

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ONLINE ROUTINE FOR 2ND SEM. HONS. 2021

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 13.30	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>			<u>JORA- TG</u>	<u>R</u>				
<u>TUES</u>				<u>E</u>		<u>JORA- PB</u>		
<u>WED</u>		<u>JORA- TG</u>	<u>JORA- TG</u>	<u>C</u>	<u>JORA- PB</u>	<u>JORA- PB</u>		
<u>THURS</u>				<u>E</u>		<u>JORA- PB</u>	<u>JORA- PB</u>	
<u>FRI</u>			<u>JORA- TG</u>	<u>SS</u>	<u>JORA- TG</u>		<u>JORA- AC</u>	

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2021

2ND SEMESTER HONOURS COURSE

CC-3

<u>UNIT-1</u> <u>PROF.PAYAL BOSE</u>	<u>UNIT-2</u> <u>PROF.PAYAL BOSE</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 (PRACTICAL)</u> <u>PROF.PAYAL BOSE</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF.PAYAL BOSE</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.PAYAL BOSE

CC-4

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>MODULE-4</u> <u>PROF.TAPASI GHOSH</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
TOTAL	5.COVERING NEWS : COVERING SPEECHES,MEETING & PRESS conferences
<u>UNIT-3</u> <u>PROF.TAPASI GHOSH</u>	6.COVERING OF BEAT-CRIME/COURTS/CITY REPORTING/LOCAL REPORTING/HOSPITALS/HEALTH/ EDUCATION/SPORTS
1.WRITING A NEWS FEATURE,WRITING 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.TAPASI GHOSH</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	TOTAL
7. WRITING EDITORIAL	
8. WRITING POT-EDITORIAL	
9. WRITING ANCHOR STORY	
TOTAL	

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

ONLINE ROUTINE FOR 2ND SEM. GENERAL . 2021

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00- 13.30	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>				<u>R</u>	<u>JORG- KC</u>			
<u>TUES</u>				<u>E</u>		<u>JORG- TG</u>		
<u>WED</u>				<u>C</u>	<u>JORG- KC</u>	<u>JORG- KC</u>		
<u>THURS</u>				<u>E</u>				
<u>FRI</u>				<u>SS</u>	<u>JORG- KC</u>			

MICRO TEACHING PLANNING
FOR
DEPARTMENT OF
JOURNALISM & MASS COMMUNICATION
2021
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

<u>UNIT-1</u> <u>PROF.KOYEL CHAKRABORTI</u>	<u>MODULE-4</u> <u>PROF.KOYEL CHAKRABORTI</u>
1.NEWSPAPER AS ABUSINESS ENTERPRISE & ITS PUBLIC SERVICE ROLE:INDIAN EXPERIENCE	1.CIRCULATION OF NEWSPAPER ; CIRCULATION FACTORS:GEOGRAPHICAL FACTOR, SOCIALFACTOR , ECONOMIC,TECHNOLOGICAL FACTOR
2.OWNERSHIP OF NEWSPAPERS:DIFFERENT TYPES IN INDIA	2.PROMOTING CIRCULATION:NEWSAPERS' 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.KOYEL CHAKRABORTI</u>	<u>UNIT-2</u> <u>PROF.KOYEL CHAKRABORTI</u>
1.ADVERTISEMENT DEPARTMNET 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.NESPAPER 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

ONLINE ROUTINE FOR 4TH SEM. HONS. 2021

DAY/ TIME		11.00- 12.00	12.00- 13.00	13.00-13.30	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>		<u>JORA- MD</u>	<u>JORA- MD</u>	<u>R</u>		<u>JORA- DD</u>	<u>JORA- DD</u>	
<u>TUES</u>		<u>JORA- PB</u>	<u>JORA- PB</u>	<u>E</u>			<u>JORA- DD</u>	
<u>WED</u>			<u>JORA- PB</u>	<u>C</u>	<u>JORA- TG(SEC)</u>	<u>JORA- MD</u>		
<u>THURS</u>			<u>JORA- SEC- TG</u>	<u>E</u>		<u>JORA- MD</u>	<u>JORA- MD</u>	
<u>FRI</u>			<u>JORA- DD</u>	<u>SS</u>	<u>JORA- DD</u>	<u>JORA- PB</u>	<u>JORA- PB</u>	

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2021

4TH SEMESTER HONOURS COURSE

SEMESTER-4

CC-8

<u>UNIT-1</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.PUBLIC SERVICE BROADCASTING : DOORDARSHAN : EARLY DAYS	4	1.TELEVISION PROGRAMME FORMAT : VISUAL TEXT : BASICS OF VISUAL	04
2. INTRODUCTION OF NEWS,COMMERCIALS & ENTERTAINMENT	4	2.REPORTING SKILLS & EDITING	04
3.SATELLITE TV TO PRIVATE TV	5	3.GRAPHICS & SPECIAL EFFECTS	03
4.24X7 NEWS & NEWS CHANNELS	3	4.CAMERA POSITIONING	06
5. NARROWCASTING & OUTSIDE COVERAGE	4	5.TV NEWS TECHNIQUEE : FINDING THE STORY	04
6. AUDIENCE SEGMNET ,AGENDA SETTING TECHNIQUES USED BY TV CHANNELS	4	6.PACKAGING : USE OF CLIPPINGS,PTC,VO,AVO	05
7.ETHICAL ISSUES & RECENT STING OPERATION	4	7.VIERSHIP RATING : TAM,TRP	02
TOTAL	28	TOTAL	28
<u>UNIT-3</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-4 (PRACTICAL)</u> <u>PROF.MOUSUMI DUTTA</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.PRESENTING REAL LIVES IN TELEVISION : CONSTRUCTING REALITY IN REALITY SHOWS	06	1. PRODUCING A DOCUMENTARY FILM OF 8-15 MINS. DURATION (THREE CANDIDATES IN A GROUP)	28
2.TV TALK SHOWS : HOSTING	04		
3.LEGAL PITFALLS ; SOAPS,NEWS MAGAZINE,INTERVIEW	06		
4.TELEVISION DOCUMNETARIES : UNDERSTANDING,WRITING A REPORT,SCRIPT WTITING & SHOOTING	12		
TOTAL	28	TOTAL	28

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

<u>UNIT-1</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.FILM & CINEMA : FILM AS AMEDIUM OF MASS COMMUNICATION	02	1.OVERVIEW OF INDIAN NEW WAVE : SATYAJIT RAY,RITTICK GHATAK,MRINAL SEN,SHYAM BENEGAL,RITUPARNO GHOSH,APARNA SEN,MIRA NAIR,ADOOR GOPALKRISHNAN	12
2. HISTORY OF INDIAN MOTION PICTURES	03	2.EXPLORING CONTEMPORARY BOMBAY CINEMA NARRATIVES : SATIRE,ACTION,FAMILY MELODRAMA,MASALA FILMS,GANGSTER FILMS,NATIONALIST,UNDERWORLLD DRAMA,NRI NARRATIVES	08
3.FRENCH NEW WAVE CINEMA ; LEFT BANK & CAHIER DU CINEMA GROUP	03	3.HISTORY OF DOCUMANTARY 02FILMS	02
4.ITALIAN NEO-REALIST MOVEMENT , AUTEUR THEORY	04	4. ANIMATION CINEMA	03
5. AN OVERVIEW OF IRANIAN NEW WAVE CINEMA : ABBAS KIAROASTAMI,MOHSEN MAKMALBAF,JAFAR PANAHI	06		
6. IMPERFECT CINEMA OF LATIN AMERICA	03		
TOTAL	21	TOTAL	21
<u>UNIT-3</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-4</u> <u>PROF.PAYAL BOSE</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1. FILM PRODUCTION : PRE-PRODUCTION,PRODUCTION AND POST-PRODUCTION	4	1.HISTORY OF DOCUMENTARY FILMS (GLOBAL AND INDIAN PERSPECTIVES)	03
2.BASIC CAMERA SHOTS AND SEQUENCE	03	2.DOCUMENTARY MOVEMENTS IN INDIA	03
3.DIRECTION,EDITING,DUBBING,LIGHTS, SOUND EFFECTS AND MUSIC	10	3.ROLE OF NFDC & FILMS DIVISION ROLE OF CBFC IN INDIA	03
4.LANGUAGE OF CINEMA : MONTAGE , MISE-EN-SCENE	4	4.CONTRIBUTIONS OF FILMMAKERS – AKIRA KUROSAWA,INGMER BERGMAN,SERGEI EISENSTEIN,FEDERICO FELINI,CHARLES CHALPLIN	12
TOTAL	21	TOTAL	21

TUTORIAL - PROF. 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) KiranmoyRaha: Bengali Cinema;
- (6) ParthaRaha: 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

<u>UNIT-1</u> PROF. DIPANNITA DUTTA	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-2</u> PROF. DIPANNITA DUTTA	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1.MEDIA OWNERSHIP : TYPES OF VARIOUS MEDIA OWNERSHIP PATTERNS	4	1.DUAL ECONOMY : CIRCULATION & ADVERTISEMENT	05
2. CHANGING PATTERNS OF MEDIA MANAGEMENT	4	2.MEDIA AUTONOMY : PRASAR BHARATI EXPERIENCE	05
3.CORPORATIZATION OF MASS MEDIA AFTER GLOBALIZATION	4	3.DIGITAL DEVELOPMENT OF MEDIA & LEGAL FRAMEWORKS	05
4.FDI IN INDIAN MEDIA	03	4.DTH , TRP	02
5. MANAGERIAL DEPARTMENTS OF NEWSPAPER AND FUNCTIONS	06	5.APEX REGULATORY & PUBLICITY BODIES : ABC,NRS,DAVP,PIB,PUBLICATION DIVISION,FILMS DIVISION	04
TOTAL	21	TOTAL	21
<u>UNIT-3</u> PROF.DIPANNITA DUTTA	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>	<u>UNIT-4</u> PROF.DIPANNITA DUTTA	<u>NO.OF CLASSES ALLOTTED TO EACH TOPIC</u>
1. FREEDOM OF INFORMATION & FREEDOM OF PRESS : INDIAN EXPERIENCE	05	1.FREEDOM OF SPEECH & EXPRESSION	3
2.FROM PRESS COMMISSION TO PRESS COUNCIL OF INDIA : BEFORE & AFTER GLOBALIZATION	07	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	18
3.RIGHT TO INFORMATION ACT	03	3.CODE OF ETHICS	3
4.RIGHT TO PRIVACY	03		
TOTAL	18	TOTAL	24

TUTORIAL: PROF. DIPANNITA DUTTA

TUTORIAL: PROF. DIPANNITA DUTTA

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management. Iowa State University Press.
- (3) Arvind Singhal: India's Communication Revolution, Sage.
- (4) Vanita Kohli: The Indian Media Business, Response Books.
- (5) Biplab Loh Chowdhury: Media Management; Unique Books International.
- (6) K.P. Yadav: Media Management; Adhyayan Publishers & Distributors.
- (7) Durgadas Basu: 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

<u>UNIT-1</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>	<u>UNIT-2</u> <u>PROF.TAPASI GHOSH</u>	<u>NO.OF</u> <u>CLASSES</u> <u>ALLOTTED</u> <u>TO EACH</u> <u>TOPIC</u>
1.UNDERSTANDING THE DOCUMENTARY FILM	2	1.DOCUMENTARY PRODUCTION , PRE-PRODUCTION	3
2. INTRODUCTION TO REALISM,DEBATE	2	2.RESEARCHING THE DOCUMENTARY	2
3.OBSERVATIONAL & VERITE DOCUMENTARY	3	3.RESEARCH : LIBRARY,ARCHIVES,LOCATION,LIFE STORIES,ETHNOGRAPHY	3
4.INTRODUCTION TO SHOOTING STYLE	3	4.WRITING A CONCEPT : TELLING A STORY	2
5. INTRODUCTION TO DITING STYLE	2	5.TREATMENT : WRITING A PROPOSAL & BUDGETING	2
6. STRUCTURE & SCRIPTING DOCUMENTARY	2	6.SPECIAL EFFECTS,MENU & SYNTHESIS	2
TOTAL	14	TOTAL	14

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

ONLINE ROUTINE FOR 4TH SEM. GENERAL. 2021

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	<u>13.00-13.30</u>	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>				<u>R</u>	<u>JORG- TG</u>			
<u>TUES</u>				<u>E</u>				<u>JORG- AC</u>
<u>WED</u>				<u>C</u>	<u>JORG- AC</u>			
<u>THURS</u>				<u>E</u>				
<u>FRI</u>				<u>SS</u>	<u>JORG- AC</u>	<u>JORG- AC</u>		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2021

4TH SEMESTER GENERAL COURSE

CC/GE-4

<u>UNIT-1</u> PROF. ARUNDHATI CHAKRABORTY	<u>MODULE-2</u> PROF. ARUNDHATI CHAKRABORTY
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
<u>UNIT-3</u> PROF. ARUNDHATI CHAKRABORTY	<u>UNIT-2</u> PROF. ARUNDHATI CHAKRABORTY
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) Bansi Manna: Press Laws in India; Academic Publisher.
- (2) Bansi Manna: Bharater Press Aain; Academic Publisher.
- (3) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

KHUDIRAM BOSE CENTRAL COLLEGE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ONLINE ROUTINE FOR 6TH SEM. HONS. 2021

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	13.00-13.30	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>		JORA- TG	JORA- KC	<u>R</u>	JORA- MD	JORA- KC		
<u>TUES</u>		JORA- MD	JORA- MD	<u>E</u>	JORA- TG		JORA- AC	
<u>WED</u>			JORA- MD	<u>C</u>	JORA- MD	JORA- AC	JORA- AC	
<u>THURS</u>		JORA- KC	JORA- KC	<u>E</u>	JORA- TG	JORA- AC	JORA- AC	
<u>FRI</u>		JORA- TG		<u>SS</u>		JORA- KC	JORA- KC	JORA- TG

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2021

6TH SEMESTER HONS. COURSE

CC-13 Advertising

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
Public Relations

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; Paschim Banga Rajyo Pustak Parshad.
- (7) Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.
- (8) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- (9) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson.
- (10) Jefkins Frank: Public Relation Techniques, Heinmann Ltd.

TUTORIAL: PROF. MOUSUMI DUTTA

DSE-A-3
Dissertation with Presentation
TG

- 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
Folk and Community

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

ONLINE ROUTINE FOR 6TH SEM. GENERAL 2021

DAY/ TIME	10.00- 11.00	11.00- 12.00	12.00- 13.00	<u>13.00-13.30</u>	13.30- 14.30	14.30- 15.30	15.30- 16.30	16.30- 17.30
<u>MON</u>				<u>R</u>	JORG- DD			
<u>TUES</u>		JORG (SEC)- TG		<u>E</u>		JORG- DD		
<u>WED</u>				<u>C</u>	JORG- DD	JORG- DD		
<u>THURS</u>		JORG (SEC)- TG		<u>E</u>				
<u>FRI</u>				<u>SS</u>		JORG- DD		

MICRO TEACHING PLANNING

FOR

DEPARTMENT OF

JOURNALISM & MASS COMMUNICATION

2021

6TH SEMESTER GENERAL COURSE

DSE-B-1
Broadcasting Media

Unit-1-DD

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-DD

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

Unit-3-DD

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-DD

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.DIPANNITA DUTTA

JORG-SEC-B-1

Radio-Television Script Writing: Writing Scripts for Radio and Television News and Talk Shows

SYLLABUS DISTRIBUTION

2ND / 4TH / 6TH SEMESTER

APRIL.2021 ONWARDS

Semester 2 Hons. 11 CLASSES	CC3-PB 4 CLASSES PRACTICAL 1 CLASS AC 1 CLASS -PB	CC4-TG WITH TUTORIAL 5 CLASSES		
Semester 2 General 5 CLASSES	GE2-KC 4 CLASSES TUTORIAL-TG 1 CLASS			
Semester 4 Hons. 18 CLASSES	CC8-MD WITH PRACTICAL 5 CLASSES	CC9-PB WITH TUTORIAL 5 CLASSES	CC10-DD WITH TUTORIAL 5 CLASSES	SEC-TG 2 CLASSES
Semester 4 General 5 CLASSES	GE4-AC 4 CLASSES TUTORIAL-TG 1 CLASS			
Semester 6 Hons. 21 CLASSES	CC13-KC WITH PRACTICAL 6 CLASSES	CC14-MD WITH TUTORIAL 5 CLASSES	DSE-A3-TG 5 CLASSES	DSE-B3-AC WITH TUTORIAL 5 CLASSES
Semester 6 General 7 CLASSES	DSE-B1-DD WITH TUTORIAL 5 CLASSES	SEC-TG 2 CLASSES		

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

KHUDIRAM BOSE CENTRAL COLLEGE

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ONLINE ROUTINE, 2021

	<u>SEMESTER/ TIME</u>	<u>10.00- 11.00</u>	<u>11.00- 12.00</u>	<u>12.00- 13.00</u>	<u>13.00-13.30</u>	<u>13.30- 14.30</u>	<u>14.30- 15.30</u>	<u>15.30- 16.30</u>	<u>16.30- 17.30</u>
M	<u>2nd</u>			<u>JORA- TG</u>	<u>R</u>	<u>JORG-KC</u>			
	<u>4th</u>		<u>JORA- MD</u>	<u>JORA- MD</u>		<u>JORG-TG</u>	<u>JORA- DD</u>	<u>JORA- DD</u>	
	<u>6th</u>		<u>JORA- TG</u>	<u>JORA- KC</u>	<u>E</u>	<u>JORG-DD</u> <u>JORA- MD</u>	<u>JORA- KC</u>		
T	<u>2nd</u>						<u>JORG- TG</u> <u>JORA-PB</u>		
	<u>4th</u>		<u>JORA- PB</u>	<u>JORA- PB</u>	<u>C</u> <u>E</u>			<u>JORA- DD</u>	<u>JORG- AC</u>
	<u>6th</u>		<u>JORA- MD</u> <u>JORG (SEC)- TG</u>	<u>JORA- MD</u>		<u>JORA-TG</u>	<u>JORG- DD</u>	<u>JORA- AC</u>	
W	<u>2nd</u>		<u>JORA- TG</u>	<u>JORA- TG</u>	<u>S</u>	<u>JORA-PB</u> <u>JORG-KC</u>	<u>JORG- KC</u> <u>JORA-PB</u>		
	<u>4th</u>			<u>JORA- PB</u>		<u>JORG-AC</u> <u>JORA- TG(SEC)</u>	<u>JORA- MD</u>		
	<u>6th</u>			<u>JORA- MD</u>	<u>S</u>	<u>JORG-DD</u> <u>JORA- MD</u>	<u>JORG- DD</u> <u>JORA- AC</u>	<u>JORA- AC</u>	

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<u>T H U R S D A Y</u>	<u>2nd</u>			<u>JORA- TG</u>	<u>R</u>	<u>JORG-KC</u>			
	<u>4th</u>		<u>JORA- MD</u>	<u>JORA- MD</u>	<u>E</u>	<u>JORG-TG</u>	<u>JORA- DD</u>	<u>JORA- DD</u>	
	<u>6th</u>		<u>JORA- TG</u>	<u>JORA- KC</u>	<u>C</u>	<u>JORG-DD</u> <u>JORA- MD</u>	<u>JORA- KC</u>		
<u>F R I D A Y</u>	<u>2nd</u>				<u>E</u>		<u>JORG- TG</u> <u>JORA-PB</u>		
	<u>4th</u>		<u>JORA- PB</u>	<u>JORA- PB</u>	<u>S</u>			<u>JORA- DD</u>	<u>JORG- AC</u>
	<u>6th</u>		<u>JORA- MD</u> <u>JORG (SEC)- TG</u>	<u>JORA- MD</u>	<u>S</u>	<u>JORA-TG</u>	<u>JORG- DD</u>	<u>JORA- AC</u>	