

COURSE OVERVIEW :

This Journalism and Mass Communication curriculum is an effort to grow interest in this field among the students and also to equip them with the knowledge and fundamental skills necessary for further prospects in this dynamic and evolving field of media and communication. The curriculum is structured to provide a balance between theoretical understanding and practical application in the real world and to provide related ethical awareness.

OBJECTIVES :

1. Comprehend the basics of journalism and mass media along with its evolution.
2. Understand the modern scenario and prospects of communication along with their related responsibilities.
3. Understand the different areas of communication with their importance.
4. Grasping the career scope of this pertinent subject.

CLASS - XI**SUBJECT : Journalism and Mass Communication (JMCN)****SEMESTER – I****FULL MARKS : 35****CONTACT HOURS : 100 HOURS****COURSE CODE : THEORY**

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	1. Communication: a) Concept, Scope, Functions	2	10
	2. Types of Communication a) Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.	4	
	3. Basic Concept of Mass Media and its Different Types a) Print Media: Newspaper, Magazine, Periodicals, Books and Journal. b) Electronic Media: Radio, Television, Film. c) New Media	7	
	4. Definition: Development Communication, Mass Line Communication.	4	
	5. Basic concept of Journalism and its Career Scope	3	

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -2	1. History of Indian Journalism- Introduction.	2	10
	2. Evolution of Press in India.	2	
	a) James Augustus Hickey	2	
	b) James Silk Buckingham	2	
	c) Serampore Missionaries	2	
	d) Digdarshan, Samachar Darpan	2	
	e) Raja Rammohan Roy	2	
	f) Young Bengal	2	
	g) Sambad Prabhakar	2	
	h) Harish Mukherjee	2	
	i) Iswar Chandra Vidyasagar	2	
	3. Press during Independence: Important Newspapers (Founder, Year, Objectives) The Times of India, Bengali, Amrita Bazar Patrika, Indian Statesman, Pioneer, The Hindu, Kesari, Mahratta, Indian Opinion, Yugantar, Sandhya, Bande Mataram (Lala Lajpat Rai, Bipin Chandra Pal, Madam Cama), New India, Independent, Young India, Hindustan Times, Anandabazar Patrika, Swaraj, Forward, Sonibarar Chithi, Nav Jeevan, Harijan, Jugantar Patrika.	5	
	4. Press Post Independence: Important Newspapers (Founder, Year, Objectives), Hindusthan, Sanmarg, Dainik Jagran, Deccan Herald, Dainik Bhaskar, Aman Ujala, The Telegraph, Uttar Banga Sangbad, Aajkal, Bartaman, Sambad Pratidin, Dainik Statesman, Financial Express, Economic Times.	5	

CLASS - XI

SUBJECT : Journalism and Mass Communication (JMCN)

SEMESTER – II

FULL MARKS : 35

CONTACT HOURS : 80 HOURS

COURSE CODE : THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	- Radio: Introduction - Radio as a medium of Mass Communication - Evolution of Radio in India - IBC - AIR - Radio after Second World War - Radio after Independence (Vividh Bharati, Yuvavani) - Prasar Bharati - AM - FM (Private channels and Government channels) - Community Radio - Internet Radio - Ham Radio - Educational Radio, - Radio Format: News and Talk	2 2 5 2 1 4 1 1 1 1 5	16
Unit -2	- Television: Introduction - TV as a medium of mass communication - TV news format - Doordarshan - Privatisation of TV channels 24 x 7 news channel - TV script format (Non-Fiction) - PTC, VO, AVO, OB Van	2 2 5 3 3 2 5 3	10

CLASS - XI

SUBJECT : Journalism and Mass Communication (JMCN)

SEMESTER – I & SEMESTER – II

FULL MARKS : 30

CONTACT HOURS : 30 HOURS

COURSE CODE : PRACTICAL

- | | | |
|---|---|--------------------|
| 1. Radio: Audio Clip Production News/ Talk (2 mins) | } | (Any one) |
| 2. TV Script for Non-Fiction (5 mins) | | |
| 3. News Reporting for New Media | | |

Guidelines for Practical:

1. All the topics should be covered in the practical classes.
2. Hard copy/soft copy of practicals should be preserved as applicable.
3. Students should write the script and record audio for radio production.
4. Students should write the script for TV as taught in the class.
5. Students should prepare news report for new media.

Note: 20 Contact Hours for

6. Remedial Classes
7. Home Assignment
8. Tutorial Classes

CLASS - XII

SUBJECT : Journalism and Mass Communication (JMCN)

SEMESTER – III

FULL MARKS : 35

CONTACT HOURS : 100 HOURS

COURSE CODE : THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	Public Relations (PR) 1. Introduction, Concept and Definitions. 2. Function of Public Relations Officer. 3. Relationship between PR and Media. 4. Role of PRO in media relation. 5. Advertisement, propaganda and public relations 6. Press Information Bureau (PIB) 7. Career Prospects in PR. 8. Different tools of Public Relations 9. Press Release 10. Press Conference	3 4 4 3 4 4 4 2 4 2 2	1 × 12 = 12
Unit -2	Film 1. Introduction: Film as a medium of mass communication. 2. Evolution of cinema with special reference to a) Thomas Alva Edison b) Lumiere Brothers c) Georges Méliès	3 1 1 1	1 × 15 = 15

CLASS - XII

SUBJECT : Journalism and Mass Communication (JMCN)

SEMESTER – IV

FULL MARKS : 35

CONTACT HOURS : 80 HOURS

COURSE CODE : THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	Advertising 1. Introduction & Concept. 2. History of Advertising in India. 3. Importance and role of Advertising in society. 4. Advertising in Current Scenario in India 5. Necessity of advertising in newspaper 6. Advertising as a popular medium of communication. 7. Different types of Print Advertisement-- a. Classified advertising b. Display advertising 8. Radio, TV and Online Advertising 9. Copy writing for advertisement. 10. Merits and demerits of advertising. a. Misleading Advertisements b. Surrogate Advertising. 11. Unique Selling Point (USP) 12. Target audience	2 2 2 1 1 1 4 3 3 4 2 2	3 × 5 = 15 2 × 3 = 6
Unit -2	Theories and Models of Communication Models: 1. Aristotle 2. Laswell 3. Shannon and Weaver 4. Berlo 5. Westley and Mclean 6. Osgood and Schramm Theories: 1. Magic Bullet Theory 2. Agenda Setting Theory 3. Two Step Flow Theory 4. Gatekeeping Theory 5. Uses and Gratification	10 13	2 × 5 = 10 2 × 2 = 4

CLASS - XII

SUBJECT : Journalism and Mass Communication (JMCN)

SEMESTER – III & SEMESTER – IV

FULL MARKS : 30

CONTACT HOURS : 30 HOURS

COURSE CODE : PRACTICAL

- | | | |
|--------------------------|---|--------------------|
| 1. Writing Press Release | } | (Any one) |
| 2. Film Review | | |
| 3. Specialised Reporting | | |

Guidelines for Practical:

9. All the topics should be covered in the practical classes.
10. Hard copy/soft copy of practicals should be preserved as applicable.
11. Film review (only feature films) from Ray, Ghatak and Sen
12. Students should prepare press release according to PIB.
13. Students should prepare news report from following beats:
 - Political Beat
 - Sports Beat
 - Entertainment Beat

Note: 20 Contact Hours for

14. Remedial Classes
15. Home Assignment
16. Tutorial Classes

Readings:

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Neldes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) Partha Raha: Cinemar Itibritto; Dey's Publisher.
- (7) Renu Saran: History of Indian Cinema; Diamond Books.

- (8) M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford
- (9) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (10) Frank Jefkins: Advertising Made Simple; Madesimple Books.
- (11) James S. Norris: Advertising; Reston Pub. Co.
- (12) Gillian Dyor: Creative Advertising: Theory and Practice;
- (13) Alok Bajpaye: Advertising Management;
- (14) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (15) David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- (16) Frank Jefkins, Advertising Made Simple, Rupa & Co.
- (17) Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
- (18) Jethwaney Jaishri, Advertising, Phoenix Publishing House.
- (19) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (20) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (21) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- (22) Anne Gregory: Public Relations; IPR Publications.
- (23) Subir Ghosh: Public Relations Today; Rupa & Co.
- (24) Samar Ghosh: Jana Sanjog; Paschimbanga Rajyo Pustak Parshad.
- (25) Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.
- (26) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (27) Dennis L. Wilcose & Glen T, Public Relations, Pearson.
- (28) Bigyapan O Janasanjyog Adhikary, Dasgupta, Chatterjee.