

2024

# SYLLABUS (NEP)

Semester – III & IV

Dept. of Journalism & Mass  
Communication

WEST BENGAL STATE  
UNIVERSITY

## 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)  
Syllabus as decided by UG BOS on 27.09.24

Reporting and Editing for Print (Semester -III )						
JORDSC303T/P						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Major-DS-03	5	3	0	2	5	50+50= 100

#### Learning Objectives:

- To introduce the basic concept of reporting and editing in news media
- To develop a new sense for professionalism
- To introduce various types of reporting and their narratives
- To develop competency of editing for news media

#### Learning Outcome:

- Students will learn the various types of reporting and fieldwork
- Students will learn to analyse editorial and column.
- Students will learn the basics of editing in news media organisations
- Students will develop professional sense of the reporter, the sub-editor, the news editor and the editor

#### 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
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach
- Handson Training

**SEMESTER- III**

**JORDSC303T/P – REPORTING AND EDITING FOR  
PRINT**

**Content-Theory**

**Marks:50**

**Credits:3**

**Code : JORDSC303T**

**Unit 1** – Role, functions and qualities: Reporters, Chief Reporter, NewsCoordinator, Photo Journalists, Chief of News Bureau, Correspondents(Special, District, Foreign), Freelancers, Stringers; General assignmentreporting/ working on a beat- crime, courts, city reporting, localreporting, hospitals, health, education, sports; Advocacy reporting withcurtain raiser; Lifestyle journalism; News agency reporting; CoveringPress Conferences; Review- Book review, Film review, Review oftelevision programmes, Review of series of OTT platforms; Role ofcartoonand cartoonist

**Unit2**-InterpretativeJournalism;Investigativereporting;Interviewing:Research, planning, framing questions, writing the piece; Importance ofleads, types of lead; Features: Meaning, types of features, leads forfeatures, difference between news and features; Advertorials. Columns:meaning, importance, types, Columnists; Trends in sectional news:Weekendpull-outs,Supplements,Backgrounders.

**Unit3**- Organizational setup of a newspaper; Newsroom of thenewspaper; Editorial department; Introduction to editing: Principles ofediting; Headlines: types, importance, functions; Importance of newsphotos,selectionandeditingofnewsphotos;Dutiesandresponsibilitiesof Editor, News editor, Sub /Copy editor, Night news editor; Editorialpage:structure,purpose,edits,middles,Op-ed,letterstotheeditor.

## Syllabus for Practical + Internal Assessment

Marks: 50

Credit: 2

Code : JORDSC303P

### ❖ PRACTICAL: (Evaluation by External Examiner, WBSU)

Total Marks: 25

#### ▪ Unit- A

❖ Prepare a **RECORD BOOK** on the followings:

Marks: 5

- a) Analyse different types of reporting with paper cuttings (any three)
- b) Discuss different types of columns with paper cuttings.
- c) Suppose you are going to take an interview of an eminent person in a particular situation. Prepare a questionnaire of seven questions for this.
- d) Edit two news copies provided by the concerned department.

**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

- ❖ International Page Make Up of a Newspaper using Adobe InDesign Software (Marks- 10)
- ❖ Write a feature on topics given by the university with suitable headline (250 words)

Or,

- ❖ Write a review of a recently released film/OTT series with suitable headlines (250 words)

(Marks 10)

**Internal Assessment****Marks:25**

- a) Write Science Reporting/Fashion Reporting/Sports Reporting. **Marks-10**
- b) Prepare a PPT on any topic related to syllabus  
(PPT file- 4, Presentation- 3, Question – Answer -3) **Marks-10**
- **Attendance**(considering both theory and practical classes). **Marks-5**

**Suggested Readings:**

- A Very Short Introduction to Journalism by Oxford Press
  - Professional Journalists-John Hohenberg
  - Theory and Practice of Journalism -BNAhuja
  - The Journalist's Handbook–MVKamath
  - The Professional Journalism–MVKamath
  - Beginners' Guide to Journalism and Mass Communication–Barun Roy
  - Handbook of Journalism and Mass Communication–Vir Bala Aggarwal, V S Gupta
  - Reporting and Editing Practice-Sourin Banerjee
  - News Reporting and Editing-K.M.Srivastava
  - The Art of Editing-Baskette and Scissors
  - Understanding Journalism-Lynette Sheridan Burns
  - Into the Newsroom-Leonard Ray
  - Journalism-er Sahaj Path-Kaushik Bhattacharyya
  - Sambad Sampadana-Sourin Banerjee
  - Sambad Sambadik Sambadikata–Sujit Roy
  - Sangbad Vidya-edited by Partha Chattopadhyay
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## West Bengal State University

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

#### DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

3-year Multidisciplinary UG Programme

Syllabus as decided by UG BOS on 27.09.24

Fundamentals of Radio and TV (Semester -3 )						
JORMIN303T/P or JORCOR303T/P						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Minor-MA3/MB3	5	3	0	2	5	50+50= 100

#### Learning Objectives:

- To introduce the concepts, technology and skills behind audio and video production
- To introduce students the TV as a medium
- To highlight the techniques of programme production in Radio
- To highlight the techniques of programme production in TV
- To discuss the past and present status of these two media

#### Learning Outcome :

Students will be able to –

- Learn different formats of radio programs.
- Get overall aspects of radio creation and production
- Know the difference among the public and private radio channels.
- Gain knowledge of formatting and scripting for various tv programs.
- Develop theoretical skills of camera production and editing techniques

#### 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
  - a) Collaborative and Cooperative learning
  - b) Case-based learning

- c) Brainstorming Approach
- Hands on Training

<b>Semester -III</b>
<b>JORMIN303T/P or JORCOR303T/P - Fundamentals of Radio and TV</b>

### Content (Theory)

**Marks: 50**

**Credits: 3**

**Code: JORMIN303T/JORCOR303T**

#### **UNIT-1:Audio -Visual Media**

- Characteristics of Radio and Television as medium of Mass Communication;
- Radio and TV presentation techniques – voice modulation , appearance , facial expression, body language , general knowledge;

#### **UNIT-2 :Introduction to Radio**

- Evolution of Radio in India;
- Functions of Radio;
- Types of Radio broadcasting (AM/FM);
- Organisational structure of AIR and private radio;
- Community Radio;
- Present status of Radio in India;
- Impact and reach of Radio.
- Major Radio networks in India and Kolkata;

#### **UNIT-3 :Introduction to Television**

- Growth of television in India;
- Organisational structure of Doordarshan;
- Satellite TV Channels;
- Regional Channels;
- Major TV networks in India and Kolkata;
- Recent trends in television broadcasting;

#### **UNIT-4: Script writing for Radio and TV**

- Writing skills for broadcast media;
- Importance of scripting;
- Various elements of script for Radio and TV;
- Principles of script writing;
- Script formats;

## Practical +Internal Syllabus

**Marks: 50**

**Code: JORMIN303P/JORCOR303P**

**Credits: 2**

### ❖ PRACTICAL: (Evaluation by the College) (Marks : 25)

- **Unit-A**
- Prepare a **Record Book** on the followings: (Marks:5)
  - a) Scripting of Radio announcements
  - b) Scripting of Radio Jingles

**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 Television News Script (Duration: 2 min)\* (Marks: 10)
- Viva on syllabus (Marks: 10)

**[\*Follow TV News script format given by WBSU]**

### ❖ INTERNAL ASSESSMENT (Marks: 25)

- **Continuous Internal Assessment (CIA)** Marks -20

PPT Presentation/ Seminar Presentation on Syllabus Related Topic (Any 1)  
(PPT file- 10, Presentation- 5, Question – Answer -5)  
(Seminar Presentation -10, Question Answer – 10)
- **Attendance** (Marks-5)

### **Suggested Readings:**

- Essentials and Practice of Radio Management – Anil Kak (JPC Ltd., Area Mohali)
  - The Radio Handbook- Carole Fleming (2nd Edition Routledge 2002)
  - Radio Production – Mcleish (Vishvidhayala Publication, Waranasi)
  - Basic Radio Journalism – (Paul Chanteler & Peter Stewart Vishvidhayala Publication, Waranasi)
  - Radio, TV and Broadcast Journalism- R.K. Ravindran (Anmol Publications Pvt Ltd.2000)
  - Video Production Hand book – Gerald Millerson (3rd Edition, Focal Press,2002)
  - Making Television News in the Satellite Age- Brent MacGregor( St.Martin's Press Inc.1997)
  - Presenting for T.V. and Video- Joanne Zorian Lymn (A&C Black London)
  - Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
  - K.M. Srivastava: Radio and Television;Sterling Publishers.
  - VinodPavarala&Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.
  - E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007.
  - Radio o Television Sambad Ebong Sambadikata - Santosh Debnath, Dey's Publishing, 2022
  - Betar Sanbadikata – Bhabesh Das ,Paschim Banga Rajya Pustak Parshad, 2019
  - TV Sangbadikata - Sujit Roy, Dey's Publishing 2022
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## 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)

Syllabus as decided by UG BOS on 27.09.24

Introduction to New Media (Semester -IV )						
JORDSC404T						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Tutorial)
		Lecture	Tutorial	Practical	Total	
Major DS-04	5	4	1	0	5	50+50= 100

#### Learning Objectives:

- To familiarize the students with the fundamentals of new media technologies and its prospects in journalism.
- Discussing developments of theories and concepts to further understand virtual culture and digital journalism.
- To understand the complexities of digital world and liabilities.
- To study versatility in creating, developing, designing, and promotion of web contents.

#### Learning Outcome :

Students will be able to –

- Define New media and information society.
- List the characteristics of new media after learning the key concepts and theories.
- Understand the implications of digital culture and identify emerging issues from recent developments.
- Acquire the ability to deal critically with challenges of handling digital media.

#### 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
  - Collaborative and Cooperative learning
  - Case-based learning
  - Brainstorming Approach
- Hands on Training

## JORDSC404T – INTRODUCTION TO NEW MEDIA

### Content (Theory)

**Marks: 50**

**Total No of Lectures:**

**Credits: 4**

**Hours/Week:**

#### **UNIT-1:Key Concept and Theory**

Defining New Media, terminologies, and their meanings – Digital media, new media, online media ; Definition, characteristic, types and scope. Information Society and New Media, Technological Determinism, Computer Mediated Communication (CMC), and Networked Society, digital divide, netizen, digital natives & digital immigrants.

#### **UNIT-2 :Understanding Virtual Cultures and Digital Journalism**

Introduction to www, e-mail, web browsers; search engines, 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

#### **UNIT-3 :Digitization of Journalism**

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

#### **UNIT-4: Visual and Content Design**

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

### Tutorial - Internal Assessment

**Marks: 50**

**Credits: 1**

**1. Attendance :** **Marks – 10**

**2. Presentation/ Home Assignment** **Marks – 20**

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

● (PPT file- 10, Presentation- 5, Question – Answer -5)

● (Seminar Presentation -10, Question Answer – 10)

**OR**

○ **Home Assignment**

● Designing and Publishing a Personal Blog/ Website

**3. Continuous Assessment/ Internal Assessment (CA/IA)** **Marks -20**

- Written Examination

**Suggested Readings:**

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
  - Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
  - Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
  - Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
  - Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
  - O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
  - Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
  - Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380
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## 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)

Syllabus as decided by UG BOS on 27.09.24

Introduction to Advertising (Semester -IV )						
JORDSC405T						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-05	5	3	0	2	5	50+50= 100

#### Learning Objectives:

- To familiarize students with the basics of advertising, its role in business, society, and branding, and how it differs from personal selling.
- To educate them about the historical development of advertising across the World and in India.
- To train students how to do more in-depth study of advertising and commercial communication.
- To learn them about the creation, design, and production of advertising campaigns
- To educate students about the creation, design, and production of advertising campaigns

#### Learning Outcomes:

The students, after the completion of the course, will be able to:

- understand basic concept of advertising.
- have an understanding of the overall role of advertising plays in the business world.

- have an understanding of various advertising media, advertising strategies and budgets and operation of advertising agency.
- get an idea of role of ethics in advertisement
- analyse the negative impact of advertising on children and the portrayal of women and how it can be changed.

**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
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach
- Hands-on Training

<b>SEMESTER- IV</b>
<b>JORDSC405 T/P – INTRODUCTION TO ADVERTISING</b>

**Content (Theory)**

**Marks:50**

**Credits:3**

**Code : JORDSC405T**

**UNIT-I Advertising: An Introduction**

- Meaning and History of Advertising
- Advertising: Importance and Functions
- Advertising as a tool of communication, Types of Advertising and new trends
- Advertising as a career
- Theories of Advertising: Motivation theory, Consumer behaviour theory, Hierarchy-of-Effects theory.
- AIDA model, DAGMAR model, Maslow's Hierarchy model.

**UNIT-II Advertising Media and Ethics**

- Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media, Characteristics of Different Media; Advantages and Disadvantages, Objectives of advertising

- Mediaselection,Planning,Scheduling,Brandpromotionsandsales promotion
- EthicalandRegulatoryAspectsofAdvertising–ASCI
- ImportanceofSelf-RegulationinAdvertising;ProhibitedAds, Puffery, Surrogate Advertising
- AdvertisingandSociety:ImpactofAdsonChildren,PortrayalofWomen in Ads.

### **UNIT-IIIAdvertising&Marketing**

- AdvertisingAgency-functions,organizationalstructure;Full- Service agency vs Creative Boutique
- Advertisingandmarketingmix
- Advertisingandmarketresearch
- Brandimage;Brandpositioning;Brandequity;Brandloyalty;Brand Recall
- Advertisingcreativity:AdvertisingCopy-elementsofAdCopy
- StoryboardMaking,
- Thumbnail-Rough-Finallay-out,TelevisionCommercials.RadioJingle
- TypesofAdvertisingcopy,ElementsofAdcopy;AdvertisingAppeals
- Economic,Cultural,PsychologicalandSocialaspectsofAdvertising
- AdvertisingPlanning&Campaign,AdvertisingBudget

### **SyllabusforPractical+InternalAssessment**

**Marks:50**

**Credit:2**

❖ **PRACTICAL: (Evaluation by External Examiner, WBSU) (Marks : 25)**

- Prepare a **RECORD BOOK** on the followings: Marks:5
- a) Discuss different types of Print Advertisements with one example for each type.
  - b) Prepare a Display Ad Copy on any one topic given by the concerned department.

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

- Create a Display Ad Copy on anyone (topic would be mentioned in question paper) using Adobe InDesign/ Adobe Photoshop Marks:10
- Write a classified Ad copy (Two options will be in the question paper) Marks:4
- Write slogans (any three out of five) Marks:6

**Internal Assessment****Marks:25**

- PowerPoint presentation/Seminar presentation on syllabus related topic. **Marks:10**
  - (PPT file- 4, Presentation- 3, Question – Answer -3)
  - (Seminar Presentation -5, Question Answer – 5)
- Script writing for TV commercial **Marks:10**
- **Attendance** (Considering both theory and practical classes) **Marks:5**

**Suggested Readings:**

- Altstiel, Tom & Grow, Jean: Advertising Creative Strategy, Copy & Design, India: Sage
  - Bovee & Arens: Contemporary Advertising. USA: Irwin.
  - Chunnawala & Sethia: Foundations of Advertising, India: Himalaya Publishing house.
  - Dennison, Dell: The Advertising Handbook, India: Jaico
  - David Ogilvy: Ogilvy on Advertising: Pan/Prion Books
  - Andrew McStay: Digital Advertising: Palgrave Macmillan
  - Adhunik Bijnapan - Smarajit Datta
  - Bigyapan Bidya - Anil Kumar Roy Choudhuri, Prabhat Kumar Goswami, Rajya Pustak Parshad
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## 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)

Syllabus as decided by UG BOS on 27.09.24

Introduction to Public Relations (Semester -IV )						
JORDSC406T						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-06	5	3	0	2	5	50+50= 100

#### Learning Objectives:

- To introduce the concepts of Public Relations in General
- To introduce the various tools of Public Relation and their purposes to students.
- To teach students how to plan and execute Public relation campaigns and Marketing strategies.
- To introduce Corporate Communication to students
- To teach students crisis Management
- To train students in developing CSR strategies.
- To expose students to the various elements and dimensions of Social Media Marketing
- To Train Students to form and execute Social media campaigns using the social media tools.

#### Learning Outcomes:

Students will be able to:

- Understand the various dimensions and purposes of Public Relations
- Learn the use of Different PR tools
- Plan, create and execute different types of PR Campaign and Marketing Strategies
- Get exposed to various dimensions of Corporate Communications
- Learn how to manage Crisis through Crisis Communication
- Learn how to form CSR strategies and implement them
- Understand the various elements and dimensions of Social Media Marketing
- Learn the use of social media tools and how to plan and execute Social media Campaigns

#### 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
  - Collaborative and Cooperative learning

- Case-based learning
- Brainstorming Approach
- Handson Training

<b>SEMESTER- IV</b>
<b>JORDSC406 T/P – INTRODUCTION TO PUBLIC RELATIONS</b>

**Content (Theory)**

**Marks 50                      Credits: 3**

**Code-JORDSC406T**

**Unit1: Introduction to Public Relations:**

- Definition of PR, Public in Public relations
- Origin, Growth and development of PR
- Importance, Role and Functions of PR
- Grunig-Hunt's Four Models of Public Relations
- Media Relation and its importance
- Public Relations Tools: Press Release, Media Invites, Video News Release, Press Conference, Press Kit, Press Rejoinder, Newsletter, Speeches, PR Publications, Advertisement as PR tool, Employee Relation Program, Community Relation Program, PR Events
- Role of New Media in PR

**Unit2- PR Campaigns and Marketing**

- PR Campaign – Research, Planning, Execution, Evaluation
- RACE in PR
- PR as a Marketing tool, 4Ps and 6Ps of Marketing Mix
- Image Building, Brand management, Brand recall, Brand equity, Reputation Management, SWOT analysis,
- PR in Government and Private Sectors
- PR in Politics, Entertainment, Fashion, Sports, Lifestyle
- Government's Print, Electronic, Publicity, Film and Related Media Organization
- PR Agencies and Their functions
- Ethical Issues in PR- Apex Bodies in PR- IPRA Code- PRS and its Codes

**Unit3- PR in Corporate Communication**

- Definition, Concept, Scope of Corporate Communication
- Major areas of Corporate Communication- Current Trends
- Public Relations in Crisis Management, crisis communication, Corporate Image in Crisis Situation
- Crisis Management Plan and the role of PR. Case Studies: Cadbury worm crisis, Pesticide in Soft Drinks,
- Importance of internal PR – Responsibility for Employee Relations – Tools for Employee Communication
- House Journal – The need for House Journal – Writing for House Journal and News Letter

- CSR–Concept,History
- CSRinpresenttimes,modusoperandi,casestudies
- LegalitiesofCSR,BestPracticesinCSR–CaseStudies

#### **Unit4-PublicRelationsandSocialMediaMarketing**

- IntroductiontoSocialMediaMarketing
- DifferentSocialmediaPlatforms,theircharacteristicsandusesinPR
- SocialMediaTechnologiesandManagement
- Blog,Socialmediareleases,SocialMediaInfluencers,ViralityandviralMarketing,Hashtags,Memes, Reels, InteractivePR
- IntegratedMarketingCommunication:Importanceandneed,RoleofPRinIMC,SocialMediastrategies, tactics and ethics
- SocialMediaTools,measurementstrategiesandROI

### **Practical+InternalSyllabus**

**TotalMarks:50**

**Credits: 2**

**Code: JORDSC406P**

<b>❖ Practical:EvaluationbyExternalExaminerofWBSU</b>	<b>Marks:25</b>
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| <ul style="list-style-type: none"> <li>➤ Preparea<b>RECORDBOOK</b>onthefollowings: <span style="float: right;">Marks:5</span> <ul style="list-style-type: none"> <li>✓ WritingPressReleaseongivenscenario (Any Two)</li> <li>✓ WritingPressRejoinderongivenscenario (Any Two)</li> </ul> </li> </ul> |
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**CandidatesfailingtoappearwiththeRecordBook(dulysignedbythecollegeauthority)onthedayofexaminationwillbetreatedasABSENT**

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| <ul style="list-style-type: none"> <li>➤ PlanningaPRCampaign/Planningacrisismanagementstrategyongivenscenario. <span style="float: right;">(10 Marks)</span></li> <li>➤ VivaonSocialMediaMarketing <span style="float: right;">(10Marks)</span></li> </ul> |
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<b>InternalAssessment:</b>	<b>Marks:20</b>
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- ❖ PPTPresentation/SeminarPresentationonSyllabusRelatedTopic. (Marks: 20)

- (PPTfile-10,Presentation-5,Question–Answer-5)
- (SeminarPresentation-10,Question-Answer–10)

❖ Attendance:

Marks:5

### Suggested Readings:

- Excellence in Public Relations and Communication Management Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs
- The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs
- Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson, 2004.
- Foundations of Communication Theory Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Corporate Public Relations: A New Historical Perspective Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pg
- Public Relations Writing: Principles in Practice Book by Donald Treadwell, Jill B. Treadwell published by Sage Publications
- Media Writing: Print, Broadcast, and Public Relations Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates, 2004. 424 pgs.
- Managing the Media: Proactive Strategy for Better Business-Press Relations Book by Fred J. Evans; Quorum Books, 1987. 176 pgs.
- Media Relations: Issues and Strategies Book by Jane Johnston; Allen & Unwin, 2007
- Rethinking Public Relations: The Spin and the Substance Book by Kevin Moloney; Routledge, 2000. 196 pgs
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Public Relations Cases: International Perspectives Book by Danny Moss, Barbara De santo; Routledge, 2002. 267 pgs

- Marketing 3.0 Book by Philip Kotler, published by Times Group Books
  - The new rules of marketing and PR Book by David Meerman Scott published by Wiley Publishers
  - Convergence culture: where old and new media collide Book by Henry Jenkins published by NYU Press
  - PR 2.0: New Media, New Tools, New Audiences Book by Breakenridge Deirdre published by Pearson Education India
  - New media and public relations Book by Sandra C. Duhé published by Peter Lang
  - Online Public Relations Book by David Phillips, Philip Young published by Kogan Page 39
  - The Internet encyclopedia, Volume 2, By Hossein Bidgoli.
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## 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)

Syllabus as decided by UG BOS on 27.09.24

Development Communication (Semester -IV )						
JORDSC407T						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Tutorial)
		Lecture	Tutorial	Practical	Total	
Major-DS-07	5	4	1	0	5	50+50= 100

#### Learning Objectives:

- ❖ To inform students about various aspects of development.
- ❖ To discuss the origin and growth of development communication in India
- ❖ To impart various approaches to development communication
- ❖ To discuss the role of traditional media in development communication

#### Learning Outcome:

- ❖ Students will know the concept of development and development communication
- ❖ They will get the idea of various approaches of development communication
- ❖ Students will get an idea of importance of ICT in development communication
- ❖ They will know about traditional media

#### Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with a more traditional classroom-based face to face teaching-learning method
- Flipping the classroom which includes
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach

- ❖ Hands on training

## SEMESTER- IV

### JORDSC407 T – DEVELOPMENT COMMUNICATION

#### Content (Theory)

**Marks : 50**

**Credits: 4**

**PAPER CODE-JORDSC407T**

#### **Unit 1:- Concept of Development**

Meaning of Development, Issues of Development, Indicators of Development, Characteristics of Developing Country, Developed vs Developing nations, Millennium Development Goals (MDG 1 to 8), Approaches to Development: Economic-W.W. Rostow Economic Growth Model, Max Weber Cultural Factor Model, Gandhian Model of Development, Nehruvian Model of Development.

#### **Unit-2: Development Communication:**

Concept, Approaches & Concerns, Meaning of Development Communication, Approaches to Development Communication through the Works of Daniel Learner, Everett M. Rogers & Wilbur Schramm

#### **Unit 3 - Paradigm of Development:**

Define Paradigm, Modernization Paradigm, Dominant Paradigm, Alternative Paradigm: Participatory Development, Sustainable Development, Inclusive Development; Comparison between Dominant Approaches vs Alternative Approaches,

#### **Unit - 4: Development Support Communication**

Concept of Development Support Communication, John L. Woods (1976) Triangle of Development Support Communication, Development Support Communication: Agriculture, Health & Family Welfare, Education & Literacy, Environment, Women Empowerment, Poverty & Employment.

#### **Unit - 5: Media & Development**

Television and Radio as the Powerful tool of Development Communication; Some Experimental on Development Communication Projects in India: SITE, Kheda, Jhabua, Krishi Darshan, Radio Rural Forums; Penetration of Community Radio in Rural Development; Role of ICT in Development Communication-E-Governance, E Chaupal; Edutainment & Infotainment; Making use of NGO's in Development Communication; Uses of Folk Media in Rural Development; Cultural Communication in Rural Bengal: Baul Gaan, Fakiri, Putul Nach, Bhadu, Tusu; Critical appraisal of mainstream media's reportage on rural problems and issues; Role of rural newspapers in rural development; Information needs in tribal areas: representation of their issues in media

## Syllabus of Tutorial + Continuous Assessment/Internal Assessment

Marks-50

Credit: 1

- Presentation on syllabus related topic/ Home Assignment on syllabus related topics) Marks: 20
- Continuous Assessment (CA) /Internal Assessment (written examination) Marks: 20
- **Attendance** Marks: 10

### Suggested Readings:

- Lerner Daniel: The Passing of Traditional Society: Modernizing the Middle East
  - Rogers Everett: Diffusion of Innovation
  - Schramm Willbur- Mass Media and Development
  - Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
  - Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications. - Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
  - Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007. - UNDP: Human Development Report (published every year), Oxford University Press, New Delhi
  - World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
  - Amartya Sen: Development as freedom
  - Daya Thussu: Media on the Move: Global Flow and Contra-Flow: Routledge, London, 2006.
  - Singhal M Arvind: India's Communication Revolution: From Bullock Cart to Cyber Mart
  - D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
  - Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007.
  - Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
  - What Do We Mean by Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
  - Modern Media in Social Development: Harish Khanna
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## West Bengal State University

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

#### DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

3-year Multidisciplinary UG Programme

Syllabus as decided by UG BOS on 27/09/24

Photo Journalism (Semester -IV )						
JORCOR404T						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Tutorial)
		Lecture	Tutorial	Practical	Total	
Minor- MA4/MB4/MC4	5	4	1	0	5	50+50= 100

#### Learning Objectives:

- To attract students towards photo journalism
- To familiarize students with the techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

#### Learning Outcome :

Students will be to –

- Understand the concepts, importance, and use of photography in the present time.
- Develop capabilities to work in digital photography including DSLR and Smartphone Photography
- Apply creative technical skills for digital photography.
- Analyze the different genres of digital photography.
- Develop their own photo studios and photography venture.

#### 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
  - d) Collaborative and Cooperative learning
  - e) Case-based learning
  - f) Brainstorming Approach
- Hands on Training

## Content (Theory)

**Marks: 50**

**Total No of Lectures:**

**Credits: 4**

**Hours/Week:**

### **UNIT-1: Concept of Photography**

- Evolution of photography
- Different types of cameras--Manual, Digital and phone cameras;
- Types of Photography - Portrait and Landscape Photography, Nature Photography, Fashion Photography, Sports Photography
- Light and light equipment;
- Latest trends in photography

### **UNIT-2 :Concept of Photo Journalism:**

- nature and scope of photo journalism;
- Qualifications, role and responsibilities of photo journalists;
- Sources of news for photo journalists.

### **UNIT-3 :Techniques of photo editing:**

- Caption writing;
- Photo editing software;
- Leading press photographers and photo journalists in India.

### **UNIT-4: Mobile Journalism::**

- Using smart phones for taking effective pictures and shooting videos;
- Editing photos and videos taken on smart phones;
- Uploading news photos / videos on digital platforms

## Tutorial - Internal Assessment

**Marks: 50**

**Total No of Lectures:**

**Credits: 1**

**Hours/Week:**

**4. Attendance** **Marks – 10**

**5. Presentation/ Home Assignment** **Marks – 20**

- PPT Presentation/ Seminar Presentation on Syllabus Related Topic (Any 1)
  - (PPT file- 10, Presentation- 5, Question – Answer -5)
  - (Seminar Presentation -10, Question Answer – 10)

**OR**

- **Home Assignment**
  - Students to shoot and submit nature photos (any 5), news photos (any 5) portraits (any 5) Human interest photos (any 5) with suitable captions

**6. Continuous Assessment/ Internal Assessment (CA/IA)** **Marks -20**

- Written Examination

**Suggested Readings:**

- Milten Feinberg- Techniques of Photo Journalism
  - Michel Long ford- Basic Photography
  - Tom Ang- Digital Photography- Master classes
  - Cyernshem G R- History of Photography
  - Brian Horton - Guide to Photojournalism
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