



2023

EVEN SEMESTER

ACADEMIC PLANNER

KHUDIRAM BOSE CENTRAL COLLEGE

***JOURNALISM
& MASS COMMUNICATION***

REASONS TO STUDY JOURNALISM & MASS COMMUNICATION

OBJECTIVES: *At the end of this COURSE, you should be able to:*

- 1. describe almost everything about basic & advance communication as well as journalism.*
- 2. know different forms ,history ,impact of communication*
- 3. explain the role of communication on society*
- 4. search the difference between print, audio & audio-visual media*
- 5. narrate various forms of news writing*
- 6. prepare & edit newspaper, web page, radio news, documentary film ,advertisement etc. with the help of necessary software*
- 7. operate a movie camera & DSLR*

If you want to groom yourself as a/an media personality /AD-man /PR person / Academician /Information officer /Radio programmer /Television presenter /Film Maker / Audio-Visual Editor etc. you are suggested to follow the course carefully

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFF ROUTINE FOR 2ND SEM. HONS. 2023

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00- 14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>			JORA-M2- 10-TG		R		JORA-M2- 10-TG
<u>TUES</u>				JORA-M2- 10-PB	E	JORA-M2- 10-TG	JORA-M2- 10-TG
<u>WED</u>				JORA-M2- 10-PB	C	JORA-M2- 10-PB	JORA-M2- 10-TG
<u>THURS</u>					E		
<u>FRI</u>					S		
<u>SAT</u>	JORA-LAB AC & PB PRACTICAL	JORA-LAB AC & PB PRACTICAL		JORA-LAB AC & PB PRACTICAL	S		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2023

2ND SEMESTER HONOURS COURSE

CC-3

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. know about news*
- 2. describe different types of reporting*
- 3. find the status tree in a news room*
- 4. explain the difference among report, feature and editorial*

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>UNIT-2</u> <u>PROF.TAPASI GHOSH</u>
1. NEWS: ELEMENTS, VALUES, OBJECTIVITY	1. POSITIONS, QUALITIES, DUTIES AND RESPONSIBILITIES OF CORRESPONDENTS: SPECIAL CORRESPONDENT
2. BEAT AND SOURCES: DEFINITIONS	2. DISTRICT CORRESPONDENT
3. PRINCIPLES OF NEWS (REPORT) WRITING	3. FOREIGN CORRESPONDENT
4. INTRO. LEAD	4. COLUMNIST
5. PRINCIPLES OF AGENCY NEWS	5. PHOTO JOURNALIST
6. PRINCIPLE OF PAGE MAKING	6. NEWS CO-ORDINATOR, EXECUTIVE EDITOR, ASSISTANT EDITOR
7. INTERVIEWING: RESEARCH, PLANNING, FRAMING QUESTIONS	7. CHIEF REPORTER
8. WRITING THE PIECE	8. CHIEF SUB-EDITOR, SUB-EDITOR
9. FEATURE: DEFINITION, TYPES	9. NEWS EDITOR, CHIEF OF NEWS BUREAU
10. ADVERTORIALS	10. HEADLINES: TYPES, IMPORTANCE, WRITING HEADLINE FOR NEWSPAPER
	11. PRINCIPLE OF WRITING AN EDITORIAL, POST EDITORIAL
	12. PRINCIPLES OF SUB-EDITING
TOTAL	TOTAL
<u>UNIT-3</u> <u>PROF.TAPASI GHOSH</u>	<u>UNIT-4</u> <u>PROF.TAPASI GHOSH</u>
1. SPECIALIZATION IN JOURNALISM : INTERPRETATIVE AND INVESTIGATIVE JOURNALISM	1. AGRICULTURE JOURNALISM
2. POLITICAL JOURNALISM	2. SPORTS JOURNALISM
3. CRIME AND LEGAL JOURNALISM	3. FILM JOURNALISM
4. PUBLIC AFFAIRS REPORTING	4. ENVIRONMENT JOURNALISM
5. HUMAN INTEREST STORIES AND HUMAN RIGHTS REPORTING	5. FASHION AND ENTERTAINMENT JOURNALISM, PAGE-3 REPORTING
6. CORPORATE, ECONOMIC, FINANCIAL AND BUSINESS JOURNALISM	6. COLUMN WRITING
	7. WRITING FOR MAGAZINES, SPECIAL AND SUPPLEMENTARY PAGES

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Practice;
- (4) M.K. Joseph: Outline of Reporting;
- (5) K.M. Srivastava News Reporting and Editing;
- (6) Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
- (7) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (8) Tony Harcup: Journalism: Principles and Practice; Sage.

TUTORIAL : PROF.TAPASI GHOSH

CC-4

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. know about communication*
- 2. describe different forms of journalism/reporting*
- 3. write news stories*
- 4. prepare tabloid newspaper*

<u>UNIT-1</u> <u>PROF.PAYAL BOSE</u>	<u>MODULE2</u> <u>PROF.PAYAL BOSE</u>
1.COMMUNICATION:DEFINITION, PROCESS & SEMIOTIC SCHOOL	1.ROLE OF MEDIA IN DEMOCRACY:RESPONSIBILITY TO SOCIETY
2.FORMS OF COMMUNICATION (VERBAL/NON-VERBAL/PARALANGUAGE/ICONIC/ SEMIOTIC)	2.CONTEMPORARY DEBATES AND ISSUES RELATING TO MEDIA
3.LEVELS OF COMMUNICATION (INTRAPERSONAL/INTERPERSONAL/GROUP/PUBLIC/MASS)	3.ONLINE JOURNALISM
4.FUNCTIONS OF COMMUNICATION AND MASS COMMUNICATION (SURVEILLANCE/CORRELATION/TRANSMISSION/ENTERTAINMENT/VALIDATION/MOBILIZATION)	4.CITIZEN JOURNALISM
	5.COVERING NEWS : COVERING SPEECHES,MEETING & PRESS CONFERENCES
	6.COVERING OF BEAT-CRIME/COURTS/CITY REPORTING/LOCAL

<u>UNIT-3</u> <u>PROF.PAYAL BOSE</u>	REPORTING/HOSPITALS/HEALTH/ EDUCATION/SPORTS
1.WRITING A NEWS FEATURE,WRING FEATURE ON OTHER TOPIC OF INTEREST	7.UNDERSTANDING NEW MEDIA:E- MAIL/SOCIAL MEDIA
2.PRINCIPLES OF EDITING A GIVEN PIECE OF NEWS REPORT & AGENCY COPY INCLUDING ASUITABLE LEAD & HEADLINE	8.ETHICS IN JOURNALISM
3.WRITING COLUMN	
4.BOOK REVIEW	<u>UNIT-4</u> <u>PROF.ARUNDHATI</u> <u>CHAKRABORTY</u> <u>PROF.PAYAL BOSE</u>
5.FILM REVIEW	1.PUBLISHING A TABLOID JOURNAL USING PAGE MAKING SOFTWARE & PHOTO EDITING SOFTWARE,ELEMENTS OF PAGE DESIGN INCLUDING SLUG,INFO- GRAPHICS,BLURB,SHOULDER,REVERSE ETC.
6.REVIEW OF TELEVISION PROGRAMMES	
7.WRITING EDITORIAL	
8.WRITING POT-EDITORIAL	
9.WRITING ANCHOR STORY	

Readings:

- (1) Vir Bala Agarwal & V.S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher, Delhi
- (2) Seema Hasan: Mass Communication; Principles and Concept; CBS publishers and Distributers

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFFLINE ROUTINE FOR 2ND SEM. GENERAL . 2023

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00- 14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>		JORG-M2- 10 -TG			<u>R</u>		
<u>TUES</u>			JORG-M2- 10-TG		<u>E</u>		
<u>WED</u>		JORG-M2- 10 -TG			<u>C</u>		
<u>THURS</u>					<u>E</u>		
<u>FRI</u>			JORG-M2- 10-TG		<u>S</u>		
<u>SAT</u>					<u>S</u>		

MICRO TEACHING PLANNING
FOR
DEPARTMENT OF
JOURNALISM & MASS COMMUNICATION
2023
2ND SEMESTER GENERAL COURSE

Readings:

- (1) Gulab Kothari: Newspaper management in India; Rajasthan patrika Pvt. Ltd.
- (2) vanita Kohli: The Indian Media Business; response books
- (3) K.P. Yadav: Media Mangement; adhyayan Publishers & Distributors
- (4) Pabitra Mukhopadhyay: sanbadpatra Sangathan O Parichalana, Paschimbanga Rajya pustak Parshad

CC/GE-2

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. know the management part of newspaper*
- 2. describe the importance of circulation department*
- 3. explain the role of advertising department*
- 4. find the history of printing a newspaper*

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>MODULE-4</u> <u>PROF.TAPASI GHOSH</u>
1. NEWSPAPER AS A BUSINESS ENTERPRISE & ITS PUBLIC SERVICE ROLE: INDIAN EXPERIENCE	1. CIRCULATION OF NEWSPAPER ; CIRCULATION FACTORS: GEOGRAPHICAL FACTOR, SOCIAL FACTOR , ECONOMIC, TECHNOLOGICAL FACTOR
2. OWNERSHIP OF NEWSPAPERS: DIFFERENT TYPES IN INDIA	2. PROMOTING CIRCULATION: NEWSPAPERS' POLICY
3. CROSS MEDIA OWNERSHIP	3. CIRCULATION DEPARTMENT, ORGANISATION, FUNCTIONS
4. MEDIA CONGLOMERATION & CONVERGENCE	4. DUTIES & RESPONSIBILITIES OF A CIRCULATION MANAGER
5. SOURCES OF REVENUE IN NEWSPAPER: SCOPE IN INDIA	5. RNI
6. DEPARTMENTS OF NEWSPAPER ORGANISATIONS AND FUNCTIONS	6. AUDIT BUREAU OF CIRCULATION (ABC)
7. FRONT PAGE OF A DAILY NEWSPAPER	7. NATIONAL READERSHIP SURVEY (NRS)
8. FILM REVIEW/BOOK REVIEW/MUSIC REVIEW/RADIO AND TELEVISION REVIEW	
TOTAL	TOTAL
<u>UNIT-2</u> <u>PROF.TAPASI GHOSH</u>	<u>UNIT-2</u> <u>PROF.TAPASI GHOSH</u>
1. ADVERTISEMENT DEPARTMENT OF A NEWSPAPER	1. NEWSPAPER PRINTING
2. ADMINISTRATION OF AD-DEPARTMENT	2. EVOLUTION OF NEWSPAPER PRINTING PROCESS
3. ADVERTISEMENT MANAGER: DUTIES & RESPONSIBILITIES	3. PUBLIC SERVICE BROADCASTING: PRASAR BHARATI
4. DIFFERENT TYPES OF ADVERTISEMENT IN NEWSPAPERS: CLASSIFIED & DISPLAY	4. ELECTRONIC MEDIA MANAGEMENT : LICENSING, ORGANISATIONAL PATTERNS
5. NEWSPAPER AS A MEDIUM OF ADVERTISEMENT	5. TRAI
	6. THE BROADCASTING BILL 1997

TUTORIAL: PROF.TAPASI GHOSH

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFFLINE ROUTINE FOR 4TH SEM. HONS. 2022

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00-14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>					R		
<u>TUES</u>	JORA-LAB- PB	JORA-LAB-PB	JORA-LAB-PB	JORA-LAB-DD	E	JORA-LAB- DD	JORA-LAB- DD
<u>WED</u>	4SH-LAB-MD PRACTICAL	4SH-LAB-MD PRACTICAL			C		
<u>THURS</u>					E	JORA-M2- 10 -DD	JORA-M2- 10 -DD
<u>FRI</u>				JORA-M2-10- PB	S	JORA-M2- 10-AC	JORA-M2- 10-AC
<u>SAT</u>	JORA-M2- 10-MD	JORA-M2-10- MD	JORA-M2-10- MD		S		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2023

4TH SEMESTER HONOURS COURSE

CC-8

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. know the public service broadcasting system in India*
- 2. describe the difference between public & private broadcasting system*
- 3. explain the importance of audience*
- 4. find the technicalities of television programme*
- 5. prepare one documentary film*

<u>UNIT-1</u> <u>PROF.MOUSUMI DUTTA</u>	<u>UNIT-2</u> <u>PROF.MOUSUMI DUTTA</u>
1.PUBLIC SERVICE BROADCASTING : DOORDARSHAN : EARLY DAYS	1.TELEVISION PROGRAMME FORMAT : VISUAL TEXT : BASICS OF VISUAL
2. INTRODUCTION OF NEWS,COMMERCIALS & ENTERTAINMENT	2.REPORTING SKILLS & EDITING
3.SATELLITE TV TO PRIVATE TV	3.GRAPHICS & SPECIAL EFFECTS
4.24X7 NEWS & NEWS CHANNELS	4.CAMERA POSITIONING
5. NARROWCASTING & OUTSIDE COVERAGE	5.TV NEWS TECHNIQUEE : FINDING THE STORY
6. AUDIENCE SEGMNET ,AGENDA SETTING TECHNIQUES USED BY TV CHANNELS	6.PACKAGING : USE OF CLIPPINGS,PTC,VO,AVO
7.ETHICAL ISSUES & RECENT STING OPERATION	7.VIERSHIP RATING : TAM,TRP
TOTAL	TOTAL
<u>UNIT-3</u> <u>PROF.MOUSUMI DUTTA</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF.MOUSUMI DUTTA</u>
1.PRESENTING REAL LIVES IN TELEVISION : CONSTRUCTING REALITY IN REALITY SHOWS	1. PRODUCING A DOCUMENTARY FILM OF 8-15 MINS. DURATION (THREE CANDIDATES IN A GROUP)
2.TV TALK SHOWS : HOSTING	
3.LEGAL PITFALLS ; SOAPS,NEWS MAGAZINE,INTERVIEW	
4.TELEVISION DOCUMNETARIES : UNDERSTANDING,WRITING A REPORT,SCRIPT WTITING & SHOOTING	

Readings:

- (1) John Riber: Writing and Production for Television and Film; Sage, India.18
- (2) Ivor Yorke: Television Journalism;Focal Press.
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.
- (6)E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007.
- (7) Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab BooksInc.1981.
- (8) Yorke, Ivor, Television News (Fourth Edition), Focal Press.
- (9) Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.19

CC-9

OBJECTIVES: *At the end of this course, you should be able to:*

- 1.find the root of feature film & documentary film in India as well as in the world*
- 2.describe different genres of feature film*
- 3. explain the film production techniques*
- 4.narrate the role of different prolific film makers*

<u>UNIT-1</u> <u>PROF.PAYAL BOSE</u>	<u>UNIT-2</u> <u>PROF.PAYAL BOSE</u>
1.FILM & CINEMA : FILM AS AMEDIUM OF MASS COMMUNICATION	1.OVERVIEW OF INDIAN NEW WAVE : SATYAJIT RAY,RITTICK GHATAK,MRINAL SEN,SHYAM BENEGAL,RITUPARNO GHOSH,APARNA SEN,MIRA NAIR,ADOOR GOPALKRISHNAN
2. HISTORY OF INDIAN MOTION PICTURES	2.EXPLORING CONTEMPORARY BOMBAY CINEMA NARRATIVES : SATIRE,ACTION,FAMILY MELODRAMA,MASALA FILMS,GANGSTER FILMS,NATIONALIST,UNDERWORLLD DRAMA,NRI NARRATIVES
3.FRENCH NEW WAVE CINEMA ; LEFT BANK & CAHIER DU CINEMA GROUP	3.HISTORY OF DOCUMANTARY FILMS
4.ITALIAN NEO-REALIST MOVEMENT , AUTEUR THEORY	4. ANIMATION CINEMA
5. AN OVERVIEW OF IRANIAN NEW WAVE CINEMA : ABBAS KIAROASTAMI,MOHSEN MAKMALBAF,JAFAR PANAHI	
6. IMPERFECT CINEMA OF LATIN AMERICA	

<u>UNIT-3</u> <u>PROF.PAYAL BOSE</u>	<u>UNIT-4</u> <u>PROF.PAYAL BOSE</u>
1. FILM PRODUCTION : PRE-PRODUCTION, PRODUCTION AND POST-PRODUCTION	1. HISTORY OF DOCUMENTARY FILMS (GLOBAL AND INDIAN PERSPECTIVES)
2. BASIC CAMERA SHOTS AND SEQUENCE	2. DOCUMENTARY MOVEMENTS IN INDIA
3. DIRECTION, EDITING, DUBBING, LIGHTS, SOUND EFFECTS AND MUSIC	3. ROLE OF NFDC & FILMS DIVISION ROLE OF CBFC IN INDIA
4. LANGUAGE OF CINEMA : MONTAGE , MISE-EN-SCENE	4. CONTRIBUTIONS OF FILMMAKERS – AKIRA KUROSAWA, INGMER BERGMAN, SERGEI EISENSTEIN, FEDERICO FELINI, CHARLES CHALPLIN

TUTORIAL - PROF.PAYAL BOSE

Readings:

- (1) James Monaco: How to Read a Film;
- (2) Angela Wadia: Television and Film Production; Kaniska Publisher.
- (3) Jill Nelmes: An Introduction to Film Studies; Psychology Press.
- (4) Satyajit Ray: Our Films Their Films;
- (5) Kiranmoy Raha: Bengali Cinema;
- (6) Partha Raha: Cinema r Itibritwo; 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.20

CC-10

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. know the management part of media*
- 2. describe media autonomy*
- 3. explain freedom of press*
- 4. narrate different press laws*

<u>UNIT-1</u> <u>PROF. DIPANNITA DUTTA</u>	<u>UNIT-2</u> <u>PROF. DIPANNITA DUTTA</u>
1. MEDIA OWNERSHIP : TYPES OF VARIOUS MEDIA OWNERSHIP PATTERNS	1. DUAL ECONOMY : CIRCULATION & ADVERTISEMENT
2. CHANGING PATTERNS OF MEDIA MANAGEMENT	2. MEDIA AUTONOMY : PRASAR BHARATI EXPERIENCE
3. CORPORATIZATION OF MASS MEDIA AFTER GLOBALIZATION	3. DIGITAL DEVELOPMENT OF MEDIA & LEGAL FRAMEWORKS
4. FDI IN INDIAN MEDIA	4. DTH , TRP
5. MANAGERIAL DEPARTMENTS OF	5. APEX REGULATORY & PUBLICITY BODIES :

NEWSPAPER AND FUNCTIONS	ABC,NRS,DAVP,PIB,PUBLICATION DIVISION,FILMS DIVISION
<u>UNIT-3</u> PROF. DIPANNITA DUTTA	<u>UNIT-4</u> PROF. DIPANNITA DUTTA
1. FREEDOM OF INFORMATION & FREEDOM OF PRESS : INDIAN EXPERIENCE	1.FREEDOM OF SPEECH & EXPRESSION
2.FROM PRESS COMMISSION TO PRESS COUNCIL OF INDIA : BEFORE & AFTER GLOBALIZATION	2.MEDIA LAWS : DAFAMATION,CONTEMPTOF COURT,SEDITION,OFFICIAL SECRETS ACT,COPY RIGHT ACT,PRESS REGISTRATIONS OF BOOKS ACT,OBSCENITY ACT,WORKING JOURNALISTS ACT,PRELIAMENTARY PRECEEDINGS ACT
3.RIGHT TO INFORMATION ACT	3.CODE OF ETHICS
4.RIGHT TO PRIVACY	

TUTORIAL: PROF. DIPANNITA DUTTA

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan PatrikaPvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management.Iowa State University Press.
- (3) ArvindSinghal: India's Communication Revolution, Sage.
- (4) VanitaKohli: The Indian Media Business, Response Books.
- (5) BiplabLohoChowdhury: Media Management; Unique Books International.
- (6) K.P Yadav: Media Management;Adhyayan Publishers & Distributors.
- (7) DurgadasBasu: Press Laws in India; Prentice Hall of India.
- (8) Bansi Manna: Press Laws in India; Academic Publisher.
- (9) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (10) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise 21

SEC-1

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. find the root of documentary film in India as well as in the world*
- 2.describe documentary film production techniques*

<u>UNIT-1</u> PROF.ARUNDHATI CHAKRABORTY	<u>UNIT-2</u> PROF.ARUNDHATI CHAKRABORTY
1.UNDERSTANDING THE DOCUMNETARY FILM	1.DOCUMENTARY PRODUCTION , PRE-PRODUCTION
2. INTRODUCTION TO REALISM,DEBATE	2.RESEARCHING THE DOCUMANTARY
3.OBSERVATIONAL & VERITE	3.RESEARCH :

DOCUMENTARY	LIBRARY,ARCHIVES,LOCATION,LIFE STORIES,ETHNOGRAPHY
4.INTRODUCTION TO SHOOTING STYLE	4.WRITING A CONCEPT : TELLING A STORY
5. INTRODUCTION TO DITING STYLE	5.TREATMENT : WRITING A PROPOSAL & BUDGETING
6. STRUCTURE & SCRIPTING DOCUMENTARRY	6.SPECIAL EFFECTS,MENU & SYNTHESIS

Readings:

- (1) K P Jayasankar& Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
- (2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFFLINE ROUTINE FOR 4TH SEM. GENERAL. 2023

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00- 14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>					R		
<u>TUES</u>		JORG-M2-10 - TG			E		
<u>WED</u>					C		
<u>THURS</u>			JORG-M2-10 -TG	JORG-M2-10 - TG	E		
<u>FRI</u>		JORG-LAB-TG			S		JORG-LAB- TG
<u>SAT</u>					S		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2023

4TH SEMESTER GENERAL COURSE

CC/GE-4

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. describe Indian constitution*
- 2. explain Indian foreign, economic & industrial policies*
- 3. narrate freedom of press*
- 4. know different types of press laws*

UNIT-1 PROF. TAPASI GHOSH	MODULE-2 PROF. TAPASI GHOSH
1. INDIAN CONSTITUTION, MAIN FEATURES	1. INDIAN FOREIGN POLICY
2. FUNDAMENTAL RIGHTS	2. NATIONAL ECONOMIC POLICY
3. PRESIDENT OF INDIA : POWER & POSITION	3. NEW INDUSTRIAL POLICY
4. PRIME MINISTER : POWER & POSITION	4. FINANCE COMMISSION & ITS FUNCTIONS
5. CHIEF MINISTER : POWER & POSITION	5. FIVE YEARS PLANS : OBJECTIVES & ACHIEVEMENTS
6. GOVERNOR : POWER & POSITION	6. NITI AYOJ
7. PARLIAMENT	
8. SUPREME COURT & HIGH COURT	
9. LOCAL GOVERNMENTS	
TOTAL	TOTAL
UNIT-3 PROF. TAPASI GHOSH	UNIT-2 PROF. TAPASI GHOSH
1. PRESS LAWS : DEFAMATION, CONTEMPT OF COURT, PARLIAMENTARY PRIVILEGES ACT	1. JOURNALISTIC ETHICS
2. ARTICLE 19/(1)A & FREEDOM OF PRESS	2. FREEDOM & RESPONSIBILITY OF THE PRESS
COPYRIGHT ACT, OFFICIAL SECRETS ACT, WORKING JOURNALISTS' ACT	3. PRESS COMMISSION
	4. PRESS COUNCIL OF INDIA : CONSTITUTION, OBJECTIVES & GUIDELINES

TUTORIAL: PROF. TAPASI GHOSH

Readings:

- (1) Bansri Manna: Press Laws in India; Academic Publisher.
- (2) Bansri Manna: Bharater Press Ain; Academic Publisher.
- (3) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFFLINE ROUTINE FOR 6TH SEM. HONS. 2023

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00- 14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>	JORA-LAB- KC PRACTICAL	JORA-LAB-KC PRACTICAL	JORA-LAB-KC PRACTICAL	JORA-LAB- DD	R	JORA-LAB- DD	JORA-LAB- DD
<u>TUES</u>	X	X	X	X	E	X	X
<u>WED</u>	JORA-M2-10 -KC	X	JORA-LAB-KC	JORA-LAB- AC	C	JORA-LAB- AC	JORA-LAB- AC
<u>THURS</u>	JORA-LAB- MD	JORA-LAB- MD	JORA-LAB- MD	JORA-LAB- KC	E	JORA-LAB- AC	JORA-LAB- AC
<u>FRI</u>	JORA-LAB- MD	X	JORA-LAB- MD	JORA-LAB- DD	S	JORA-LAB- DD	X
<u>SAT</u>	X	X	X	X	S	X	X

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2023

6TH SEMESTER HONS. COURSE

CC-13

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. describe how advertising play the role of persuasive communication*
- 2. explain different theories of advertising, campaign strategies*
- 3. narrate the role of ad agencies*
- 4. know different types of advertisement and ad-copy*
- 5. prepare advertisement with the help of computer software*

Unit-1-KC

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2-KC

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-3-KC

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

Unit-4 (Practical)-KC

Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.

Readings:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple; Made Simple Books.
- (3) James S. Norris: Advertising; Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers
- (7) David Ogilvy, Ogilvy on Advertising, Pan/Prion Books

- (8) Frank Jefkins, Advertising Made Simple, Rupa & Co.
(9) Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
(10) Jethwaney Jaishri, Advertising, Phoenix Publishing House

CC-14

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. describe how public relation play the role of persuasive communication as well as management*
- 2. explain different theories and principles of public relation*
- 3. narrate the role of tools of PR*
- 4. know different types of PR related issues like crisis, propaganda, publicity*

Unit-1-MD

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2-MD

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Unit-3-MD

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations.

Unit-4-MD

Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.

Readings

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- (4) Anne Gregory: Public Relations; IPR Publications.
- (5) Subir Ghosh: Public Relations Today; Rupa & Co.

- (6) Samar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.
(7) Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.
(8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
(9) Dennis L. Wilcose& Glen T, Public Relations, Pearson.
(10)Jefkins Frank: Public Relation Techniques, Heinmann Ltd

TUTORIAL: PROF. MOUSUMI DUTTA

DSE-A-3 **DD**

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. prepare your own micro research*
- 2. use different research tools*
- 3. present a micro research project with PPT*
- 4. know different types of advertisement and ad-copy*

- Students will do a micro research project(7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography.
- Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce.

DSE-B-3

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. describe different types of culture and its impact on society.*
- 2. explain how Government and non-government organizations help rural communication*
- 3. find the root of folk media in West Bengal*
- 4. know different types of traditional folk media in India*

Unit-1-AC

Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture.

Unit-2-AC

Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses.

Unit-3-AC

Community and Folk Media in West Bengal; Definition and characteristics of community; Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media

Unit-4-AC

Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul.

Readings:

- (1) Shyam Parmar: Traditional Folk Media in India, Routledge, 1994.
- (2) Wakil Ahmed: Banglar Lok Sanskriti, Gatidhara Prakashoni, Bangladesh.
- (3) Wakil Ahmed: Lok Kala Tatwo O Matabad, Boipatro, Bangladesh.
- (4) Ashutosh Bhattacharya: Lok Sahityer Itihash,
- (5) Folk and Tribal Cultural Centre(ed): Bongiyoshilpo Parichay.

TUTORIAL: PROF. ARUNDHATI CHAKRABORTY

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

OFFLINE ROUTINE FOR 6TH SEM. GENERAL 2023

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.00- 14.15	14.15- 15.15	15.15- 16.15
<u>MON</u>				JORG-M2-10- KC	R	JORG M2- 10-2-TG	
<u>TUES</u>					E		
<u>WED</u>			JORG-M2-10 TG		C		
<u>THURS</u>	JORG-M2-10 -KC				E		
<u>FRI</u>	JORG-M2-10 -KC	JORG-M2-10- (2)-KC			S		
<u>SAT</u>					S		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2023

6TH SEMESTER GENERAL COURSE

DSE-B-1

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. describe the role of radio and television in India.*
- 2. know different types of radio programmes*
- 3. explain different types of television programmes*
- 4. search the difference between print and electronic media reporting .*

Unit-1-KC

Radio: Development of Radio broadcasting in India; Radio and society; Radio News: Elements of radio news; Differences in reporting and presentation between Radio and Television;

Unit-2-KC

FM Radio, Radio Jockey, Programme patterns of AIR, Radio Drama, Community Radio; Autonomy of Indian broadcasting; Impact of TV on Print media.

Unit-3-KC

Television in India: Doordarshan; Satellite TV channels: BBC, CNN, NDTV, STAR Channels; TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio & TV; Balanced Presentation and Objectivity; Basic camera movements.

Unit-4-KC

Television and national development; Television Soap Opera, Reality Shows, Impact of Television on Children, Women (assignments); Television Cartoon: Entertainment and Reality; Live Telecast for various TV programmes; Educational TV.

Readings:

- (1) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (2) Sisir Bhattacharya: Television Sambadikata;
- (3) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (4) Radio Sanbadikata- Kaushik Bhattacharya- ParulPrakasani.

TUTORIAL: PROF.KOYEL CHAKRABORTI

SEC-B-1

OBJECTIVES: *At the end of this course, you should be able to:*

- 1. prepare a radio and a television script*
- 2. explain the difference between audio and audio-visual media script writing*

Unit-1-TG

Script-Definition-Structure-Characteristics: Purpose of script for Radio and television; script and construction of message; method of Radio script for both news and entertainment programme; Method of Television script for both news and entertainment programme.

Unit-2-TG

How to write Radio script; How to write television news script; Use of language in radio and Television script writing; Method of Talk Show script for both Radio and television; basic principles for script writing for both radio and television; Sample script writing for both Radio and Television (News, Talk Show and other programme)

SYLLABUS DISTRIBUTION
2ND / 4TH / 6TH SEMESTER
20TH MARCH 2023 ONWARDS

Semester 2 Hons. 11 CLASSES	CC3-TG WITH TUTORIAL 5 CLASSES	CC4-PB 3 CLASSES PRACTICAL 3 CLASSES AC & PB		
Semester 2 General 4 CLASSES	GE2-TG WITH TUTORIAL 4 CLASSES			
Semester 4 Hons. 16 CLASSES	CC8-MD WITH PRACTICAL 5 CLASSES	CC9-PB WITH TUTORIAL 4 CLASSES	CC10-DD WITH TUTORIAL 5 CLASSES	SEC-AC 2 CLASSES
Semester 4 General 5 CLASSES	GE4-TG WITH TUTORIAL 5 CLASSES			
Semester 6 Hons. 21 CLASSES	CC13-KC WITH PRACTICAL 6 CLASSES	CC14-MD WITH TUTORIAL 5 CLASSES	DSE-A3-DD 5 CLASSES	DSE-B3-AC WITH TUTORIAL 5 CLASSES
Semester 6 General 7 CLASSES	DSE-B1-KC WITH TUTORIAL 4 CLASSES	SEC-TG 2 CLASSES		

TG:16 / KC:10 / MD:10 / AC:10 / PB:10 / DD:10

<u>DAY</u>	<u>SEM.</u>	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 14.00	14.15- 15.15	15.15- 16.15
<u>MONDAY</u> <u>11 CLASSES</u> <u>TG/KC/DD</u>	2 ND SEM.HONS			JORA-M2- 10-TG			JORA-M2-10-TG
	2 ND SEM. GEN.		JORG-M2-10 - TG				
	4 TH SEM.HONS						
	4 TH SEM. GEN.						
	6 TH SEM.HONS.	JORA-LAB-KC PRACTICAL	JORA-LAB-KC PRACTICAL	JORA-LAB- KC PRACTICAL	JORA-LAB-DD	JORA-LAB-DD	JORA-LAB-DD
	6 TH SEM.GEN.				JORG-M2-10- KC	JORG M2-10- 2-TG	
<u>TUESDAY</u> <u>TG/PB/DD</u>	2 ND SEM.HONS				JORA-M2-10- PB	JORA-M2-10- TG	JORA-M2-10-TG
	2 ND SEM. GEN.			JORG-M2- 10-TG			
	4 TH SEM.HONS	JORA-LAB-PB	JORA-LAB-PB	JORA-LAB- PB	JORA-LAB-DD	JORA-LAB-DD	JORA-LAB-DD
	4 TH SEM. GEN.		JORG-M2-10 - TG				
	6 TH SEM.HONS.						
	6 TH SEM.GEN.						
<u>WEDNESDAY</u> <u>TG/KC/MD/AC/PB</u>	2 ND SEM.HONS				JORA-M2-10- PB	JORA-M2-10- PB	JORA-M2-10-TG
	2 ND SEM. GEN.		JORG-M2-10 - TG				
	4 TH SEM.HONS	4SH-LAB-MD PRACTICAL	4SH-LAB-MD PRACTICAL				
	4 TH SEM. GEN.						
	6 TH SEM.HONS.	JORA-M2-10 -KC		JORA-LAB- KC	JORA-LAB-AC	JORA-LAB-AC	JORA-LAB-AC
	6 TH SEM.GEN.			JORG-M2- 10 TG			

<u>DAY</u>	<u>SEM.</u>	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.15-15.15	15.15-16.15
<u>THURSDAY</u> TG/KC/MD/AC/ DD	2 ND SEM.HONS						
	2 ND SEM. GEN.						
	4 TH SEM.HONS					JORA-M2-10 -DD	JORA-M2-10 -DD
	4 TH SEM. GEN.			JORG-M2-10 -TG	JORG-M2-10 -TG		
	6 TH SEM.HONS.	JORA-LAB-MD	JORA-LAB-MD	JORA-LAB-MD	JORA-LAB-KC	JORA-LAB-AC	JORA-LAB-AC
	6 TH SEM.GEN.	JORG-M2-10 -KC					
<u>FRIDAY</u> TG/KC/MD/AC/ PB/DD	2 ND SEM.HONS						
	2 ND SEM. GEN.			JORG-M2-10-TG			
	4 TH SEM.HONS				JORA-M2-10-PB	JORA-M2-10-AC	JORA-M2-10-AC
	4 TH SEM. GEN.		JORG-LAB-TG				JORG-LAB-TG
	6 TH SEM.HONS.	JORA-LAB-MD		JORA-LAB-MD	JORA-LAB-DD	JORA-LAB-DD	
	6 TH SEM.GEN.	JORG-M2-10 -KC	JORG-M2-10 (2)-KC				
<u>SATURDAY</u> MD/AC/PB	2 ND SEM.HONS	JORA-LAB AC & PB PRACTICAL	JORA-LAB AC & PB PRACTICAL		JORA-LAB AC & PB PRACTICAL		
	2 ND SEM. GEN.						
	4 TH SEM.HONS	JORA-M2-10-MD	JORA-M2-10-MD	JORA-M2-10-MD			
	4 TH SEM. GEN.						
	6 TH SEM.HONS.						
	6 TH SEM.GEN.						

THANK

YOU