of print journalism practical |
| Unit-4 (Practical) Rewriting and summarizing a given piece of news with headlines and suitable intro; Creating a sample page on computer with hard and soft news; Writing Anchor Story; Writing article; Assignment: Preparing a presentation on types and categories of News | 1.1.4. Elementary knowledge of news assignment handling |
| JORA-CC-1-2-TH+TU: History of Indian Journalism | |
| Unit-1 Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy | 1.2.1. Overview of the origin and early history of print journalism in India |
| Unit-2 H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act | 1.2.2. Overview of the evolution of print journalism in India |
| Unit-3 Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi | 1.2.3. Overview of journey of print journalism in pre-independent India |



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| in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, The Hindustan Times, The Indian Express | |
| Unit-4 Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: M. Chalpathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N. Ram | 1.2.4. Overview of journey of print journalism in post-independent India |
| Semester – 2 Course Outcomes | |
| JORA-CC-2-3-TH+TU: Reporting and Editing | |
| Unit-1 News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece; Feature: Definition, Types; Advertorials | 2.3.1. Knowledge of advanced concepts of news journalism |
| Unit-2 Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub-Editing | 2.3.2. Overview of the structure and functioning of a newspaper organization |
| Unit-3 Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism | 2.3.3. Knowledge of various specialized fields of Journalism |
| Unit-4 Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment Journalism, Fashion and Entertainment Journalism, Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages | 2.3.4. Knowledge of various specialized fields and genres of journalism |
| JORA-CC-2-4-TH: Media and Communication | |
| Unit-1 Communication: Definition, Processes and Semiotic school; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.), Levels of Communication (intrapersonal, interpersonal, group, public, mass communication), Functions of communication and mass communication (surveillance, correlation, transmission, entertainment, validation, mobilization) | 2.4.1. Elementary knowledge of communication forms, levels and functions |
| Unit-2 | 2.4.2. Elementary knowledge |



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| Role of Media in a Democracy: Responsibility to Society, Contemporary debates and issues relating to media; Online journalism, Citizen Journalism; Covering news: Covering Speeches, Meetings and Press Conferences; Covering of beats-crime, courts, city reporting, local reporting, hospitals, health; education, sports; Understanding new media: e-mail, social media; Ethics in journalism | of media-society relations and practical news-gathering and reporting |
| JORA-CC-2-4-P: Introduction to Media and Communication | |
| Unit-3 (Practical) Writing a News Feature; Writing feature on other topics of interest; Principles of Editing a given piece of News Report and Agency Copy including a suitable lead and headline; Writing Column; Book Review, Film Review, Review of Television Programmes, Writing Editorial, writing post- editorial, Writing Anchor Story | 2.4.3. Practical knowledge of journalistic writings |
| Unit-4: (Practical) Assignments: Publishing a Tabloid Journal using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc. | 2.4.4. Practical knowledge of news presentation in print media |
| Semester – 3 Course Outcomes | |
| JORA-CC-3-5-TH+TU: Communication, Media, Society | |
| Unit-1 Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text | 3.5.1. Elementary knowledge of some communication models |
| Unit-2 Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory | 3.5.2. Elementary knowledge of some communication theories |
| Unit-3 Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory, Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model | 3.5.3. Advanced knowledge of media-society relations |
| Unit-4 Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Information Imbalance: McBride Commission; Globalization of media and Propaganda model; | 3.5.4. Further understanding of media-society relations in relation to recent communication theories and |



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| Understanding Media Conglomeration; Corporate (organizational) Communication models: Conduit Model, Grapevine model | global trends |
| JORA-CC-3-6-TH+TU: Media and Cultural Studies | |
| Unit-1 Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes: Meaning of text message, Signification, Myth; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message | 3.6.1. Elementary knowledge of communication schools and their key thinkers |
| Unit-2 Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power; Assignments: understanding media Codes, Texts | 3.6.2. Introduction to communication and culture studies |
| Unit-3 Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media | 3.6.3. Introduction to development communication |
| Unit-4 Political Economy of media, Ideology and Hegemony; Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media (assignment based) | 3.6.4. Elementary knowledge of some advanced concepts of media-society relations |
| JORA-CC-3-7-TH: Introduction to Radio | |
| Unit-1 History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment | 3.7.1. Overview of the history, evolution and recent trends of radio as a mass medium in India |
| Unit-2 Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities | 3.7.2. Knowledge of AIR functioning and radio formats |
| Unit-3 Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos | 3.7.3. Theoretical knowledge of radio program production |
| JORA-CC-3-7-P: Introduction to Radio | |
| Unit-4 (Practical) Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recording skills, live studio broadcast with multiple | 3.7.4. Elementary knowledge of radio news production |



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| sources, Cuesheet and recording, news production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme | |
| JORA-SEC-A-3-1-TH: Radio Writings & Presentation | |
| Unit-1 Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues | SEC-A 3.1.1. Knowledge of radio news writing, forms and production |
| Unit-2 Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis | SEC-A 3.1.2. Advanced knowledge of radio program production |
| JORA-SEC-A-3-2-TH: Photo Journalism | |
| Unit 1 Introduction to Photo Journalism: basic needs of photography, Importance of photographs in print media; Evaluating Photo Journalist's job; Photo caption in print media, Analysis of a Photo Text, Handling Photography Equipments; Digital Photography; Ethics of Photo Journalism; Case Studies in Photo Journalism | SEC-A 3.2.1. Elementary knowledge of Photo Journalism |
| Unit 2 Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses (types and their perspective/angle of view); Aperture (f-stop & T-stop); Shutters (Focal plane & Lens shutter); Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field; Assignment: Outdoor photo-shoot on 10 news-based issues with suitable captions/analyses; editing of photographs with photo editing software | SEC-A 3.2.2. Advanced knowledge of photo journalism |
| Semester – 4 Course Outcomes | |
| JORA-CC-4-8-TH: Introduction to Television | |
| Unit-1 Public Service Broadcasting: Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations | 4.8.1. Overview of the history, evolution and recent trends of television as a mass medium in India |
| Unit-2 Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP | 4.8.2. Elementary knowledge of television news production |



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| Unit-3 Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; Television Documentaries: understanding, writing a concept, script writing and shooting | 4.8.3. Elementary knowledge of television non-news program production |
| JORA-CC-4-8-P: Introduction to Television | |
| Unit-4 (Practical) Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing Practical Exercise: (a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; OR (b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce | 4.8.4. Advanced knowledge of television program production |
| JORA-CC-4-9-TH+TU: Film Theories and Production | |
| Unit-1 Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America | 4.9.1. Overview of film as a mass medium and world cinema |
| Unit-2 Overview of Indian New Wave: Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema | 4.9.2. Overview of Indian New Wave and other film genres in India |
| Unit-3 Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene | 4.9.3. Elementary knowledge of film production |
| Unit-4 History of Documentary Films (Global and Indian Perspectives); Documentary movements in India; Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Felini, Charles Chaplin | 4.9.4. Overview of documentary film-making in India and some international filmmakers |
| JORA-CC-4-10-TH+TU Media Management, Press Laws | |
| Unit-1 Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization; FDI in Indian media; Managerial departments of newspaper and | 4.10.1. Elementary knowledge of media management in the Indian context |



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| functions | |
| Unit-2 Dual Economy: Circulation versus Advertisement; Media Autonomy: Prasar Bharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division | 4.10.2. Elementary knowledge of media management concepts and organisations |
| Unit-3 Freedom of Information and freedom of press: Indian experience; From Press Commission to Press Council of India: before and after globalization; Right to Information Act, Right to privacy | 4.10.3. Knowledge of press freedom in the Indian context |
| Unit-4 Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Sedition, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Ethics | 4.10.4. Knowledge of media laws in the Indian context |
| JORA-SEC-B-4-1: Documentary Film Production | |
| Unit 1 Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary | SEC-B 4.1.1 Theoretical knowledge of documentary filmmaking |
| Unit 2 Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting | SEC-B 4.1.2 Introduction to documentary film production |
| JORA-SEC-B-4-2: Feature Film Production | |
| Unit-1 Basic production concepts and elements of screenwriting for a low budget; Basic principles of camera composition and lighting for a “film look”; Developing story ideas from contemporary events, personal experiences, favorite movie genres; Making an outline of basic plot development (setup, confrontation, payoff); filling it in with descriptions of the action, and finally the dialogue | SEC-B. 4.2.1 Theoretical knowledge of feature filmmaking |
| Unit-2 Effective and efficient methods of shooting scenes for editing, and working with actors; Actual production of the class script(s); Evaluating raw footage and possible post-production fixes for faults; Editing the footage for maximum impact; Adding sound effects, ADR, and music scoring; fine cut | SEC-B 4.2.2 Introduction to feature film production |
| Semester – 5 Course Outcomes | |
| JORA-CC-5-11-TH: Introduction to New Media | |
| Unit-1 Key Concepts and Theory: Defining new media, terminologies and their | 5.11.1. Knowledge of key new media concepts |



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| meanings – Digital media, new media, online, media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Understanding Virtual Cultures and Digital Journalism; Information society and new media, Technological Determinism, Computer Mediated Communication (CMC), Networked Society | |
| Unit-2 Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social, Media in Context, Activism and New Media; Citizen and Participatory Journalism: Hyperlocal Journalism; Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism | 5.11.2. Knowledge of some advanced new media concepts |
| JORA-CC-5-11-P: Introduction to New Media | |
| Unit-3 (Practical) Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and media activities; websites | 5.11.3. Practical knowledge of key new media concepts |
| Unit-4 (Practical) Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog | 5.11.4. Practical knowledge of some advanced new media concepts |
| JORA-CC-5-12-TH+TU: Development Communication | |
| Unit-1 Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals | 5.12.1. Overview of the history and evolution of the concept of development |
| Unit-2 Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle | 5.12.2. Overview of the history and evolution of the concept of development communication |
| Unit-3 Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre- and post-liberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs | 5.12.3. Understanding media as a tool of development |



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| in development communication | |
| Unit-4 Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev, narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness | 5.1.2.4. Knowledge of history of development communication in the Indian context |
| JORA-DSE-A-5-1-TH+TU: Global Media & Politics | |
| Unit-1 Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations | DSE-A 5.1.1. Introduction to global communication studies |
| Unit-2 Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony | DSE-A 5.1.2. Knowledge of global media organisations |
| Unit-3 Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism; Media and Present Indian Market: Information War, Fake Information; Global Satellite System-Cable & Satellite TV (C&S), Direct to Home (DTH), Internet Protocol TV (IPTV) | DSE-A 5.1.3. Introduction to cross cultural communication and media imperialism studies |
| JORA-DSE-A-5-2-TH+TU: Media, Human Rights, Gender, Environment Studies | |
| Unit-1 Rights: inherent, inalienable, universal, indivisible; Values: Dignity, liberty, equality, justice, unity in diversity; Balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups | DSE-A 5.2.1. Introduction to human rights and duties |
| Unit-2 Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy | DSE-A 5.2.2. Introduction to human rights in the global and Indian context |
| Unit-3 Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement and Media Studies | DSE-A 5.2.3. Introduction to media and gender studies |
| Unit-4 | DSE-A |



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| Human Rights Institutions: Amnesty International; NGOs; Major Human Rights Issues in India; Presentation: Human Rights issues and violations in international scenario and media operations | 5.2.4. Knowledge of human rights' institutions and some pertinent case studies |
| JORA-DSE-B-5-1-TH+TU: Multimedia Journalism | |
| Unit 1 Introduction to Multimedia; Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity | DSE-B 5.1.1. Introduction to key multimedia journalism concepts |
| Unit-2 Print: Multi-platform Communications; Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques | DSE-B 5.1.2. Introduction to multimedia news production |
| Unit-3 Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story and writing | DSE-B 5.1.3. Introduction to Multimedia audio-visual program production |
| Unit-4 Mobile journalism: Screen sizes & responsive web, Information multimedia and web architecture, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, Interactive writer | DSE-B 5.1.4. Introduction to mobile journalism concepts |
| JORA-DSE-B-5-2-TH+TU: Communication Research | |
| Unit-1 Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature) | DSE-B 5.2.1. Introduction to general research concepts |
| Unit-2 Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale | DSE-B 5.2.2. Introduction to key communication research concepts |
| Unit-3 Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work | DSE-B 5.2.3. Introduction to sampling and data collection |
| Unit-4 | DSE-B |



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| Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods, Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis; Ethical perspectives of mass media research | 5.2.4. Introduction to quantitative research techniques and research ethics |
| Semester – 6 Course Outcomes | |
| JORA-CC-6-13-TH: Advertising | |
| Unit-1 Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling | 6.13.1. Introduction to key advertising concepts and models |
| Unit-2 Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising | 6.13.2. Introduction to advertising research and ethics |
| Unit-3 Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies | 6.13.3. Introduction to advertisement production |
| JORA-CC-6-13-P: Advertising | |
| Unit-4 (Practical) Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer- corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV- internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials | 6.13.4. Advanced knowledge of advertisement production |
| JORA-CC-6-14-TH+TU: Public Relations | |
| Unit-1 PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication | 6.14.1. Introduction to public relations |
| Unit-2 PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions | 6.14.2. Introduction to PR Theories, principles and models |
| Unit-3 | 6.14.3. Introduction to PR |



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| Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations | tools and stakeholders |
| Unit-4 Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship | 6.14.4. Introduction to PR and crisis management |
| JORA-DSE-A-6-3-TH+TU: Dissertation with Presentation | |
| 1. Students will do a micro research project (7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography. 2. Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce. | DSE-A 6.3.1. Knowledge of research activity and presentation |
| JORA-DSE-A-6-4-TH+TU: Political Communication | |
| Unit-1 Political Communication- Definition; Relationship of politics with mediated communication; Theoretical approaches: Jurgen Habermas on Political Communication; Role of media in politics: Power or Democratic Participation; Media bias, political participation and media choice | DSE-A 6.4.1. Introduction to political communication |
| Unit-2 Mass persuasion and propaganda: Priming and Agenda Setting; Responsibilities of media in framing public opinion: Walter Lippmann, public policy, Noam Chomsky: Media Control; Channels of political communication; Mediation, facilitation and dialogue; Leadership, politics and social advocacy; Fundamentals of political engagement | DSE-A 6.4.2. Introduction to media, politics and policy-making |
| Unit-3 Identity politics in India: Role of mass media; The modern discourse of identity; Rhetoric of Social Movements, local assertions and its links to global assertions, Human Development Index, Development and Environmental Concerns - conflict of interests between economic and environmental concerns | DSE-A 6.4.3. Elementary knowledge of political communication in the Indian context |
| Unit-4 Symbolic and cultural forms of communication between politicians and their publics; Election campaign strategies; Coverage of election campaigns in Indian media; Opinion and Exit Polls: Political Framing. Political Advertisements; Digital Media and Political communication; Digital Political campaigning; Fundamentals of Digital political advertising; Social media strategies in political communication: Use of Facebook, WhatsApp and Twitter | DSE-A 6.4.4. Elementary knowledge of media usage in political communication in the Indian context |
| JORA-DSE-B-6-3-TH+TU: Folk and Community Media | |
| Unit-1 Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture | DSE-B 6.3.1. Introduction to culture and oral tradition |



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| Unit-2 Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses | DSE-B 6.3.2. Introduction to community media and rural development |
| Unit-3 Community and Folk Media in West Bengal; Definition and characteristics of community; Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media | DSE-B 6.3.3. Introduction to community and folk media in West Bengal |
| Unit-4 Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibenshe, Alkap, Kabigaan, Yatra, Leto, Baul | DSE-B 6.3.4. Introduction to various folk media forms in India |
| JORA-DSE-B-6-4-TH+TU: Health & Science Communication | |
| Unit-1 Characteristics of Health Communication; Barriers to Effective Health Communication; Strategies to improve health communication; Understanding culture to promote health communication; Health and Media: Changing health behaviour | DSE-B 6.4.1. Introduction to health communication concepts |
| Unit-2 Health care system in India; Introduction to Epidemiology for Health Communicators; Effective interpersonal communication between health care provider and client; Impediment to a Sound Provider-Patient Relationship; Community Involvement in Health communication; Engaging patients in healthcare; Health literacy | DSE-B 6.4.2. Introduction to health communication skills |
| Unit-3 Contemporary Health Care Marketing; Interactive Marketing Communications; Advanced Writing for Health Communicators; Research Methods for Health Communicators; Social Media Strategies and Tactics for Health Communicators; Writing about medicine; mobile health design | DSE-B 6.4.3. Introduction to health communication and media strategies |
| Unit-4 Media and science journalism; Science as an essential element in political, corporate and community news; major issues in science journalism; essential features of science reporters; role of a science page editor; popular science magazines - scope of science journalism on radio & television in developing countries; science based serials on radio and television; science journalism for the digital media | DSE-B 6.4.4. Introduction to science journalism concepts |



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