

Syllabus for MA in Mass communication and Journalism, NBU (DDE)

Semester I			
	Course/Paper Name	Blocks	Units
Core Paper (compulsory)	Paper 101 Introduction to Mass Communication	Block 1 Basics of Communication	1. Introduction to Communication 2. Types and forms of Mass Communication 3. Mass Communication and its Process 4. Mass Communication in India 5. Communication Models 6. Communication Theories
		Block 2 Shifting of Paradigms	1. Folk Media 2. Convergence of Media 3. Media and Everyday Life 4. Media and Technologies 5. Media Laws 6. Ethics
	Paper 102 Print Journalism	Block I: News And Specialized Reporting	1. News definition, nature, elements, Hard news vs. Soft news 2. News sources 3. Interview: importance – planning- techniques 4. News beat 5. Specialized areas of journalism: Sports – business- environment and health-government and politics- court and police- entertainment and lifestyle 6. Human-interest stories, Feature and columns
		Block 2: Language Of News And Editing	1. Inverted pyramid style 2. 5W'S and 1 H 3. Editorial and letters to the editor 4. News Desk, editorial department set-up, news flow, copy management and organization

			<ul style="list-style-type: none"> 5. Principles of editing: page make up, dummy 6. Headlines: types, style
Soft core Paper (compulsory)	Paper 103 Communication and Society	Block 1 Theorizing Media and Society	<ul style="list-style-type: none"> 1. Introduction to Society 2. Politics and Political Parties 3. Mass Media Effects 4. Gender and Media 5. Race and media 6. Class and media
		Block 2 Media and Globalization	<ul style="list-style-type: none"> 1. Globalization – Concept 2. Media and the Social World 3. Media Literacy 4. Media in the changing Global Culture 5. Cultural Imperialism 6. Images of the World
Course/Paper Elective (Choose any one)	Paper 104 Photo Journalism	Block 1 Concept and Development of Photo Journalism	<ul style="list-style-type: none"> 1 History of photography 2 Development of Camera 3 Types and techniques of Photography 4 News photography 5 Photojournalist 6 Photo journalism- contemporary relevance
		Block 2 Photo Editing – Principle and Techniques	<ul style="list-style-type: none"> 1 Understanding lenses 2 Basics of photo editing 3 Pictures manipulations 4 Digital Imaging 5 Ethics in photo editing 6 Photojournalism case study
	Paper 105 Content and Technical Writing	Block 1 Content writing for Media	<ul style="list-style-type: none"> 1 Essentials of content writing 2 Developing content ideas 3 Content writing- research 4 Understanding media platforms 5 Writing for print 6 Writing for Web

		Block 2 Technical writing	1 Choosing right information 2 Understanding purpose 3 Understanding audience 4 Technical language 5 Writing for television 6 Writing for radio
Semester II			
Core Paper (compulsory)	Paper 201 Broadcasting in India	Block I: History And Development Of Radio	1.Radio as a medium of mass communication 2.History and development of Radio Broadcasting 3.Public and Private Broadcasting System in India 4.Prasar Bharati Act 5.Emergence and popularity of FM radio in India 6.Future of Radio Broadcasting in India
		Block 2: Radio Programs And Production Techniques	1.Radio news- types, style, presentation 2.Radio programs – drama, talks, interview, magazine program 3.Writing for Radio 4.Studio layout 5.Microphones 6.Basic Sound editing
	Paper 202 Telecasting in India	Block 1. Television Programme and Language	1 Television and history 2 Television as mass medium 3 Television in India- early days 4 Doordarshan 5 Commercial broadcasting 6 Programmes for national audience
		Block 2: Television Production	1 Techniques of television production 2 Stages of television production 3 Newsroom setup 4 Understanding television visuals 5 Basic camera works

			6 News packaging
Soft core Paper (compulsory)	Paper 203 Film Studies	Block 1 Evolution film	1 Film as mass medium 2 History and evolution motion picture 3 History of Indian motion picture. 4 French New Wave cinema 5 New Wave cinema of India 6 Pre-eminent Directors
		Block 2 Film production: Business and technique	1 Stages of film production 2 Basic camera angles & shots 3 Lights 4 Editing and dubbing 5 Language of cinema 6 Film business and Regulatory bodies
Course/Paper Elective (Choose any one)	Paper 204 Environmental Journalism	Block 1: Environmental Journalism And Sustainable Development	1.Environment journalism: Definition, concept 2.Types of stories – investigative and interpretative, Journalism vs. Activism 3.Role of Mass Media in Environment Literacy 4.Sustainable development: Definition and concept 5.Climate Change – Global Warming, Greenhouse Effect, Ozone Layer 6.Committees and conventions on environmental issues – Stockholm, Rio, Kyoto Protocol and major environmental movements in India
		Block 2: Environmental Writing And Ethical Issues	1.Environment news and feature 2.Writing An Environment Feature 3.Environment Writing -

			<p>Sources and Structure</p> <p>4.Ethics and Laws for Environment Reporting</p> <p>5.Environmental Reporting Case Studies- India</p> <p>6. Environmental Issues of North Bengal</p>
	Paper 205 Media Management	Block 1: Media Management And Media Economics	<p>1.Media management: concept and characteristics</p> <p>2.Principles and objectives of management</p> <p>3.Media as a business</p> <p>4.Media Economics: Concept</p> <p>5.Media Market</p> <p>6.Dual economy of a newspaper</p>
		Block 2: Ownership Patterns And Media Monitoring Bodies	<p>1.Forms of business organization</p> <p>2.Ownership patterns of mass media in India</p> <p>3.Public and private</p> <p>4.Audit Bureau of Circulation (ABC)</p> <p>5.Registrar of Newspaper for India (RNI)</p> <p>6.National Readership Studies Council (NRSC)</p>
Semester III			
Core Paper (compulsory)	Paper 301 Advertising and Public Relations	Block 1 Fundamentals of Advertising	<p>1. Concept, Scope and Evolution</p> <p>2. Advertising and Marketing</p> <p>3. Advertising Planning and Execution</p> <p>4. Advertising agency</p> <p>5. Advertising Campaign</p> <p>6. Legal and Ethical Aspect of Advertising</p>
		Fundamentals of PR	<p>1.Public Relations: Concept, Scope and Evolution</p> <p>2.Public in Public Relations</p> <p>3.Public Relations Tools:</p>

			<p>Press Release- House Journal- Annual Reports- Video News Release 4. Corporate Image and Corporate Identity 5. Crisis Management 6. Corporate Social Responsibility</p>
	Paper 302 New Media Studies	Block 1: New Media And Digitization	<p>1. Basic concepts 2. Digitization and Media Convergence 3. Web 2.0 and Social Media 4. Internet Architecture and Networking 5. Cyber Crime 6. Digital Divide</p>
		Block 2: Web Journalism And Artificial Intelligence	<p>1. Internet as a news medium 2. Elements of a multimedia story 3. Citizen Journalist 4. Artificial intelligence architecture 5. Artificial intelligence and social media: concept, role and impact 6. Artificial Intelligence: Case Study India</p>
Soft core Paper (compulsory)	Paper 303 Development Communication	Block 1 Concept and approaches	<p>1. Meaning and concept of development 2. Development Models and Approaches 3. Development and Rural Extension Agencies 4. Role of media in development 5. Practicing development communication 6. Development Journalism</p>
		Block 2 Development Communication in India	<p>1. Historical evolution 2. Indian Models of Dev. Com. 3. NGOs in development</p>

			<p>communication</p> <ol style="list-style-type: none"> 4. Mass Media as a tool for development 5. ICT for development 6. Community media and development
Course/Paper Open Elective (Choose any one)	Paper 304 Citizen Journalism	Block 1 Concept and Genesis	<ol style="list-style-type: none"> 1. Citizen Journalism: Concept and Genesis 2. Activism And Citizen Journalism 3. Tools of activism 4. Citizen Journalism And Various Media 5. Citizen journalism ethics 6. Citizen Journalism and Data verification
		Block 2 Platforms And Skills	<ol style="list-style-type: none"> 1. Citizen journalism: platforms and crowd sourcing 2. Citizens as journalists: skills and roles 3. Blogging and Bloggers as journalists 4. Citizen Journalism and Gate keeping 5. Citizen Journalism vs Mainstream Journalism 6. Prominent cases of Citizen Journalism, India
	Paper 305 New Media, Trends and Issues	Block 1. Web 2.0 and News	<ol style="list-style-type: none"> 1 Defining interactive media 2 Components of interactivity 3 From print to web 4 Computer mediated communication 5 News on digital platforms 6 Essentials of online news
		Block 2. Fake News and ICT laws and Rights	<ol style="list-style-type: none"> 1 Social networking 2 Selective exposure 3 Internet and privacy 4 Understanding fake news & its impact 5 Fact checking 6 ICT laws and rights

Semester IV			
Core Paper (compulsory)	Paper 401 Media Research	Block 1. Communication research methods	1 Introduction to research 2 Research approaches 3 Steps of research 4 Hypothesis 5 Literature Review 6 Sample designing
		Block 2 Media research paradigm	1 Introduction to media research 2 Research Theories 3 Research ethics 4 Techniques of data collection 5 Interpretation of data 6 Report drafting
Soft core Paper (compulsory)	Paper 402 Project	Every student has to submit a scholarly research article on any communication related areas within a word limit of 3000 words following the standard writing style. (APA)	
Course/Paper Elective (Choose any two)	Paper 403 Cultural Communication	Block 1 Introduction to Culture	1. Concept and Theories 2. Application and Approaches 3. Folk Culture 4. Aesthetics 5. Indigenous Culture 6. Cultural Barriers
		Block 2 Global Culture	1. Pop-Culture 2. Cultural Hegemony 3. Intercultural Communication 4. Ethnicity, Identity & Culture 5. Culture for Social Change 6. Contemporary Cultural Phenomena – Case Study

	Paper 404 Media, Gender and Human Rights	Block 1 Media and the social world	<ol style="list-style-type: none"> 1. Media and Society 2. Rural-Urban Divide in India 3..Media and Gender 4. Gender studies and Feminist Theory 5. Media and Human Rights 6. Universal Declaration of Human Rights
		Block 2 Media: Power and Public Sphere	<ol style="list-style-type: none"> 1. Media and Power of Elites 2. Public Sphere and its critique 3. Special Interest Groups 4. Participatory Democracy 5.Digital Society 6. Contemporary Issues – Case Study
	Paper 405 International Communication	Block 1 Concept, Origin and Development	<ol style="list-style-type: none"> 1. Definitions and issues 2. Political, economic and cultural dimensions 3. Communication and information as a tool of equality and exploitation 4. International news flow-imbalance 5. Controversy on the Free Flow and Balanced Flow 6. Contemporary Issues – Case Study
		Block 2 Global Communication	<ol style="list-style-type: none"> 1. UNESCO’s Role in International Communication 2. NWICO 3. Mac. Bride Commission 4. NAM 5. NANAP 6. Media Imperialism
	Paper 406 Communication and Indology	Block 1. Communication: an Indian prospective	<ol style="list-style-type: none"> 1 Communication: Indian approach 2 Sadharanikarana 3 Basics of Natyasastra 4 Communication in Vedas 5 Yoga and communication

			6 Indian communication theories
		Block 2. Indology & modern world	1 Indology: Concept and Genesis 2 Evolution of Indology 3 Social institutions of ancient India 4 Indian folklores 5 Eminent Indologists: Works and recognitions 6 Indology: Looking through Western Lens

The proposed course framework of MA in Mass communication and Journalism, NBU (DDE) has been framed by

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