

Gauhati University

Guwahati-14

CBCS Syllabus for

BA in Journalism and Mass Communication (Regular)

Semester	Core Courses(12)	Ability Enhancement Compulsory Course (AECC) (2)	Skill Enhancement Course (SEC) (2)	Elective : Discipline Specific (DSE) (2+2)	Elective : Generic (GE) (2)
Sem-I	C-English – I JMC-RC-1016 Introduction to media and Communication	A1.English/MIL			
	DSC 2A-				
Sem-II	C- English- II JMC-RC-2016 Journalism	B2. Environmental Studies/ science			
	DSC 2B-				
Sem III	C- Alt / MIL -I JMC-RC-3016 Introduction to Radio DSC 2C-		JMC-SE-3014 Radio Programme Production		

Semester	Core Courses(14)	Ability Enhancement Compulsory Course (AECC) (2)	Skill Enhancement Course (SEC) (2)	Elective : Discipline Specific (DSE) (4)	Elective : Generic (GE) (4)
Sem-IV	C-Alt / MIL -II JMC-RC-4016 Writing for Media		JMC-SE-4014 Print Journalism Production		
	DSC-2D				
Sem-V			JMC-SE-5014 A/V Project (Short Film Making)	JMC-RE-5016 Indian Society and Politics DSE- 2A-	JMC-RG-5016 Photography
Sem VI			JMC-SE-6014 Advertising and Public Relations	JMC-RE-6016 Community Radio & Rural Communication	JMC-RG-6016 Media Laws and Ethics
				DSE- 2B-	

Total Credit:

Core course 12 x 6 = 72

AECC 2 x 4 = 8

SEC 4 x 4 = 16

DSE 4 x 6 = 24

GE 2 x 6 = 12

Grand Total = 132 credits

(All other rules will be as per CBCS Regulations of GU)

Semester-I:

Core- English -I

JMC-RC-1016:- Introduction to media and Communication (80+20= 100)

Unit I Concept of Communication; Human Communication and its development; Types of Communication; elements of Communication; Characteristics of Mass Communication; Functions of Mass Communication, Mass communication in India.

Unit II; Theories of Communication and mass communication; Authoritarian, Libertarian, Social-Responsibility, Hypodermic Needle Theory, Need Gratification Theory; Cultural Effects and the Emergence of an Alternative Paradigm , Cultural Effects: Agenda Setting,

Unit III Models of Communication-- SMR, SMCR, Shannon and Weaver, Schramm, Gate-keeping, Transmission models, Ritual or Expressive models, Publicity Model, Reception Model,

Unit IV Mass Communication and media; Mass Communication. Media and Everyday Life, Mobile phones, Television, Radio; Film. The Internet-discussion around media and everyday life; Role of Media in Society. Impact of the Media on Children.

DSC- 2A

AI- Alternative English / MIL

Semester-II:

JMC-RC-2016 : Journalism (80+20=100)

Unit 1 – Definition of news; News: meaning, nature; News sense, sources of News; Inverted pyramid, 5Ws 1H, Hard news vs. soft news, basic components of a news story ; News Writing, News story, News Value, dateline, credit line, by-line.

Unit 2 - Different forms of print-A historical Perspective; Yellow journalism; Penny press, Tabloid press; Language of news - Robert Gunning: Principles of clear writing - Rudolf Flesch formula- skills to write news

Unit 3 – Concept of Reporting, different types of reporting- Investigative, Interpretative beats, Concept of editing, News Room setup, Functions, Layout.

Unit 4 – Different mediums-a comparison; Basic differences between the print, electronic and online journalism, Citizen journalism; Role of Media in a Democracy; Responsibility to Society; Contemporary debates and issues relating to media Ethics in journalism

DSC 2B :

A2: Environmental Science / studies

Semester III

C- Alt / MIL-I :

JMC-RC-3016 : Introduction to Radio (80+20)

Unit I: Concept of Electronic Media, Radio as medium of the masses, growth and development of radio, Present status in India

Unit II: New dimensions in radio broadcasting – Community Radio Services, private FM radio, Internet Radio, HAM Radio, different approaches in program production for different houses, Prasar Bharati

Unit III : Writing for Radio, various formats of radio programs – news and non-news, differences in scripts for news and non news programme, difference between a normal writing and a script

Unit IV: Art of programme anchoring, voice over, language & presentation skills

DSC 2C :

JMC-SE-3014 : Radio Programme Production. (40 + 60)

Unit I: Phases of production, story selection , Need of background research

Unit II: Various formats of radio programs, Types of programme production, Script writing for radio

Unit III: Studio know-how, Different types of microphone, Understanding programme packaging

Unit IV: Sound in audio production, Introduction to non linear editing software

Semester IV

C- Alt / MIL-II :

JMC-RC-4016 : Writing for Media (80+20)

Unit I : Mass media and language , Language of Media – Basic Characteristics, Language skill for English and other language media, translation, Use of dictionary and grammar; Code book for language in media house

Unit II : Basics of news writing – news, features, articles, editorials, analysis, columns, opinion writing, Headline, caption writing etc.

Unit III : Language for print media writing, selection of topics, themes, sub themes for writing. Different types of write ups – lead article, articles for supplements, letter to the editor

Unit IV : Writing for Radio, differences in scripts for news and non news programme, Writing for TV and films, differences in scripts for news and entertainment programme, documentary films, Various formats,

DSC 2D :

JMC-SE-4014 : Print Journalism Production. (40 + 60)

Unit I: Newsroom setup and production stages of a newspaper, Job distribution, Reporting basics, beats and specialized reporting practical.

Unit II: Interpretative, investigative reporting, case studies, data journalism etc., Ethical issues in journalism, various types of writings in a newspaper or magazine.

Unit III: Production of newspaper, magazine, field reporting, writing, editing, proof reading; principle of design and layout, format and layout, Typography, copy preparation, headlines, advertising

Unit IV: Technology for production of newspaper, use of various technologies in reporting and composing, editing software, layout and designing software, printing technology and process, packaging and distribution, circulation and revenue, management etc.

Semester V

JMC-SE-5014 : A/V Project (Short Film Making) (40+60)

Unit I : Understanding film, Various style of film; feature film, short film and documentary film, basics of film making; understanding visual language, sound and colour,

Unit II : Film production, ideation, background research ,pre production, script writing, budget and planning.

Unit III : Camera, shots, light

Unit IV : Editing film / video, sound, music, narration, voice etc., marketing of film

JMC-RE-5016 : Indian Society and Politics (80+20)

Unit I : Indian Society- a brief overview, formation of India as a nation, freedom struggle, post independent development , Indian Social Structure - Caste, Religion, Language etc. North East India: History, culture and politics

Unit II : Constitution of India- Historical Background, Constituent Assembly of India; Preamble ; Fundamental Rights, Directive Principles of State Policy, Fundamental Duties.

Unit III : Structures of the Union Government and Functions, President, Parliament, Supreme Court of India, State Government: Structure and Functions, Governor, Judicial System in States- High Courts and other Subordinate Courts.

Unit IV : Indian Political System, Political parties; Linguistic, Regionalism, Communalism, Insurgency, Terrorism, Caste, Corruption and Criminalisation of Politics.

JMC-RG-5016 : Photography (80+20)

Unit I: History of Photography, Definition of Photography, Camera and its Evolution. Modernization of Photography; Photography as Mass Media; Digital Photography; Equipments of Photography- Camera Lenses, Tripod and Monopods, Digital storage etc.

Unit II: Lighting - different types of lighting, Natural lighting and Artificial Lighting; lighting for outdoor and indoor photography; Camera angle and movement; framing; depth of photograph; ISO, Apparatus etc.

Unit III: Types of Photography and Photo journalism, News Photography, Sports Photography, Nature and wildlife photography, Portrait photography, Fashion photography and Advertisement photography; Aerial photography ; Caption writing for photographs; Photo Feature. Ethics of photo journalism.

Unit IV: Photo editing software: Microsoft Office Picture manager, Adobe Photoshop, Picasa etc.

Semester VI

JMC-SE-6014 : Advertising and Public Relations (80 + 20)

Unit I : Advertising- History, definition and functions, types of advertising-outdoor, print, audio-visual, Digital etc., New trends in advertising, Media of Advertising, Advertising as a tool of communication

Unit II : Advertising agency : functions – client servicing, media planning, creative, media buying service, space selling etc., Advertising in state, central governments, Public Sector Undertakings (PSUs), Ethics in advertising, AAI, ASCI

Unit III : PR –concept, definition and functions, growth and development of PR, qualities for PR persons, PR department in organization, Role of PR in crisis management, Ethical issues in PR, PRSI.

Unit IV : Target audience and publics of PR, Internal, External, Tools of PR ; PR in Central and State Governments, Public Sector Undertakings (PSUs), Corporate Communications,

JMC-RE-6016 : Community Radio & Rural Communication (80+20)

Unit I : Growth and History of Community Media, Community Radio Services(CRS) in India, Community radio in Assam & NE India, Importance and role of Community radio, Characteristics of CRS, UN and CRS, Technology for CRS

Unit II : Program format of CRS, Participatory communication in CRS, Radio activists and volunteers in CRS, Role of community radio in Communication for Development, Community communication and CRS.

Unit III : Concept of rural communication, prospects, role of opinion leaders - grassroots level workers of NGOs and government agencies, India's rural world scenario – total villages, populations, sex ratio, literacy rate, problems, issues, major causes of lack of development so far, CIC, Panchayati Raj and new schemes.

Unit IV : Problems faced during communication for the rural masses, Rural Media – Radio, Print, TV and Digital Media, Reach and Access, Rural journalism, Folk media in rural communication.

JMC-RG-6016 : Media Laws and Ethics (80+20)

Unit I : Introductions to Indian Penal Code (IPC), provisions in regard to sedition, crime against women and children, obscenity, Official Secrets Act 1923, Freedom of Expression in Constitution of India,

Unit II : Right to Information Act, 2005, Cyber Laws, TRAI , Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines, Self Regulation

Unit III : Ethical considerations for media including Privacy, Right to Reply, communal writing, legal provisions against yellow journalism, biased reporting, Press Council of India Guidelines, Ethical issues in Social media

Unit IV : Press Ombudsman – concept and history. Indian scenario, readers' editor, BFI, Broadcasting Content Complain Council (BCCC), Accountability of media, Film censorship.