

Darjeeling Hills University

Choice Based Credit System Syllabus

MA in Mass Communication

Prepared in 2021

Duration of Programme:

Two Years (6 months term x 4 Semesters)

Credit Distribution for each Semester:

Theory Paper: 4 (2 Credits each):	8
Credits	
Practical Paper: 1 (4 Credits):	4
Credits Internal Assessment:	4
Credits	
Total Semester Credit:	16 Credits

Total Course Credits: 16 X 4 Semester = 64 Credits

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20/12/21
Head
Dept. of Mass Communication
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Course Category	Course Code	Course Title	Hours/Week	Exam Marks	Duration of Exam	Credit
FIRST SEMESTER						
Theory						
Core	MASS-CT-101	Development of Media & Media Laws	02	50	02	02
Core	MASS-CT-102	Communication Studies	02	50	02	02
Core	MASS-CT-103	Print Media Studies	02	50	02	02
Core	MASS-CT-104	Editing & Layout Designing	02	50	02	02
Practical						
Core	MASS-CP-105	Digital Lab Journal Production	08	100	Submission of Practical Records	04
Ability Enhancement Course (INTERNALS)						
Core	MASS-CT-101	Group Discussion OR Impromptu Speech	02	25		01
Core	MASS-CT-102	Power Point Presentation	02	25		01
Core	MASS-CT-103	Interview	02	25		01
Core	MASS-CT-104	Dummy Sheet Design	02	25		01
TOTAL			24	400		16

DETAILED SYLLABUS

FIRST SEMESTER

MASS-CT-101 Development of Media & Media Laws

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Emergence and growth of Indian language Press

1. James Augustus Hicky
2. James Silk Buckingham
3. Rammohan Roy
4. Adam's Gag
5. Vernacular Press Act (1878)

UNIT II: Indian Press & Freedom Movement

1. Hindu Patriot and Harish Ch. Mukherjee
2. The Amrita Bazar Patrika.
3. Role of Mahatma Gandhi
4. Birth of the Indian news agencies
5. History of language journalism of the region

UNIT III: Emergence and growth of radio and television in India

1. Introduction and growth of Radio in India
2. Introduction and growth of Television in India.

UNIT IV: Press Freedom and Law

1. Constitution of India: fundamental rights – freedom of speech and expression and their limits
2. Contempt of Court
3. Official secrets Act 1923
4. Law of Defamation
5. Right to Information

UNIT V: Media Codes and Ethics

1. Ethics: Meaning & definition
2. Media's ethical problems
3. Press Commissions
4. Media Council/ Press Council

Suggested Readings:

1. Manna. Banshi: Mass Media & Laws in India'; Academic Publ., 2003

2. Durgadas Basu: Laws Of The Press In India, Prentice Hall Of India, 1980
3. Ra Yudu C S : Communication Laws', Himalaya Pub. House,1995
4. Umrigar M : Journalist And The Law'.
5. Durgadas Basu : Indian Constitution' Lexisnexis,1998.
6. Someswara Rao B : Journalism:, Codes And The Law'.
7. Radhaksrishnamurthy B : Indian Press Laws'.
8. Rrports 1) First Press Commission Report. 2) Second Press Commission Report.
9. Ahuja, B.N.: Historty of Press, Press Laws and Communication', Surjeet Publications, 1988
10. Mankakar, D.R. : Press and Pressure'.1973
11. Ghosh, Hemendra Prasad: Press and Press Laws in India',1930.
12. Sumit Ghosh : Modern History of Indian Press',2009.
13. Jan R. Hakeculdar: Media Ethics and Laws'.2011
14. Jean Folkerts The Media in your life'.2008
15. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

MASS-CT-102 Communication, Media & Society

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Introduction to Communication

1. Definition and Processes
2. Forms of Communication (verbal, non verbal, paralanguage, semiotic etc.)
3. Levels of Communication (interpersonal, intrapersonal, group, mass com)
4. Barriers of Communication

UNIT II: Models of Communication

1. SMCR
2. Berlo
3. Laswell
4. Shannon & Weaver
5. Osgood
6. Westley & Mclean
7. Gerbner
8. Schramm, etc.

UNIT III: Media Systems and Communication Theories

1. Bullet Theory
2. Cognitive Dissonance
3. Personal Influence
4. Two step & multi step

5. Individual Difference
6. Normative
7. Sociological, etc

UNIT IV: Determinants and Shifting Paradigms

1. Culture and Communication
2. Folk Media
3. Mass Media
4. Digital Communication
5. Convergence of media
6. Social Media

UNIT V: Media, Culture and Globalization

1. Nature and forms of Media and Globalization – Localization, Glocalization, Hybrid Media,
2. Diasporic Media.
3. Culture and Globalization.
4. Media and Cultural Activism.

Suggested Readings:

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication McGraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Parmar S: Folk Media in India 9. Joshi U: Text book of Mass Communication Anmol 1999
9. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers 1997
10. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi 2008
11. Puri M : Outlines of Mass communication, Pragun Pub New Delhi 2006
12. Gaur S: Mass Media and Communication, Book Enclave Kolkata
13. Gupta, Nilanjana ed. (2006) Cultural Studies, World View Publishers.
14. McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.
15. Miller, Katherine, (2004), Communication theories: perspectives, processes and contexts
16. McGraw Hill. Michael Ruffner and Michael Burgoon, Interpersonal Communication.
17. Narula, Uma (2001), Mass Communication - Theory and Practice, Har-Anand Publications, New Delhi

MASS-CT-103 Print Media Studies

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Journalism and Society

1. Media Consumption and News Production; Audience, Readerships, Markets
2. Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Page 3.
3. Changing Practices: New/Alternative Media, Speed, Circulation

UNIT II: The News Process: From the Event to the Reader

1. News: Meaning, Definition, Nature
2. Design, layout and caption writing
3. Style of Writing: Inverted pyramid; hour glass and Lead; types
4. Specialized and Exclusives Reporting/ News Beats: Political, Legal, Sports, Science, Economic, Crime, Rural, etc
5. Sources of news

UNIT III: Language and Style of News

1. Feature: Definition, Types, Importance
2. Editorial: Importance, Choice of Subject, Presentation
3. Investigative And Interpretative Reporting: Qualities, Planning, Style, Scope, Importance
4. Interview Types: Planning, Preparation & Conducting Interview
5. Human interest stories: Choice of subject, Style of presentation

UNIT IV: Structure and Functioning of Newsroom

1. News Desk: Organizational Structure of the Editorial Board, Functions and duties of the editorial department.
2. Editorial Policy: Concept
3. Reporter: Duties and Responsibilities
4. Special Correspondent: Duties and Responsibilities
5. District Reporter: Duties and Responsibilities

UNIT V: News Writing

1. Writing News report with a suitable head line and intro of 400 words.
2. Writing Editorial of 400 words on – Politics, Sports, Social, Economic, and Entertainment.
3. Writing Human interest Feature of 400 words on certain current topics.
4. Conducting an interview for the Print Media

Suggested Readings:

1. Hohenberg J : The Professional Journalist, Oxford IEH Publishing Company, New

- Delhi. 1978
2. Kamath, V : The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
 3. Hough G A : News Writing Kanishka Publishers, New Delhi, 2004
 4. Mencher, M : Basic News Writing, W C Brown Publisher UK, 1989
 5. Srivastava, K.M. : News Reporting & Editing. Sterling Publishers, 1987
 6. Crump, Spencer : Fundamentals of Journalism. McGraw-Hill Inc., US
 7. Parthasathi R : Journalism In India. Sterling Publishers, 1991
 8. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting. SAGE Publications Ltd, 2010
 9. Mc dougal C D: Interpretative Reporting. Macmillan USA, 1987
 10. Ahuja B. N and Chhabra S. S: News Reporting.
 11. James M Neal and Suzanne S Brown: News Writing and Reporting. Iowa State University Press ,1976
 12. Williams P. N: Investigative Reporting and Editing, New Jersey Prentice-Hall 1978
 13. Fedler F: Reporting for the Print Media, Harcourt College Publishers, 1989

MASS-CT-104 News Editing & Layout Designing

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Editing Fundamentals

1. Editing: Meaning
2. Principles of editing
3. News value judgment
4. Editorial policy

UNIT II: Intro and Headline

1. Intro: Importance, Roles, Paragraphing
2. Intro Writing: Types and Styles
3. Headline Writing: Principles

UNIT III: Agency copy

1. Editing agency copies
2. Selection, integration, updating

UNIT IV: Page Make Up and Display

1. Front page
2. Edit page
3. Other pages
4. Designing special pages and supplements.

UNIT V: Photo Editing

1. News Photo: Selection Criterion
2. Photo Editing
3. Caption Writing
4. Photo Features

Suggested Readings:

1. David Wainwright . Journalism made simple. Heinemann, 1982
2. F.P. Hoy. Photo Journalism
3. Geoffery Roger. Editing for print. Macdonland & Co., London, 1986
4. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966
5. Judith Butcher. Copy – Editing, Cambridge University Press, 1992
6. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
7. M.V. Kamath. Professional Journalism. Vikas Publishers. 1980.
8. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008
9. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003
10. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
11. T.J.S.George. Editing. IIMC New Delhi. 1989

PRACTICAL

MASS-CP-105 Digital Lab Journal Production

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Practical	08	100	Submission of Practical Records	04

1. Multiple groups will be formed by the faculty members depending of the total number of students in the batch. Each group will have to publish a 6 page digital lab journal which should include activities such as:
 - a. Collection of local news and news from various departments of the University
 - b. Collection of supporting photographs
 - c. Copy writing
 - d. Editing

- e. Layout designing
 - f. Digital publishing
2. Individual students need to publish one BLOG. The Blog Page will host all the individual and group assignments for the particular students.

**Ability Enhancement
Course (INTERNALS)**

Course Category	Course Code	Course Title	Exam Marks	Credits
Core	MASS-CT-101	Group Discussion OR Impromptu Speech	25	01
Core	MASS-CT-102	Power Point Presentation	25	01
Core	MASS-CT-103	Interview	25	01
Core	MASS-CT-104	Dummy Sheet Design	25	01

Conducting Interview Session: MASS-CT-103

All the students individually will have to conduct an interview with any eminent personality from any specialized field and have to upload the interview on their blog. Unique, relevant and most interesting interview will be considered to be included in the digital lab journals.