

বিশেষপত্র
৯০
ভাষাবিজ্ঞান (DSE I and II)

প্রথমপত্র - (DSE-1)

পূর্ণমান : ৫০

১. বাংলা ভাষার ইতিহাস উপভাষা ও ভাষাবিজ্ঞান পাঠ (BNGPDSE01T)

ক. পৃথিবীর ভাষাবংশ সমূহ, ইন্দো-ইউরোপীয় ভাষাবংশ, বাংলা ভাষার গুণবিভাগ (সময়কাল, নিদর্শন, বৈশিষ্ট্য), বাংলাভাষায় অনার্য প্রভাব, বাংলা ভাষায় বিদেশি প্রভাব।

খ. বাঙালীমাংসা, ভাষাতত্ত্ব, ভাষাবিজ্ঞান (সংজ্ঞা, স্বরূপ ও বৈশিষ্ট্য), ঐতিহাসিক ভাষাবিজ্ঞান, বর্ণনামূলক ভাষাবিজ্ঞান, তুলনামূলক ভাষাবিজ্ঞান, রূপান্তরমূলক ও সৃজনমূলক ~~ভাষাবিজ্ঞান~~ (সংজ্ঞা, স্বরূপ ও বৈশিষ্ট্য), ভাষা-উপভাষা সংসর্গ, উপভাষার লক্ষণ, সংগঠন পদ্ধতি, জরিপ।

গ. ভাষাতাত্ত্বিক ব্যাখ্যা:

- প্রাচীন বাংলা - চর্যাপদ (১,২,৫,৬,৮)
- আদি-মধ্যবাংলা - শ্রীকৃষ্ণকীর্তন (বংশীখন্ড)
- দৌলত কাজীর 'লোরচন্দ্রানী'
- অন্নদামঙ্গল - প্রথম খন্ড
- ~~ইন্ডোন প্যাটার নকশা~~ কালীপ্রসন্ন সিংহ *অন্নদামঙ্গল* ~~ইন্ডোন প্যাটার নকশা~~
- ছেলেবেলা - রবীন্দ্রনাথ ঠাকুর
- আধুনিক ভাষার নিদর্শন - বিবেকানন্দ, প্রমথ চৌধুরী, বৃন্দদেব বসু, নবাকরণ ভট্টাচার্য, আশাপূর্ণা দেবী, সুধীন্দ্রনাথ দত্ত, শঙ্কু মিত্র। *কলকাত্ত্ব*, *সুধীন্দ্রনাথ দেবী*

দ্বিতীয়পত্র - (DSE-2)

পূর্ণমান : ৫০

২. ভাষাবিজ্ঞান : প্রয়োগ পদ্ধতি পাঠ (BNGPDSE02T)

ক. বাংলা স্বরধ্বনি, ব্যঞ্জনধ্বনি (স্বরূপ, শ্রেণিবিভাগ), ~~সংস্কৃত-ভাষা~~ ব্যঞ্জন, যুক্তাক্ষর, দ্বিস্বর, ব্যঞ্জন সমাবেশ, স্বনিম (সংজ্ঞা, স্বনিম নির্ধারণের পদ্ধতি), বাংলা স্বনিম (স্বরস্বনিম, ব্যঞ্জন স্বনিম, অনুনাসিক স্বরস্বনিম), বাংলা অবিভাজ্য স্বনিম (মাত্রা শ্বাসাঘাত, সুরাতরঙ্গ, যতি, নাসিকীভবন)।

খ. রূপিম : সংজ্ঞা, বৈশিষ্ট্য, নির্ণয় পদ্ধতি, রূপিম নির্ণয়ে নিদার সূত্র।

বাংলা রূপমূলের মূলসূত্র : লিঙ্গ, বচন, কারক, ক্রিয়ার কাল, পুরুষ, ~~বাক্য~~ *প্রথাগত ব্যাকরণ ও সাংগঠনিক ব্যাকরণে বাক্যের শুরুত্ব।*

গ. চমস্কির ব্যাকরণ : সংবর্তনী ^রসঞ্জননী ব্যাকরণের স্বরূপ ও বৈশিষ্ট্য, *কায়তত্ত্ব, অধ্যয়তত্ত্ব*, ভাষাবোধ-ভাষাপ্রয়োগ, আধোগঠন-অধিশঠন, ভাষা সঞ্জন ও সংবর্তন, ভাষা বিশ্বজনীনতা।

Approved
Samir
5/7/24

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5/7/24

IC. *উন্নয়ন* U.C. *উন্নয়ন*

(DSE III and IV)

৪র্থ - (DSE 3)

পূর্ণমান : ৫০

ক. বাংলা ভাষা, ব্যাকরণ, পরিভাষা ও অভিধান চর্চা পাঠ (BNGPDSE03T)

ও যুক্তরাজ্যের বাংলা ভাষা

ক. বাংলা ভাষাচর্চা : শ্রীরামপুর মিশন, বিদ্যাসাগর, বঙ্কিমচন্দ্র চট্টোপাধ্যায়, শ্যামাচরণ সরকার, রবীন্দ্রনাথ ঠাকুর, মুহম্মদ আব্দুল হাই, পরেশচন্দ্র মজুমদার... (অর্ধবৈচিত্র্য চর্চা) +

কোনো কোনো ব্যাকরণ চর্চার ইতিহাস ও সাময়িকিক বাংলা ভাষা ও ব্যাকরণ চর্চা। (মানোজ্ঞেয় দ্য আসবুপসাঁও থেকে — ?)

খ. অভিধান বিজ্ঞান : অভিধান বিজ্ঞান (রূপ, ইতিহাস, অভিধানতত্ত্ব, অভিধানের লক্ষ্য ও অর্ধবৈচিত্র্য), অভিধানের শ্রেণিবিন্যাস।

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চতুর্থ - (DSE 4)

পূর্ণমান : ৫০

ভাষাতত্ত্ব অনুশীলন ও প্রয়োগমূলক বাংলাভাষা পাঠ (BNGPDSE04T)

ক. শৈলীবিজ্ঞান:

- শৈলীবিজ্ঞানের পরিচয়।
- ভাষাশৈলী বিচার- কবিতা, নাটক, উপন্যাস, ছোটগল্প, প্রবন্ধ (নির্বাচিত কবি, নাট্যকার, উপন্যাসিক, ছোটগল্পকার, প্রাবন্ধিক)
- শৈলীর বহুরূপতা, ব্যক্তিগত ও যুগশৈলী- পার্নিকেন্দ্রিক শৈলী, দলকেন্দ্রিক, লোককেন্দ্রিক, বাক্যকেন্দ্রিক, লেখকরূপ কেন্দ্রিক (প্রামোদ্যজক্যপ স্টাইল), উপস্থাপন কেন্দ্রিক।
- শৈলী বিচারের একক- বিসোপ, সংযোজন, রূপান্তর, প্রমুখন, সমান্তরালতা ও পুনরুক্তি, ছন্দ, অলংকার।

খ.

- বিশ্বভাষা (রূপ, বিশ্বভাষা তৈরির প্রয়োজনীয়তা, প্রয়োগ)
- সমাজভাষাবিজ্ঞান (রূপ, বর্ণনামূলক বচন-প্রয়োগমূলক সমাজভাষাবিজ্ঞান)।
- মনোভাষাবিজ্ঞান (রূপ ও বৈশিষ্ট্য, চর্মাণ্ড ও মনোভাষাবিজ্ঞান, বাকু রোধ ও মস্তিষ্কের ভাষা এলাকা, হোলোফ্রেনটিক স্পিচ ও টেলিগ্রাফিক স্পিচ)।
- ভাষা পরিষ্করণ (পটভূমি, ভাষা পরিষ্করণের কাজ ও সমস্যা, ভাষা পরিষ্করণ ও ভাষাবিজ্ঞানী এবং বাংলা ভাষা)।

গ. বাংলা ভাষার প্রয়োগমূলক নানান দিক :

- বাংলা বিজ্ঞাপনের ভাষা (বিজ্ঞাপনের ভাষার রূপ ও সেকাল-একালের তুলনামূলক আলোচনা)
- সাংবাদিকতার ভাষা (বেতার ও টেলিভিশনের ভাষা, মৌখিক প্রচার চ্যাকবিল পোস্টারি হোডিং, ষ্ট মাপমে)
- সাংবাদিকতা ও পত্র-পত্রিকার ভাষা, সোশ্যাল সাইটের ভাষা (ফেসবুক, হোয়াটসঅ্যাপ, টুইটার, ব্লগ ইত্যাদি)।
- নেতৃত্বের ভাষা, সমালোচনার ভাষা, কবিতার ভাষা, ~~সংগীত~~ ভাষা, সন্ধ্যাপের ভাষা, বিলুপ্ত ভাষা, স্ববরের ভাষা, ~~অন্য~~ ভাষা, ~~অন্য~~ ভাষা, প্রায়ত্ত্বের ভাষা, কৃতীয় পিসের ভাষা। ~~অন্য~~ ভাষা, ~~অন্য~~ ভাষা

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হায়ক গ্রন্থ :

- ১। রবীন্দ্রনাথ ঠাকুর : বাংলা শব্দতত্ত্ব
- ২। রবীন্দ্রনাথ ঠাকুর : বাংলা ভাষা পরিচয়
- ৩। সুবীতিকুমার চট্টোপাধ্যায় : ভাষা প্রকাশ বাঙ্গালা ব্যাকরণ
- ৪। সুকুমার সেন : ভাষার ইতিবৃত্ত
- ৫। মুহম্মদ আব্দুল হাই : ধ্বনি-বিজ্ঞান ও বাংলা ধ্বনিতত্ত্ব
- ৬। মুহম্মদ শহীদুল্লাহ : বাংলা ভাষার ইতিবৃত্ত
- ৭। পরেশচন্দ্র মজুমদার : সংস্কৃত ও প্রাকৃত ভাষার ক্রমবিকাশ
- ৮। পরেশচন্দ্র মজুমদার : বাংলা ভাষা পরিক্রমা (প্রথম ও দ্বিতীয় খণ্ড)
- ৯। আবুল কালাম মঞ্জুর মোরশেদ : বাংলা ভাষাতত্ত্ব
- ১০। দ্বিজেন্দ্রনাথ বসু : বাংলা ভাষার আধুনিক তত্ত্ব ও ইতিকথা
- ১১। রামেশ্বর শ : সাধারণ ভাষাবিজ্ঞান ও বাংলা ভাষা
- ১২। হুমায়ুন আজাদ : বাক্যতত্ত্ব
- ১৩। হুমায়ুন আজাদ : বাংলা ভাষা (প্রথম ও দ্বিতীয় খণ্ড)
- ১৪। পরেশচন্দ্র ভট্টাচার্য : ভাষাবিদ্যা পরিচয়
- ১৫। মুগাল নাথ : ভাষা ও সমাজ
- ১৬। পবিত্র সরকার : ভাষা দেশ-কাল
- ১৭। পবিত্র সরকার : বাংলা ব্যাকরণ প্রসঙ্গ
- ১৮। রফিকুল ইসলাম : ভাষাতত্ত্ব
- ১৯। নির্মল দাশ : বাংলা ভাষার ব্যাকরণ ও তার ক্রমবিকাশ
- ২০। অলিভা দাক্ষী : বাংলা ভাষাবিজ্ঞান অভিধান
- ২১। অপূর্ব দে : শৈলীবিজ্ঞান
- ২২। নব্যেন্দু সেন : বাংলা গদ্য স্টাইলিকস্টিকস
- ২৩। জ্যোতিভূষণ চাকী : বাংলা ভাষার ব্যাকরণ
- ২৪। উদয় চক্রবর্তী : বাংলা পদগুচ্ছের সংগঠন
- ২৫। সুচরিতা বন্দ্যোপাধ্যায় : আধুনিক বাংলা ভাষাতত্ত্ব
- ২৬। সুখেন বিশ্বাস : প্রসঙ্গ : বাংলা ভাষা (প্রথম ও দ্বিতীয় খণ্ড)
- ২৭। সুখেন বিশ্বাস : ভাষাবিজ্ঞান : তাত্ত্বিক প্রসঙ্গ
২৮. -

Approved
Sumi Dm
5/7/24

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PGBOS Resolution

The screenshot shows a Yahoo! Mail interface. The search bar at the top contains the text "Find messages, documents, photos or people" and "Advanced". The email header shows "Ms_BPR_7667: Invitat" and "Re: Approval for Micro". The email body contains the following text:

Re: Approval for Microelectronics Reliability as AECC course in PG semester I

Nikhil R Das
From: nrd@ieee.org
To: abhijit_mallik1965@yahoo.co.in, amelc@caluniv.ac.in, jayoti.das@gmail.com, Madhabi Ray
Cc: Dr. Arijit Roy - Wbsu

Dear Dr. Ganguly,
I give my approval.
Regards,
N. R. Das.

Prof. Nikhil Ranjan Das
Professor & Former Head, Department of Radio Physics and Electronics
Former DEAN, Faculty of Engineering & Technology
Former Director, Centre for Research in Nanoscience & Nanotechnology
University of Calcutta
92 Acharya P.C. Road, Kolkata-700009, West Bengal, India.
Tel.: +91 33 2350 9115/9116, ext 44. Fax.: +91 33 2351 5828.
Email: nrd@ieee.org, nrd.rpe@caluniv.ac.in

On Thursday, January 28, 2021, 08:11:02 PM GMT+5:30, Madhabi Ray <ray_madhabi@yahoo.co.in> wrote:

The screenshot shows a Yahoo! Mail interface. The search bar at the top contains the text "Find messages, documents, photos or people" and "Advanced". The email header shows "Ms_BPR_7667: Invitat" and "Re: Approval for Micro". The email body contains the following text:

Tel.: +91 33 2350 9115/9116, ext 44. Fax.: +91 33 2351 5828.
Email: nrd@ieee.org, nrd.rpe@caluniv.ac.in

On Thursday, January 28, 2021, 08:11:02 PM GMT+5:30, Madhabi Ray <ray_madhabi@yahoo.co.in> wrote:

Dear esteem PGBOS members,

Please find the attached syllabus for **Microelectronics Reliability**. This paper is considered as AECC subject for 1st Semester and approved in DC meeting.

So I would like to request your approval for the above mention paper as AECC subject in PG semester I.

With regards,

Dr. Madhabi Ganguly
Coordinator & Assistant Professor
Dept. of Electronics
West Bengal State University
Barasat
Mail To: ray_madhabi@yahoo.co.in

Detailed Syllabus

Semester – I: ELTPAEC01M Microelectronic Reliability

Course Outcome:

Students after successfully completion of the course will be able to:

- Impart knowledge about the History of Electromigration
 - Impart knowledge regarding material reliability
 - Impart knowledge on Dielectric Breakdown
1. **Concept of Reliability:** System and Models Definition of reliability – reliability Vs quality-reliability function-MTTF – hazard rate function- bathtub curve – derivation of the reliability function-constant failure rate model – time dependent failure models. Weibull distribution – normal distribution – the lognormal distribution. Introduction to Markov models, Markov analysis – Partially degraded and fully degraded models, Applications of Markov model, Numerical problems.
 2. **Introduction to Microelectronic Reliability:** Material Reliability, Bulk Material, Reliability and Interface Reliability, Device Specific Reliability, Numerical problems.
 3. **Electromigration Introduction:** History of Electromigration, Electromigration theory and modeling and their evolution, Electromigration degradation in submicron Cu interconnects, Numerical problems.
 4. **Theory of Gate Dielectric Breakdown:** Introduction to Dielectric Breakdown, Time Dependent Dielectric Breakdown, Application of Anode Hole Injection Theory, Statistics of Oxide Breakdown, Numerical problems.
 5. **Negative Bias Temperature Instability (NBTI):** MOSFET-based Logic Transistor-Negative bias Temperature Instability, Hot Carrier Injection, Semiconductor Flash Memory, Empirical observations regarding NBTI.

Recommended Books:

1. Charles E. Ebling, “An introduction to Reliability and Maintainability Engineering”, Tata McGraw-Hill, 2000.
2. Patrick D T O’connor, “Practical Reliability Engineering”, John-Wiley and Sons inc, 2002.
3. Electromigration in ULSI interconnects, C.M. Tan, A. Roy, Materials Science and Engineering R 58 (2007) 1–75.
4. Microstructure measurement techniques for studying electromigration in ULSI interconnects, Critical Reviews in Solid State and Materials Sciences, 41(3), 159–191, 2016.
5. Srinath I.S, Engineering Design and Reliability, ISTE, 1999.



WEST BENGAL STATE UNIVERSITY

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Ref. No :

Date :

Date: 15/06/2022

Resolution of P.G. Board of Studies online meeting through Google Meet (<https://meet.google.com/hyg-zrnh-uyn>) of Journalism & Mass Communication held on 15/06/2022 regarding Modification of C.B.C.S. Syllabus of P.G. Journalism & Mass Communication, Selection of names for Paper Setter, Moderator, Examiner (Theory & Practical) for 2022-23. And also Eligibility Criteria for P.G. admission in Journalism & Mass Communication

Following members are present at the aforesaid meeting:

- i. Dr. Gopa Pramanik *G. Pramanik 15.6.22*
- ii. Dr. Pallav Mukhopadhyay *[Signature] 15.06.2022*
- iii. Dr. Buroshiva Dasgupta *[Signature] 15/6/22*
- iv. Dr. Saswati Gangopadhyay
- v. Dr. Sunil kanta Behra

The P.G. Board of studies Committee has unanimously approved the following names for Paper Setter, Moderator, Examiner (Theory & Practical) for 2022-23. And Eligibility Criteria for P.G. admission in Journalism & Mass Communication will be Honours Graduate from any stream of Science, Arts, Commerce ~~except~~ ^{students need to obtain 70% marks for admission.} Media Science and also approved modified P.G. syllabus as following:

Paper JMC P COR 14M (Communication Research & Dissertation) modified to theory paper (JMC P COR14T-Communication Research, Full Marks =40+ 10) and (JMPCOR18M-Making a Documentary) modified to **JMC P COR 18 P** (Dissertation and Documentary Full Marks 50+50= 100)

List of Internal Paper setter, Moderator, Examiner (2022-23)

1. Dr. Gopa Pramanik. (W. B. State University)
2. Dr. Pallav Mukhopadhyay (W. B. State University)

WEST BENGAL STATE UNIVERSITY
Modified CBCS Syllabus for Post-Graduation Course
Department of Journalism & Mass Communication
2-Year (4-Semester) Course
BARASAT, 24 PARGANAS (N)



WITH EFFECT FROM 2019 AND ONWARDS

Structure: P. G. CBCS Syllabus: Journalism & Mass Communication, WBSU

SEMESTER	Course	Course Content	Credit	Marks	Total
I	JMC P COR 01T	Mass Communication	4	50	Marks: 300 Credit: 24
	JMC P COR 02T	Specialized Fields Of Communication	4	50	
	JMC P COR 03T	Reporting	4	50	
	JMC P COR 04T	Editing	4	50	
	JMC P COR 05P	Making a Lab- Journal	4	50	
	JMCPAEC01T	Journalistic Writing	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
II	JMC P COR 06T	Broadcast Journalism	4	50	Marks: 300 Credit: 24
	JMC P COR 07T	Television Journalism	4	50	
	JMC P COR 08T	Film Journalism, Appreciation and Criticism	4	50	
	JMC P COR 09M	Videography & Seminar Presentation	4	50	
	JMC P COR 10P	Video Documentary Production	4	50	
	JMCPSEC01P	Video Editing	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
III	JMC P COR 11T	History of Journalism	4	50	Marks: 300 Credit: 24
	JMC P COR 12T	International Journalism and Communication	4	50	
	JMC P COR 13 T	Public Relations & Advertising	4	50	
	JMC P COR 14 M	Communication Research & Dissertation	4	50	
	JMCPDSE01T	Either Sports Journalism OR Science Journalism	4	50	
	JMC P GEC 01T Interdepartmental	Courses for Other Departments – Environment Journalism	4	50	

SEMESTER	Course	Course Content	Credit	Marks	Total
IV	JMC P COR 15T	Traditional Media & Social Media	4	50	Marks: 300 Credit: 24
	JMC P COR 16T	Media Laws , Ethics & Media Management	4	50	
	JMC P COR 17M	Photo-journalism	4	50	
	JMCP DSE 02 T	Either Women & Media OR Media Culture and Society	4	50	
	JMC P COR 18M	Making a Documentary	8	100	

Programme Outcomes

Programs of study in Journalism & Mass Communication at West Bengal State University offer a balance of analytic and applied approaches to study in this field and are shaping students to become the industry's next top leaders in Journalism and Media Studies, Public Relations and Communication Studies through courses and engaged learning experiences that are theoretically-driven, innovative, and applied. The department prepares students with the necessary skills to communicate visually, orally and through written documentation within the context demanded by the business, journalism, marketing, and public relations world. Students are also equipped with a solid ethical foundation and an understanding of diversity, interdependence, and cultural perspectives in the global community.

Programme Specific Outcomes (PSO)

The Programme Specific Outcomes are to prepare the students to:

- ❖ Be a Journalist/News Editor/News Presenter/Producer/Director/Analyst and for many such job roles in media and entertainment industry
- ❖ Pursue doctoral research degree to work in colleges, universities as professors or as scientists in research establishments
- ❖ Act as administrators in public, private and government organizations with further training and education

SEMESTER- I

JMC P COR 01T: Mass Communication

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Use an understanding of the effects of mass media on culture and society in order to make responsible personal and professional decisions.

2. Recognize the connection between journalistic/media freedoms and democracy in order to maintain balance between freedom of the press and freedom of the society.
3. Provide community leadership.
4. Critically and thoughtfully respond to both explicit and implicit communication of media.

Module- 1

Communication – Definition, process, elements, function, barriers, nature and process of human communication, verbal and nonverbal communication, inter-personal, small group, public, mass communication, communication and socialization.

Module - 2

Models : Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean, Berlo, Rogers & Shoemakers.

Module - 3

Nature, process, characteristics, impact of mass communication, media of mass communication and their characteristics, communication behavior, Perception – Cognition – Attitude, Mass Society – Mass Culture, Typology and characteristics of audiences – mediaaudience relationship – Encoding/Decoding.

Module - 4

Media Systems and Theories : Types of Media Systems, Individual Differences Theory, Two step & multi step flow, Agenda Setting - convergent and gate keeping, Normative theories, Functional theory, Mass media : public opinion and democracy, Media culture and its production - Propaganda model - Public Sphere and Jürgen Habermas - Media organizations, Media Content, Market-driven Media Content – Effects, Political Economy of Communication.

Module - 5

Media Effects Theories: News Framing, Media Priming, Social-Cognitive Theory of Mass Communication, Uses and Gratifications, Stereotyping, Public Communication Campaigns, Entertainment and Enjoyment as Media Effects.

Reading List:

1. Mass Communication in India – Keval J. Kumar, Fourth Completely Revised and Updated Edition, Jaico Publishing House.
2. McQuail's Mass Communication Theory – Denis McQuail, Sage Publications Ltd., 6th Edition, 2010.
3. Media of Mass Communication – John Vivian, Pearson, 11th Edition, 2012.

4. The Dynamics of Mass Communication: Media in Transition – Joseph R. Dominick, Mc Graw-Hill Education, 12th Edition, 2012.
5. Mass Communication and Media Studies: An Introduction, Peyton Paxson, Continuum Publishing Corporation, 2010.
6. Mass Communication Theories: Explaining Origin, Processes and Effects – Melvin L. DeFleur, Pearson, 1st Edition, 2010.
7. Melkote, Srinivas : Communication for Development in the Third World – Theory and Practice, Prentice-Hall, New Delhi,1991.
8. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.

JMC P COR 02T: Specialized Fields of Communication

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Upon successful completion, students will be able to:

Course Outcome

1. Employ critical thinking and intellectual rigor in developing analyses of complex issues in science, including proposing appropriate actions, solutions, or responses
2. Communicate science using a range of appropriate modes and technologies, including oral, visual, and multimedia components
3. Understand the broader societal impacts of effective scientific communication
4. Analyze how rhetorical choices influence the way science is communicated and understood across genres, contexts, and audiences
5. Reflect on the range and effectiveness of varied communicative strategies for conveying scientific information and crafting persuasive and accessible arguments about science
6. Identify and apply theories of health, disease, and wellbeing in the planning, implementation, assessment and evaluation of health interventions.
7. Communicate health information in oral and written forms and through a variety of media and technology to diverse audiences.
8. Will be skilled in analyzing various developmental strategies and will be aware of development concepts
9. Recognize and respond to the communication expectations of various corporate stakeholders.
10. Create and implement a strategic corporate communications plan and to utilize a variety of communication tools and techniques.
11. Apply the learning into a real workplace situation for image building of the organization during normal and crisis situations

Module1: Development communication

Development communication- Definition, Significance, Role of Development Communication in Participatory Democratic Process, Its Impact on Indian Society, Role of Media in Development Communication.

Module2: Health Communication

Health Communication- its modern Trend, New Scopes, Objectives, Characteristics, Role of Indian Media in Health Communication

Module3: Folk Communication

Folk Communication- its cultural root, Use in third world Countries, modern trend, Objectives.

Module4: Corporate Communication

Corporate Communication- Definition, Significance, Role of Corporate Communication in Participatory Democratic Process, Its Impact on corporate sectors in India.

Module5: Visual Communication

Visual Communication--Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society,

Module6: Rural Communication

Rural Communication- Use in third world Countries, modern trend, Objectives, Role of Indian Media in Rural Communication, Its Impact on Indian Society.

Module7: Urban Communication

Urban Communication- Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society, Role of Media in Urban Communication .

Module8: Science and Technology Communication

Science and Technology Communication -Definition, Its usage, Characteristics, Its Significance, Its Impact on Indian Society, Role of Media in Science and Technological Communication

Reading List.

1. Amartya Sen , Development as freedom, Alfred A Knopf, New York, 2011.
2. D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972

4. Mefalopoulos, Paulo; Development Communication Sourcebook, 2008
5. Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), *Participatory Communication for Social Change*, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, *The Handbook of Development Communication and Social Change*, Wiley-Blackwell
8. Linje Manyozo, *Media, Communication & Development: Three Approaches*, Sage, 2012
9. Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993
10. Richard Peet and Elaine Hartwick, *Theories of Development: Contentions, Arguments, Alternatives*, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, *Communication for Development: Theory and Practice* .
12. Uma Narula, Anand Har, *Development Communication –Theory and Practice*, 2004
13. Johnson. Krik - *Television and Social Change in Rural India*
14. Papa, Michael. Singhal, Arvind. Papa. H. Wendy - *Oranizing for Social Change*
15. Rao, lakshmana - *Communication and Development: A Study of Two Indian Villages*
16. *Health Infrastructure in Rural India: 2004*, Ministry of Health and Family Welfare, Government of India
17. *A Health Communication Strategy for RNTCP: November 2005*; Published by Central TB Division Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India.
18. *National Family Health Survey (NFHS-3)*
19. *Health Sector Reforms: 2003-2007*, Department of Health & Family Welfare, Government of West Bengal
20. *Healthcare in India, Emerging Market Report: 2007*, Pricewaterhouse Coopers
21. Renata Schiavo - *Health Communication: From Theory to Practice*
22. Hyunyi Cho -*Health Communication Message Design:Theory and Practice*
23. Kevin B. Wright, Lisa Sparks, H. Dan O'Hair- *Health Communication in the 21st Century*
24. *Corporate Reputation Decoded : Building, Managing and Strategizing for Corporate Excellence* - Asha Kaul & Avani Desai
25. *Media Construction of Environment and Sustainability in India-* Prithi Nambiar
26. *Applied Crisis Communication and Crisis Management: Cases and Exercises-* W. Timothy Coombs.

JMC P COR 03 T - Reporting

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Develop and Analyse news reports for various sectors
2. Present news, organize and chair intellectual discussions
3. Use various tools and techniques for compilation and presentation of news

Module 1: Definition and concepts of news

News, News values, Objectivity, Elements of News.

Module 2: Sources of News

Reporter, Chief reporters, News beats, News Sources, Special Correspondent, Bureau Chief.

Module 3: Specialization in Reporting

Reporting for women and children, Science, Sports, and Entertainment etc. Objective, Interpretive and investigative reporting.

Module 4: Interview

Principles of Interviewing, Preparation, Guidelines, Different Types, Basic Knowledge for taking Interview.

Module 5: Online reporting

Online reporting- emerging trend, features, significance

Module 6: Feature

Definition, Characteristics, Writing Style, Different Types of Features

Module 7: Opinion Piece

What is Opinion piece? Different Types: Column, Letters to the Editor, Editorial, Review, Column-Types and Styles, Syndication, Editorial Writing-types and style, Review-Writing style, Letters to the Editor

Module 8: Yellow Journalism

Yellow Journalism- History, Trend, Impact of it in Journalism

Module 9: Photo Journalism

Photo Journalism- its features, Qualities, duties and responsibilities of a Photo-journalist, Different Types of Photo, News Photo Production

Module 10: Web Journalism

Web Journalism, Emerging Trends, Qualities of a content Writer, Impact on World Journalism

Module11: News Agency Reporting

News Agency- Its Definition, activities, special features, Difference between Agency Reporting and Media Reporting, Different News Agency Service

Reading List :

1. Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill ,Publication, 2000
2. Carole Flemming and Emma Hemmingway, An Introduction to Journalism; Vistaar Publications, 2006.
3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
4. H. Evans, News Headlines, National Council for the Training of Journalists, 1974.
5. Hyde, Grant Milnor; Newspaper Editing – A manual for Editors, Copyreaders and Students, 2008
6. Ludwig, Mark, D and Gilmore, Gene; Modern News Editing, 2005
7. M V Kamath, Professional Journalism, 2009
8. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism,Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing.MC Graw Hill, NY. 2003
10. Randall, David; The Universal Journalist, 5th Edition, 2016
11. Richard Keeble. The Newspaper's Handbook 5th Edition; Routledge Publication,2014.
12. Robinson Tom; The Evolution of News Reporting, 2010
13. Thussu, D.K. .War and the Media: Reporting conflict 24x7, Sage Publications,2003.
14. Thussu, D.K. News As Entertainment, Sage, 2007
15. Syd Field: Screenplay: The Foundations of Screenwriting.

JMC P COR 04T - EDITING

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Act as editor, director, producer in a media company
2. Acquaint with set up of print media organizations and editorial working
3. equip with printing technology and process of print production.

Module 1: Editing

Definition, Objectives, Principles of Editing

Module 2: Different Functionaries of Editorial Department

Editor, News Editor, News Coordinator, Chief Sub-Editor, Sub-Editor- duties, Responsibilities and qualities

Module 3: Headline

Headlines: types and characteristics, Use of Headline, Objective

Module 4: Different Components of Editing

Typography, Lead writing, Proof Reading, Copy Testing, Editing agency copies

Module 5: Preparation of Newspaper Page

Page planning, Layout; different types and general principles, Computer editing and page designing

Module 6: Photo-editing

Photo editing- different styles, processes, Duties and Responsibilities of Photo Editor, Modern Trends

Module 7: Means of Page Lay-out

Use of graphics and illustrations, Use of info-graphics-blurbs, Use of cartoons,

Module 8: Editing trends

Magazine editing, Recent trends in editing and layout, Web editing

Reading List :

1. Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill ,Publication, 2000
2. Carole Flemming and Emma Hemmingway, An Introduction to Journalism; Vistaar Publications, 2006.
3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
4. H. Evans, News Headlines, National Council for the Training of Journalists, 1974.
5. Hyde, Grant Milnor; Newspaper Editing – A manual for Editors, Copyreaders and Students, 2008
6. Ludwig, Mark, D and Gilmore, Gene; Modern News Editing, 2005
7. M V Kamath, Professional Journalism, 2009
8. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism,Blackwell Publishing, 2006.
9. Mencher, Melvin, News Reporting and Writing.MC Graw Hill, NY. 2003
10. Randall, David; The Universal Journalist, 5th Edition, 2016
11. Richard Keeble. The Newspaper's Handbook 5th Edition; Routledge Publication,2014.

12. Robinson Tom; The Evolution of News Reporting, 2010
13. Thussu, D.K. .War and the Media: Reporting conflict 24x7, Sage Publications,2003.
14. Thussu, D.K. News As Entertainment, Sage, 2007
15. David Wainwright. Journalism made simple. Heinemann, 1982
16. Geoffery Roger. Editing for print. Macdonland & Co., London, 1986
17. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966
18. Judith Butcher. Copy – Editing, Cambridge University Press, 1992
19. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
20. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008
21. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003
22. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
23. T.J.S.George. Editing. IIMC New Delhi. 1989

JMC P COR 05P - Making a Lab-Journal (Practical)

Total Marks-50 (Where 35 marks for Project and 15 marks for Viva-Voce.)

Course Outcome

Upon successful completion, students will be able to:

1. to learn the basics of writing and designing.
2. to write effective headlines.
3. 3.to learn effective strategies in journalistic writing.
4. 4.to enhance designing skills.
5. to learn creative writing skills.
6. to demonstrate ability to develop content for different forms of writing

Project

Production of one Lab-Journal namely 'Reporters' Radiation in English Containing Report of events and seminars. General Field visit, report three places. Interview skill, Submission of two journalistic, in-depth, written interviews of any two eminent personalities

JMC P AECC 01T (Journalistic Writing)

Total Marks-50 (Including Internal Assessment)

Course Outcome

Upon successful completion, students will be able to:

1. to understand the variety of mass media writing, including news stories, features and press releases, advertisement copy, script for film, scrip for documentary.
2. create new media products, including blogs, podcasts, Web sites and multi-media

Module 1 - Principles of media writing, what is media writing? Techniques of Reporting, writing and editing , Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings. Revision of grammar, syntax and style. Drafting and revising.

Module 2- Types of writing Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing

Module 3- Writing for print lead, intro, Headlines and caption writing. Opinion piece, Feature writing, types of feature, profiles, Article writing. Press Release, Editorial writing. Short story Writing, writing book reviews and film reviews, Film writing; 1-line Concept, Story, Script, Dialogue, Screenplay writing, writing columns. Stylebook, Writing for magazines - Writing for broadcast: Writing for eyes and ears,

Module 4- Radio Production Writing; Radio Drama Script, Script for Phone-in programmes. Script for Radio Talk

Module -5 News writing for Television, Serial Production; Bulletin Production. TV Serial Scripts.

Module 6 - Writing for web writing for Web: Characteristics of web writing, technical writing, blogs and twitter posts, Blog Article. Blog News. Creative Writing & Content Writing for Web Portals. Online Journalism.

Reading List:

1. Syd Field: Screenplay: The Foundations of Screenwriting.
2. Ravi M. Khanna: TV News Writing made easy for Newcomers.
3. Wendy Burt-Thomas: The Everything Creative Writing Book: All you All you need to know to writenovels, plays, short stories, screenplays.
4. Von Zeffler: Blogging: A Beginners Guide
5. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.

6. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
7. Melvin Mencher (2006), News reporting and Writing, 10th edition, McGraw-Hill.
8. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
9. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
10. Raman, Usha (2009), Writing for the Media, OUP.
11. Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting. Lang Publishing.
12. Foust James, (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.

SEMESTER- II

JMC P COR 06 T- Broadcast Journalism –RADIO

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. 1 know about the concepts and basics of Journalism
2. familiarize the operation of broadcast Industry.
3. learn about the Radio and Television News Programs styles.
4. learn the style, the activities and logistics involved in the process of Broadcast Journalism.
5. To to assess the Broadcast News content.
6. familiarize with Broadcast program and evaluation methods
7. provide them an optimum understanding of Radio Journalism, Radio Programming and Operational Management of Commercial FM stations

Module 1: Radio-its Origin and Development

History of Radio, Development of Broadcasting system in India

Module 2: Different types of Radio Programme

Radio Feature, Newsreel, Radio talk, Rural Programme, Magazine Programme etc. Radio News

Module 3: Concept of Radio Studio

Radio Studio (News and Programme), Specifications, Radio Monitoring System, Audio Equipments

Module 4: Organizational Structure

Organizational Structure of Radio Station- Governmental and Private in India

Module 5: Radio Interview

Radio Interview, Different Types, Techniques of Radio Interviewing, Do's and Don'ts

Module 6: Radio-writing

Writing for Radio- Talk, Feature, Report, Newsreel, Docu-feature, Drama and Special Audience Programme etc,

Module 7: Different types of Radio format

FM Radio, Community Radio, Ham Radio, Analog and Digital Audio Communication System, Satellite Broadcasting

Module 8: Audience Research Unit

Audience Research Unit-Activities, Its utility

Module 9: Foreign Radio Channels

Foreign Radio Channels- BBC, Voice of America, Satellite Radio Stations

Module 10:

Radio Jockey- its qualities, duties and Responsibilities, Modern Trend, As a profession future of Radio Jockey in India

Reading List:

1. Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6th Edition, 2012
2. Carrol Fleming; The Radio Handbook, Routledge , 2002
3. Hilliard, Robert L, Writing for Television, Radio, and New Media,11th Edition, Wadsworth Publication, 2014
4. Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007
5. P C Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
6. Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
7. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
8. Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (June 30, 2007)
9. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.

10. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
11. Macliesh Robert - Radio Production Techniques. Macmillan. NY., 2002
12. Sim Harris & Paul Chantler, Local Radio., Sage, 2005
13. Ash, William - The Way to Write radio Drama, BBC, 2009
14. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
15. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
16. Hellard Robert -, Writing for Television and Radio, Sage 2000
17. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television.,
18. Rinehart & Winston, rawat publication, 2010
19. Kapoor D N:,Broadcast Journalism, Mohit Pub New Delhi2006

JMC P COR 07 T - Television Journalism

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. expose them to the latest digital audio-video technologies, social media and new media tools
2. train them in the art and craft of TV Journalism and equip them with skills and practices so that they are fully ready to take up journalistic and production jobs in TV News Channels

Module 1: Television-its Origin and Development

History of Television, Development of Television in India, Television and Indian Society

Module 2: Different types of Television Programme

Different types of TV Programme- TV Documentary, TV News, Tele Serial, Tele Film, TV Feature, Magazine Programme, TV Show etc.

Module 3: Concept of Television Studio

Television Studio (News and Entertainment), Specifications, OB van, Editing Console, Online Editing, Video Equipments, different types of TV camera, OB van

Module 4: Doordarshan vs. Private TV channels

Television- Private and Governmental Control

Module 5: TV Interview

TV interview, Different types, Techniques of TV Interviewing, Do's and Don'ts, Vox Populi, Imaginary Line

Module 6: Television-writing

Writing for Television- TV News, TV Documentary, TV Feature, Telefilm, Television Reporting

Module 7: Television Shots

Different types of TV shots- impact of TV shots, Significance of every TV shots, Use of TV shots

Module 8: Organizational Structure

Reading List:

1. Owens J & Millerson G :Television Production, Focal Press fifteenth edition2012
2. French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996
3. Acharya, R.N.: Television in India, Manas Publication, Delhi
4. Desai M K: Television in India Authors press New Delhi2010
5. Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
6. Kohli .V: The Indian Media Business, Response New Delhi2006
7. Siddiqui H: Television Broadcasting, Anmol New Delhi2011
8. Ramanujam RC:Television and Radio Broadcasting APH Publishing Delhi 2011
9. JohnsonK: Television and social change in rural India Sage Delhi 2000
10. Ninan S:Through the magic window-Television and change in India Penguin Delhi 1995
11. Shrivastava KM:Radio and TV Journalism Sterling India 1989
11. Ravi M. Khanna: TV News Writing made easy for Newcomers
12. Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
13. Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
14. Owens, Jim; Television Production, 2016
15. Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New,Delhi, 1985
16. Zettl, Herbert; Television Production Handbook, 2014
17. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007

JMC P COR 08 T - Film Journalism, Appreciation and Criticism

Total Marks-50 (Where 40 marks for End-Term Exam and 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Recognize types of films, their impact on society and their roles in our lives and society.
2. Recall the concepts behind storytelling, Mise en Scène and Cinematography.
3. Identify ways sound contributes to movies.
4. List the roles of directors and critics in the film industry.
5. Identify types of movie genres and various editing styles.
6. expose them to the latest digital audio-video technologies, social media and new media tools.

Module – 1

Definition of Film, Fiction and Non-fiction-- Characteristics of film media -- Language of Cinema : image and sound codes --Image Codes: (i) Codes rooted in the image (iconic codes), Codes of iconic nomination, pictorial codes, analogical codes. (ii) Codes rooted in photographically produced image: angle, Scale, Filters, focal length, diaphragm. (iii) Codes rooted in the sequencing of images : logical relations (i.e. flashback) aesthetic codes. Large syntagmatique.(iv) Codes rooted in the moving picture : Flashback, flash forward, freeze, animation, dissolve, fade in, out, slow and fast motion. (v) Codes rooted in the movement and in the image : movements of the camera. Zoom. Sound Codes : diegetic, non-diegetic, sync/non sync, components, on-screen/ off-screen, sound counterpoint, relation between sound and image (eg. Difference between image mood and sound mood/ objective image and subjective sound), functions of music in cinema, silence. Forms : Entertainment, information, persuasion, records/ archival, experimental; Formats: Regular 8 mm, Super 8 mm, 16 mm, 35 mm, 70 mm, 3D. Plot in Cinema; Narrative and Plot : structure, conventions and variations, alternatives to narrative fiction -documentary and avant-garde; Conflict as a plot element; Character as a plot element.

Module - 2

Mise-en-Scene and compositional elements : visual and spatial attributes;Lighting: high key, low key, Rembrandt, Chiaroscuro, exposure(Realism in Cinema, mise-en-scene in German Expressionist Cinema, French Poetic Realism); Cinematography : the camera in time and space--proxemics, focus, lens, movement and angles(lenses in creation of space, depth of field; focal length); Editing in Cinema: attributes of editing, story-centred editing, tempo, graphics, transitions; creating meaning outside the story, continuity and disrupting the rules;

Russian montage versus decoupage classique style editing; Jump-cut and match-cut; Colour : Theory & Practice.

Module - 3

Film History: (a) Brief history of the development of film in Europe, U.S.A. and India. (b) film style : classical, realist and formalist. (c) important directors, film companies and films : (i) Period of institutionalization of cinema and after: D.W. Griffith; ii) Russian socialist realism: S. Eisenstein; iii) Italian Neo-Realism : Vittorio De Sica, Rossellini, Fellini; iv) Cinema & Modernism: The Lumiere Brothers, George Melies, Charlie Chaplin, Buster Keaton; Orson Welles, F.W. Murnau, Fritz Lang, & Jean Cocteau; v) The French Masters: Jean Renoir, Robert Bresson; New Wave: Jean Luc Godard, Alain Resnais and Francois Truffaut; vi) Auteurs : Alfred Hitchcock; vii) Postwar Japanese Cinema : Akira Kurosawa, Ozu, Nagisa Oshima; viii) Latin American Cinema : Imperfect Cinema, Aesthetics of Hunger, Ideas about First, Second and Third Cinema; Indian Cinema : D.G. Phalke, V. Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Tapan Sinha, Tarun Majumdar, Rajen Tarafdar, Ajoy Kar, Bimal Roy, Hrishikesh Mukherjee, Basu Bhattacharya, Basu Chatterjee, Gulzar, Girish Karnad, Mani Ratnam. Prabhat, New Theatres, Bombay Talkies, etc. Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Zameen, Pather Panchali, Charulata, Bhuvanashree, New Indian Cinema.

Module - 4

Fiction and non-fiction, documentary-definition-- evolution, forms, distinction from other creative modes like narrative fiction and avant-garde; Analyzing documentary texts- subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary –newsreel, propagandist, naturalist, realist; different stylistic traditions- verite, direct etc.; Documentary precursors to cinema and television : war photography, BBC radio; some successors of documentary : non-fiction novels, new journalism and reality tv; Documentary in the 21st century.

Module - 5

Film Business and Industry--Stages of film production from idea and script to postproduction--
-Economics, Finance and business of film- Film distribution, import and export of films--
Regional films. Film Criticism: (a) Film criticism : Classical, structural, psychoanalytical,
political, sociological and social& feminist; Genre, Auteur; Audience and Reception. (b)
Reception theories: Theories of Louis Althusser, Janet Staiger and Stuart Hall, Intertextuality
in Casablanca (1942), Interpretation and reception in The Matrix (1999), Film Society: (a)
Influences of Indian cinema, cultural of Indian cinema, (b) Report of the film enquiry
committee, report of the working group on National Film Policy, (c) Dilemma of film censorship
: Khosla Committee report on censorship. (d) Institutions : Films division, NFDC (FFC), FTII,
NFAI, Film Festivals Authority of India, Censor Board. (e) Film Society Movement, (f) National
and State awards for films.

Reading List :

1. Introduction to Film Studies – Jill Neldes (Ed.), Routledge, 5th Edition, 2011.
2. Film Studies : An Introduction – Ed Sikor, Columbia University Press, 2009.
3. Beginning Film Studies – Andrew Dix, Manchester University Press, 2008.
4. A Dictionary of Film Studies – Annette Kuhn and Guy Westwell, Oxford University Press, 2012.
5. The Cinema of Attractions Reloades – Wanda Strauven, Amsterdam University Press, 2006.
6. Film History : An Introduction – Kristin Thompson & David Bordwell, 2010.
7. Film Theory : An Introduction – Robert Stam, 1st Edition, Wiley-Blackwell, 2000.
8. Film Theory : An Introduction through the senses – Thomas Elsaesser and Malte Hagener, Routledge, 1st Editon, 2009.
9. Reinventing Film Studies – Christine Gicedhill & Linda Williams (eds.), Bloomsbury Academic, 2000.
10. How to read a film – James Monaco, Oxford University Press, 2009.
11. History of Indian Cinema – Renu Saran, Diamond Books, 2012.
12. Bollywood Melodies – Ganesh Anantharaman, Penguin India, 2008.
13. The Bollywood Saga – Dinesh Raheja, Roli Books, 2004.
14. From Raj to Swaraj – B. D. Garga, Penguin India, 2007.
15. Indian Cinema : A Very Short Introduction, Oxford University Press, 2016.
16. Bollywood : Popular Indian Cinema – Lalit Mohan Joshi, Dakini Books Ltd., 2nd Edition, 2002.

17. Studying Indian Cinema – Omar Ahmed, Columbia University Press, 2015.
18. Bollywood – Tejaswini Ganti, Routledge, 2004.
19. Bollywood Cinema : Temples of Desire – Vijay Mishra – Psychology Press, 2002.
20. Bombay Cinema : An Archive of the City – Ranjani Mazumder, University of Minnesota Press, 2007.
21. Making Meaning in Indian Cinema – Ravi S. Vasudevan, Oxford University Press, 2001.
22. A History of Narrative Film-David A. Cook, Fourth Edition, W. W. Norton & Company, New York and London.
23. Film : A Critical Introduction-Maria Pramaggiore & Tom Wallis, Laurence King Publishing, U.K.
24. Looking at Movies-Richard Barsam & Dave Monahan, Fourth Edition, W. W. Norton & Company, New York and London.
25. Flashback : A Brief History of Film-Louis Giannetti & Scott Eyman, Prentice Hall, New Jersey.

JMC P COR 09 M - VIDEOGRAPHY & SEMINAR PRESENTATION

Total Marks-50 (Where 25 marks for End-Term Exam and 15 marks Presentation 10 marks for Mid-Term Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Understand communication, expression, and storytelling in a media, organizational, interpersonal and social context.
2. Develop an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development.
3. Students will become capable of creatively using various ICT devices and digital platforms.

Module 1: Video-as a Medium

Video as a medium of Group and Mass Communication, Video as a medium of Advertising and Public Relation and propaganda, Still Photography and Videography, History of Videography

Module 2: Video Equipments

Video Camera –Different Types, Video Tape/Cassette-Classification, Light and sound, Preproduction and Post-Production, Audio equipments, Equipments for Videography

Module 3: Video Editing

Video Editing, Editing Console, Tele- Serial Production

Module 4: Studio for Video Production

Function of Video-Studio, Its specification, Characteristics

Module 5: Different Video production Formats

Video Documentary Making, Tele Magazine Programme, Community Based Video Production, Video production in Local Cable Channel, Digital and Analog Video Production, Video Film, Music Video

Module 6: Use of Video in Modern Communication system

Use of Video in Interactive websites, Video-Conferencing

Module 7: Video Production

Sounds and Special effects in Video Production, Video Parlour, Video Film

Module 8: Video Piracy

Video film and Piracy, Actions taken by Govt.

Module 9

SEMINAR PRESENTATION

Microsoft Power Point Create Presentations and Slideshows

Create Presentations Use Templates, Apply a Slide Master, Slide Layouts, Add Background Images, Insert Headers and Footers, Insert Charts, Modify Chart Type Create Custom Configure Slideshow Options, Rehearse Timing, Modify Slide Order Insert and Format Media. Adjust Media Window Size, Set Start/Stop Times, Link to External Media Apply Transitions and Animations. Apply Transitions between Slides, Apply Animations to Shapes and Text, Set Timing for Transitions and Animations, Use the Animation Pane.

Reading List:

1. Documentry 7 Display – Keith Bealtie Wallflower Press.
2. In The Track Of Mahatma; The Making Of A Documentry _A. K. Chettiar ,Orient Longman 2007
3. Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013

JMC P COR 10 P - Video Documentary Production

Total Marks-50 (Where 40 marks for making a Video Documentary and 10 marks for MidTerm Exam.)

Course Outcome

Upon successful completion, students will be able to:

1. Learn and understand the grammar of the visual language content creation.
2. Specialize in screen and Television directing screen writing.

Module- I Basics of video production, Pre-Production, Documentary storytelling, Researching and basics of writing scripts for documentaries

Module- II-- Videography and lighting, sound and music, design and video editing

JMC P SEC 01 P –Video – Editing (Practical)

Total Marks-50 (Including Internal Assessment -- Marks 10)

Upon successful completion, students will be able to:

1. Plan, design, and create digital video projects incorporating graphic and audio elements.
2. Transfer and capture digital video and audio from various cameras and external devices.
3. Edit and compress video for use in various delivery modes of digital media using standard digital video editing software.
4. Evaluate digital video projects, identify items for improvement, and implement changes.

Writing for video script, Making a proposal for Video Documentary Film for NFDC, Short Film Making Minimum for 15 Minutes (compulsory)

Necessary Software –Adobe Premire –Pro , Pinnacle Studio (Latest Version) Adobe Photoshop ,CS2, Sonny Vegas , Macro –Media , Flash—Player , Flash Prog.

SEMESTER- III

JMC P COR 11 T - History of Journalism

Total Marks-50 (Including Internal Assessment -- Marks 10)

Upon successful completion, students will be able to:

1. apprise of the growth of print media in India in historical perspective
2. enable analyze the trends in contemporary journalism.
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalisation.
4. Develop intercultural intelligence and global communication competencies.
5. Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.

Module - 1

Social, cultural, economic and political background of the development of media; Origin of the press(newspapers)in different parts of the world—developments in Europe and the USA-emergence of telecommunication system and its impact -- Development of typesetting and printing technologies and their impact-special reference to India – early efforts to publish newspapers (both English language and Indian language) in different parts of India – Hicky – Rammohun Roy – Derozians – Harish Chandra Mukherjee-post-1857 developments Development of mass circulated press in India – repressive press laws by the colonial rulers.

Module - 2

The Indian press and the movement for national Independence- – social, political and economic issues and the Indian press – conflict with colonial rule-- important personalities of Indian journalism (both English and Indian language)--major Indian newspapers—birth of journalists’ organizations – commercialization of press – changing ownership patterndevelopments as a profession--establishment of organizations like IJA, INS, AINEC etc.

Module - 3

Development of news agency system – Havas, Reuters, AP etc. – origin and development of news agencies in India –Reuter’s monopoly—nationalist interventions – development of photo journalism – special reference to India;

Module - 4

Major trends after Independence – Radio - Television – Satellite TV, Cable TV, Internet – Trends in print media (both English and Indian languages)-modernization and diversification – Press Commissions – Press Council of India--monopolization and corporate control – changing context of media freedom-Indian media and Globalization—Foreign Direct Investment in Indian media industry —Development of journalism and communication education with special reference to India.

Module - 5

Historical development of Indian films – major film production centres—Bombay, Chennai, Kolkata etc. - Major film personalities developments after Independence—Film censorship—effect of Globalization; Growth of regional film industries; Popularity of Indian films in the international market.

Reading List :

1. A History of Indian Journalism – Mohit Moitra, National Book Agency, 1969.

2. History of Indian Journalism – J. Natarajan, Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1955.
3. The Press in India : A New History – G. N. S. Raghavan, Gyan Publishing House, 1995.
4. Journalism in India : History, Growth, Development – K. C. Sharma, Regal Publication, 2007.
5. Stay Tuned : The Story of Radio in India – Pankaj Athawale, Indus Source Books, 1st Edition, 2017.
6. Broadcasting in India – P. C. Chatterji, Sage Publications Pvt. Ltd., 2nd Edition, 1991.
7. India on Television - Nalin Mehta, Harper Collins.
8. Behind a Billion Screens : What Television tells us about Modern India - Nalin Mehta, Harper Collins, 2015.
9. Remote Control : Indian Television in the New Millennium – Shoma Munshi, Penguin India, 2012.
10. History of Indian Cinema – Renu Saran, Diamond Books, 2012.

JMC P COR 12T- International Journalism and Communication

Total Marks-50 (Including Internal Assessment -- Marks 10)

Module - 1

International communication-definition—history and development of communication as an international phenomenon - intercultural and cross-cultural communication—International communication during pre-colonial period—Colonial Structures of Communication-- International communication during colonial age—growth of international telegraphic network – growth of news agency system – Grand alliance of news agencies

Module - 2

Advancement during World War I and World War II—Role of the League of Nations- origin of international communication as an academic discipline.

Module - 3

Supranational communication; satellite communication – its historical background – status – progress – effects – satellite communication and shrinking world, Impact of ICT, Role of UN, UNESCO, ITU, WTO etc.

Module - 4

Debate on New International Information and Communication Order--NIICO and New International Economic Order - MacBride Commission's report –Efforts by the Non-aligned nations - Internet and online media—effects - Convergence of media – Problems and options--Contemporary issues related to transnational broadcasting and its impact on culture-Media Policies in an International Context.

Module - 5

Effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct-- protection of cultural diversity – Universal Declaration of Cultural Diversity-- present issues – position of the developing countries-India's position and approach to international communication issues.

Reading List :

1. Colin Cherry : World Communication: Threat or Promise. London, Wiley Interscience, 1971.
2. Heinz-Dietrich Fisher & John C. Merrill : International and Intercultural communication. Hastings House Publishers, NY, 1970.
3. D.R. Mankekar : Whose Freedom : Whose Order? Delhi Clarion Books, 1981
4. UNESCO Publications : Getting the message across: An inquiry into success and failures of cross-cultural communication in the contemporary world.
5. Cess J. Hamelink : The Corporate village: The role of transnational corporation in International Communication.
6. UNESCO Publications : Many voices, one world.
7. William B. Gudykunst & Bella Mody (Ed.) : Handbook of International and Intercultural communication. 2nd edition (2002) Publication.
8. Bella Mody (ed) : International and Development communication; SAGE Publication (2003).
9. Edward S. Herman & Robert W. McChesney : The global Media, Maadhyam Books, New Delhi, (Indian edition) (1980).
10. Edward Herman & Noam Chomsky : Manufacturing Consent; Vintage Publication (1994).

JMC P COR 13 T- Public Relation & Advertising

Total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. Unpack trans-national communication and public relations practices

2. Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.
3. Perform event management and advertising activities
4. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

Module 1: Public Relation-concepts

PR-Definition, Objectives, PR: Publicity, Propaganda, and Public Opinion, History of PR, Growth as a communication function, PR as a management function, PR Principles, PR Counseling, PR and Advertising

Module 2: PR Planning

PR Planning, Implementation, Research, Evaluation

Module 3: Public Relation Officer

PRO-Qualification and function, Employee relations, Government Relations plus Lobbying, PRO and employee welfare, Publics in PR

Module 4: PR Tools

Media Relations, Press Releases, Press Conference, Press Rejoinder, Press Communiqué, Ombudsman,

Module 5: PR in Public and Private Sectors

PR in India Public and private sectors- Characteristics, Differences, objectives

Module 6: PR Organizations

PR agencies; PRSI, IPRA

Module 7: PR activities

Making of House Journal, Video House Journal, Corporate Films, Marketing Communications, Editorial Services Speech Writing, Development of Writing papers and Backgrounders, Organizing Exhibition, Fair, Press Tour, Other PR Tools

Module 8: Special kind of PR

Corporate P.R, Financial PR, Pr and Management, PR for Hospitals, Charitable institutions, NGO, Political Parties, Crisis management,

Module 9: PR Ethics

PR Ethics- India and abroad, do's and don'ts, guidelines

Module 10: Recent trends of PR

PR and New Technology, Emerging Trends in PR,

Module 11: Event Management

Event management-duties and Responsibilities of Event Manager

Module 12: PR Research

P.R. Research- Goal Setting, PR audit etc.

Reading List:

1. Bernays, Edward; Public Relations, 2013
2. Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
3. Black, Sam; Practice of Public Relations, 4th Edition, 2013
4. Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
5. Duhe, Sandra C; New Media and Public Relations, 2007
6. Jefkins, Frank: Public Relations Techniques, 1994
7. Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
8. Kaul J M: Public Relations in India, 1976
9. Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
10. Mehta, D.S.; Handbook of Public Relations in India, 2002
11. Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
12. Oliver, Sandra; Public Relations Strategy, 2009
13. Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
14. Theaker Alison; The Public Relations Handbook, 2016
15. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985
16. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
17. Danny Moss, Barbara DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011
18. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
19. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
20. The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.

21. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008

ADVERTISING

Module - 1

Advertising – definitions and concepts – evaluation of advertising – relevance of advertising – types – with special reference to India – advertising as an industry, professional and art form – current trends in India – the social and cultural extent of Indian advertising – international advertising – multinational companies, global marketing, trading and advertising strategies, global and local approach, multinational agencies.

Module - 2

Brand building & brand positioning – role of advertising in brand building – definition & concepts – components of a brand. Importance of brand power – brand strategy & structure – case studies in brand positioning. Advertising creativity – concept & definition – creative process – copy writing – language & its significance in creativity – use of appeals – interface of copy writing & visual creativity.

Module - 3

Marketing communication – need for integrated communication – the value chain system in marketing : choosing value, deciding value, communicating value – consumer behaviour : environmental influences, personal influence, decision process – marketing strategies : Market segmentation, targeting, positioning – importance of marketing mix – role of advertising in marketing, role of advertising in different product categories – consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising - budgeting – advertising goals and strategies : importance of marketing – advertising and sale promotion goals and segmentation and positioning strategies, media strategies, SP strategies, developing brand personality, preparing the advertising plan.

Module - 4

Advertising research : Importance of research in advertising – pre and post testing of advertisement – qualitative and quantitative research strategies – use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies. - advertising planning and decision making – importance of research inputs – market research and situation analysis, consumer behaviour, product and behaviour analysis budgeting – advertising goals and strategies.

Module - 5

Advertising creativity : the creative brief and strategy – elements of good advertising – creative strategy at work – copy and art – importance of visual thinking – guidelines for writing – visibility – identity – promise and simplicity, Campaign planning – process of campaign planning – case studies of contemporary campaigns : Governmental & NonGovernmental, product, institutional & public service etc. Defining a problem for working out a campaign.

Reading List :

1. S.A. Chunawalla and F.C. Scthia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork, 1982.
3. Dunn S. Watson, Advertising, Hold Sandaras International Editing.
4. Keval J. Kumar, Advertising: A critical Approach, Niraali Prakasam, Pune, 1992.
5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B.S., Advertising Management, Himalaya Publishers, Bombay, 1986.
7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986.
8. David Ogilvy : Ogilvy of advertising. London Pan Books, London, Sidgwick & Jackson, 1988
9. Waston S. Dunn & Arnold Darbe : Advertising: Its Role in Modern Marketing, 1982, Chicago, Dryden Pr. 5th ed.
10. J.N. Hobsen : Select on Advertising Media. 5th ed., London, Business Books, 1968
11. Jack Haskins : Advertising Research & Testing. International Correspondence School 1963
12. Dorothy Cohen : Advertising. NY, Wiley, 1972
13. Bailing, Raymond : Layout. Reinhold Publishing Corporation, New York, 1956
14. Caples, John : Testes Advertising Methods, Harper & Bros., New York 1997.
15. Darbe, Arnold & Dunn, Waston S. : Advertising: its Role in Modern Marketing. McGraw Hill, New York, 1964.
16. White Roderick : Advertising, McGraw Hall book company international Ltd, 2000.
17. Valladares Juae A. : The Craft of Copywriting. Response Books, 2000.
18. Brierley Sean : The Advertising Handbook, Routedges, 2002.
19. John Philip Jones : The ultimate secrets of Advertising. Sage Publication Inc., 2002

JMC P COR 14M- Communication Research & Dissertation

& total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. identify and understand methods for conducting communication research common in strategic communication practice.
2. understand and evaluate academic research using common communication research methodologies.
3. analyze data from qualitative and quantitative perspectives.
4. use qualitative and quantitative data to inform communication strategy.

Module - 1

Definition and Elements of Research; Research methods and Approaches in Social Sciences. Administrative and Critical Traditions; Mass media research and Scientific methods. Importance of communication research — Indian scenario; Research Process: Formulation of research problem, review of literature, hypothesis, types of research designs.

Module - 2

Qualitative Research: Case Studies — Ethnography Ethno methodology, Symbolic Interactionism, Policy and archival research—Participant Observation and Non-Participant Observation—Focus Group— Ground Theory Methods, Action Research, Historical research, Content analysis; Communication Policy Analysis; Analyzing Visuals: still and moving images, Use of Software for Qualitative Research

Module - 3

Tools of Data Collection—observation, interview schedules, questionnaire, field studies, telephone surveys, online polls. Sampling methods, Media research—evaluation, feedback—feed forward—media habits—public opinion surveys—pre-election studies and exit polls, Attitude Measurement—Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement, Reliability and Validity Measurements.

Module - 4

Introduction to statistics; Use of Statistics in Media Research; inferential and parametric, nonparametric, uni-variate, bi-variate, multivariate statistics, correlations, linear regression, logistics regression, factor analysis, Principal Component Analysis, Anova, Structural Equation Modeling; Use of SPSS.

Module - 5

Data Analysis and Report writing—data analysis techniques — Experimental Research; preparation of research reports/project reports/dissertations, Referencing and Citation Style, Ethical perspectives of mass media research; Effects research – Strengths and Limitations.

Reading List :

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Routledge.
2. Wimmer and Domnick, (2011) Mass Media 'Research: An Introduction, 10th edition. Boston : Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.
4. Reinard, John C. (2006). Communication Research Statistics, California State University: Sage Publication.
5. Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step By Step Guide, 3rd Edition, University of California, Sage Publication.

JMC DSE 01 T- Science Journalism OR Sports Journalism (DSE)

Total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. gain improved quality of science coverage and improved health, agricultural practices and environment and stimulus to economic development
2. get more science-literate populations who can take part in and respond to development challenges
3. get more informed decision-making about science and technology issues and options, at both personal and policy levels
4. gain greater access to scientific information for all.
5. Get greater coverage of science in the media

Module – 1 Introduction to Science journalism: history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.

Module – 2 Science Writing: Writing Science news, qualities of a science news reporter, sources of scientific information, writing science features and articles, suitable examples of science features and articles.

Module – 3 Science News: Science News, report and reportage, Features and Articles, sources of scientific information- primary, secondary and tertiary, strengths and weaknesses of various formats

Module–4 Media and Science Communication : Science Communication Media and Science Popularization programs, Print media, audio-visual media, folk media , Interactive media Science Popularization - programmes, organizations, individuals , Method of science popularization, Scientific Temperament

1. Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA
2. Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York
3. Gosling, David L. (2007), Science and the Indian Tradition, Routledge, New York
4. Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut
5. Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad
6. Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.
7. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

JMC DSE 01 T Sports Journalism (DSE)

Total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. produce sport-related articles of publication standard.
2. demonstrate their understanding of the different writing styles (ie. match reports, previews, reviews, profiles and features) as they apply to sports journalism by producing publication standard articles.
3. demonstrate their ability to undertake the practical aspects of covering sporting events.
4. evaluate the impact of societal issues on sports reporting.

Module - 1 Sports – its growing popularity , sports in educational curriculum --Sports Authority of India – objectives and contribution -- organizational structure of Indian sports-- Corporatization of sports –sponsorship – ethical issues-- Indian experience ;

Module – 2 Major international sports events--Olympics, Asiad, Commonwealth games, SARC games, World Cup Soccer, World Cup Crickets, Wimbledon etc. —India and international sports events--Major Sports Events in India-- Outstanding sports personalities in India and abroad -- – Rural and tribal sports- history, social and political impact

Module – 3 Origin, history Rules and regulations of different games and sports – football, cricket, tennis, table tennis, badminton ball, volley, hooky, archery etc. – officials of different games and their standards

Module – 4 Development of sports journalism with special reference to India – print media, radio, TV, digital media etc -- Sports photography in magazines. Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports. Sports department in popular dailies— sports editor – reporter – sub editor – sports page – special pages – sports column

Module – 5 Sports coverage by radio -- sports reporting for radio—techniques--radio's contribution to popularization of sports. Management of Sports and its modern formats; Sports coverage by TV -- preparing television programmes on sports -- Sports TV channels and their impact; Sports presenter and their specific requirements.

Reading List:

1. Chiranjib – World Cup Football
2. David Pickering, The Cassell Soccer Companion, History, facts and anecdotes, London, 1997.
3. E.W Swanton, The World of Cricket.
4. G Mehera, Asian Games, New Delhi, 1989.
5. Hill, Christopher, R.: Olympic Politics, Athens to Atlanta (1896 – 1996), Manchester and New York.

6. John Sugden and Alan Tomlinson, FIFA and the contest for World Football, London, 1998.
7. John Woodcock, The Times, One Hundred Greatest Cricketers, London, 1998.
8. Jonathan Rice, Start of Play (The Curious Origins of our Favorite Sports, London, 1998).
9. Mathur ,The Encyclopaedia of Indian Cricket.
10. Morehead, Albert H.E. and Mott Smith, Geoffrey, Hoyle's Rules of the Games, London, 1946.
11. Rueben Fine (ed), The World's Greatest chess Games. London, 1951.
12. Srinivas Rao, Sports Journalism

JMC P GEC 01 T GEC1 (Environment Journalism)

Total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. Understand the specialization of Environmental Journalism and its role in an informed citizenry, including both watchdog and storytelling roles.
2. Evaluate pressing environmental issues with objectivity and fairness.
3. Analyze sources and differentiate among them, including ranges of scientific, policy, activist and corporate sources and their press releases; and including the ability to discern manipulation such as greenwashing from scientifically valid solutions.
4. Critique a range of nonfiction environmental communications, from film to photography and from activist to scientific communications.
5. Demonstrate ability to communicate in-depth environmental issues in journalistic form to lay

Module -1

Define Environment Journalism, Difference of Environmental Journalism with other modes of journalism, Trend of Environmental journalism and coverage in India with case studies environment protection and the role of media---Environmental journalism today—Skills for environmental journalism

Module -2

Global Environmental Picture and international summits - Major global environmental issues and their coverage with focus on climate change, air pollution and biodiversity Major

environmental summits – Stockholm, Johannesburg and Rio Climate conferences (CoP) – major landmark events, India's role

Module -3

Environmental Reporting -- Environmental Reporting- technique & presentation mode ; Designing of Environmental campaign with examples Reporting about Science, Policy and Public Health Environmental reporting – in print, audiovisual and online National and local environmental issues and their media coverage

Module -4

Environment and Society -- Environmental journalism and society, Major environmental movements in India, Role of NGOs) in environmental conservation

Reading List:

1. Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002
2. Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000
3. Keya Acharya ,Frederick N. J. Noronha - The Green Pen: Environmental Journalism in India and South Asia , Allied Publication , 2003
4. Benny Joseph -Environmental Studies , Rawat publication, 2010
5. R Rajagopalan -Environmental Studies 2nd Edition, orient Blackswan, 2010
6. Riley E. Dunlap And William Michelson (Eds.) Handbook Of Environmental Sociology, Sage 2008

SEMESTER- IV

JMC P COR 15 T- Traditional Media & Social Media

Total Marks-50 (Including Internal Assessment -- Marks 10)

Course Outcomes

On successful completion of this course a student will be able to

1. communicate understanding of the relevant ethical and legal issues in written and oral forms.
2. create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. get an idea about the role of social media in society.
4. to respond creatively to New Media platforms such as Social media and web media
5. to write report and edit content for print and online media

6. create and maintain a blog using a common blogging platform.
7. compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
8. utilize multiple forms of social media to publish real-time updates and engage with relevant communities.
9. create different social media templates for developmental communication
10. frame new media concepts for creative ideas.
11. effectively apply social media and produce contemporary convergent media platforms.

Module 1: Origin and Development of Traditional Media

History of Traditional Media, History of Folk Media, Culture and Development of Ancient Society,

Module 2: Different Types

Different Types of Folk Media- Folk Song, Folk Dance, Folk art, Folk Drama, Folk festival etc.

Module 3: Folk Song

Folk Song-Baul, Kartabhaja, Bhatiali, Bhawaiya, Kirtan and other folk and traditional Songs.

Module 4: Folk Dance

Folk Dance-Kathakali, Kuchipuri, Ranaritya, Wardance, Chhou, Ballad, Bounritya etc.

Module 5: Folk Drama

Folk Drama -Alkaap, Gaajan, Gambhira, Tamasha etc.

Module 6: Folk Art

Folk Art- Patochitra, Wall Painting, Alpana etc.

Module 7: Folk Festival

Folk Festival- Shiber Gaajan, Bihu, Banbibi, Dakshinray, Shikar Utsav,

Module 8 - History and Evolution of Social Media

Understanding the fundamental working principles of Social Media, User profiles , User Applications , Social Media for growth and progressive society.

Module 9 -- Nature, Characteristics, Applications of Social Media

Social Media Terminologies , Websites , Blogs , Microblogs , User Generated Social Media Content (YouTube) ,Social Networking Sites for professional Linkages (Facebook, LinkedIn), Over the Top Messaging Systems (WhatsApp), Voice over Internet Protocol (Skype, FaceTime), USSD, Mobile Calls/SMS, Emails, Mobile Apps

Module 10 - Culture and Social Media

Economics and Ownership , Privacy , Law and Ethics , Central Issues in Social Media Identity and reputation , Visuality , Case studies and review of published articles.

Module 11 - Measuring, Monitoring and Analysing Social Media trends and Impact Application Domains , Case studies and review of published articles.

Module 12 - Social Media, Crowd Sourcing and The News, Social Media Organizations - Social Media Activism Case studies and review of published articles.

Reading List:

1. Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008 2.Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K :New media -A critical introduction.
2. Routledge2009
3. Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010
4. Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006 5.Thakur K: Internet Journalism, Department of Journalism, Pune, University, Pune.
7. Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014
8. Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006
9. Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007 10. Nayar P:An introduction to new media and cyber cultures Wiley BlackwellUK 2010
11. Handbook of New Media, Liverow.
12. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.
13. A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
14. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDRom, and the Web by Andrew Bonim.
15. ABC of the Internet by Crumilish
16. Information Technology by Danis P. Curtin.
17. Illustrated World of Internet by Anil Madan.
18. How the Internet Works by Preston Gralla.
19. Old Media New Media by Wilson Dizard, Jr.
20. Aitchison, J. (2003). New Media Language. London: Routledge
21. Christian Fuchs and Marisol Sandoval (Eds.,) (2006). Critique, Social Media and the Information Society. London: Routledge

22. Dovey, J. (2009). *New Media: A Critical Introduction*. London: Routledge
23. Glen Creeber and Royston Martin (Eds.) (2009). *Digital Cultures: Understanding New Media*. UK: Open University Press
24. Hansen, Mark B. N. (2004). *New Philosophy for New Media*, Massachusetts: MIT Press.
25. Harries, Dan (Ed.,) (2002). *The New Media Book*. UK: Palgrave MacMillan
26. Lievrouw, Leah A. & Livingstone, S. (2006). *Handbook of New Media*. London: Sage
27. Martin Lister, Jon D., Seth Giddings, Iain Grant, Kieran K. (2009). *New Media: A Critical Introduction*. London: Routledge
28. Papachirisi, Z. (Ed.,) (2011). *A Networked Self: Identity, Community and Culture in social Networking Sites*. London: Routledge
29. 1. Tom Standage. *Writing on the Wall: Social Media - The First 2,000 Years*. Bloomsbury Publishing. 2014
30. 2. Ganis, Kohirkar. *Social Media Analytics*, Pearson India. 2016
31. 3. Robert Scoble and Shellsreal. *Age of Context: Mobile, Sensors, Data and the Future of Privacy*. Createspace Independent Publishing. 2013

JMC P COR 17 T- Media Laws, Ethics & Media Management

Total Marks-50 (Including Internal Assessment -- Marks 10)

1. Communicate across teams verbally, visually and by writing
2. Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues
3. Deconstruct national media systems and socio-environmental issues and practices in the context of globalization.
4. Develop intercultural intelligence and global communication competencies

Module - 1

Media ethics – concept – comparing media ethics and media laws- media ethics, media freedom – media’s social responsibility and accountability -self-regulation – trial by media- Media’s ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections -- yellow journalism- cheque book journalism- Paid news --Plagiarism-- ethical issues related with ownership of media – Ombudsman--Press Council of India and its guidelines and codes—Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.

Module - 2

History of press/media laws in India – Press and Registration of Books Act, 1867-- Registration of newspapers— Constitution of India Fundamental rights – Freedom of speech and expression and their limits – Provisions of declaring emergency and their effects on media –

Provisions for legislature reporting; Parliamentary privileges and media; Universal Declaration of Human Rights- relevant Unesco initiatives; Contempt of parliament and journalistic defense; Parliament privileges.

Module - 3

Defamation and journalistic defense – Contempt of court and journalistic defense – -relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986 -- WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act – Right to Information Act 2005- Whistle blower Protection Act (2011).

Module - 4

Cinematograph Act 1953 --PrasarBharati Act --Regulation of Private TV Channels--Cable TV Regulations Act – Policy Guidelines for Setting up Community Radio Stations in India – Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan, Self-regulation of private TV channels; Codes for radio, television, advertising and public relations.

Module - 5

Press Freedom in the Digital Age; New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000;Wiki Leaks – challenges before free media, Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age.

Module – 6

Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- New media and its impact-- media economy with special reference to Indian market--media as an industry and profession; Introduction to Media Economics.

Module - 7

Indian media consumer - Principles of media management and their significance –Foreign equity in Indian media (including print media) – New challenges, Sources of Revenue for Print, Electronic and Digital Media. Strategy to boost advertisements – competition with other media management of advertisement department – advertisement manager – responsibilities – apex bodies : DAVP, INS and ABC.

Module - 8

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies, Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments.

Module - 9

Broadcast Management – TV & Radio: Ownership Pattern--FM: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India, The market and the audiences, an analysis, issues of broadcast management, Management of community radio –principles and scope.

Module - 10

Employee/employer and customer relations services; Marketing strategies – brand promotion (space/time, circulation)–reach– promotion – Event management — market survey techniques - human research development for media, Strategies for monetization; Venture Capital in Media.

Reading List :

1. Law of the Press – D. D. Basu, Lexis Nexis, 5th Edition, 2010.
2. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2nd Edition, 2009.
3. Media Law : Its Ethics and Ethos – Devesh Kishore and G. S. Gard, Haranand Publications Pvt. Ltd., 2016.
4. Law, Ethics and the Media – Sebastian Paul, Lexis Nexis, 3rd Edition, 2015.
5. Media Ethics : Truth, Fairness and Objectivity – Paranjoy Guha Thakurta, Oxford University Press, 2nd Edition, 2011.
6. Newspaper Management in India – Gulab Kothari, Rajasthan Patrika Pvt. Ltd.
7. Media Management – S. Kundra, Anamol Prakashan, 2016.
8. News Media Management – P. K. Rabindranath, Authors Press, 1st Edition, 2010

JMC P COR 17 M- Photojournalism

Total Marks-50 (Including Internal Assessment -- Marks 10)

On successful completion of this course a student will be able to

1. Learn what is a good photograph
2. Learn how photographs are used to communicate in different media including: newspapers, magazines, books and online websites
3. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
4. Learn how to distinguish between the demands of journalistic photography and those of fine art photography
5. Learn how journalistic ethics apply to photojournalism, especially in a world of digital photography
6. Learn how to write captions Not forgetting that the image is the important element here,
7. How to reinvent the profession of photojournalist in a world where the print media is shutting newspapers and magazines at an ever-increasing rate

Module - 1

Definition and concept Text Vs Photograph – history of photo journalism in India and abroad – scope and importance in modern newspapers-- News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division- Government of India. Essentials of a press photograph Qualities of a good photojournalist,

Module - 2

Photography department of a newspapers house – Photo journalist – duties and responsibilities –qualities – role as a working journalist-- working in photography department.

Module - 3

News photo – main characters , Choosing the right spot, right angle and right moment for an appropriate composition, Principles of cropping and photo editing, relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes, Photo editing – principles and techniques – picture photo. Caption,

Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc.

Module - 4

Photography in the age of electronic imaging, from analogue to digital images, a post photography era, digital encoding, digital simulation, multi media digital, editing interactivity and media convergence, technical challenge and cultural continuity.

Module - 5

Photographs and Photo feature in Different Situations -Photographing People - Portrait and Still, Wildlife, Environment, Landscape, Industrial Disasters, Photography for entertainment and Advertising, Sports, Conflicts, War, Political and Social Photography.

Reading List:

1. Arthur C Danto, Playing with the Edge, California, 1996.
2. Bischoff, Simon (ed) – Paul Bowles and How could I send a picture into the desert, Zurich, 1994.
3. John Hedgecoe, The Photographer's handbook, complete reference manual of photographic techniques, procedures and equipment, London, 1997.
4. Liz Wells, Photography, a critical Introduction, London, 1997.
5. Patricia Johnson, Real Fantasies, Edward Steichen's Advertisement Photography, California, 1997.
6. Pierre Bordieu, Photography, a middle brow art, London, 1996.
7. Susan Sontage, On Photography, London, 1977.
8. The encyclopedia of photography - Richard Zakia & Leatie Stroebel
9. Understanding Digital Photography - Joseph A .Ippolito
10. The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray
11. F.P. Hoy. Photo Journalism
12. Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
13. Steve Heath: Multimedia and Communications Technology, Elsevier,2003
14. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography,2002
15. Michael Langford: Basic Photography, Focal Press, 2003
16. O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
17. 18. Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
18. Newnes: Basic Photography,2009
19. Hamlyn :The Hanlyn Basic Guide to Photography ,2003

20. Cyernshem G R :History of Photography ,2001
21. Rothsteline :Photo Journalism ,20011
22. Milten Feinberg :Techniques of Photo Journalism,2010
23. Bergin :Photo Journalism Manual ,2003
24. Stanley E Kalish and Clifton C Edom :Picture Editing,2012
25. Jack Price :News Photography,2011
26. High Sidley and Rodney Fox :1000 Ideas for better News Picture,2011
27. Rnede and Mc Cal :Press Photography .2009
28. Evans : Pictures on a Page: Photo Journalism, Graphic and Picture Editing 2008
29. Kebre : Photo Journalism: The Professional's Approach .2008
30. John : Newspaper Photography: A Professional View of Photo Journalism today.1998
31. The Mind'Eye, Henri Cartier-Bresson ISBN: 0-89381-890-9
Optional:
Photojournalism:
32. The Professional's Approach, 6th edition by Kenneth Kobre (including a DVD) ISBN: 978-0-7506-8593-1
33. Focal Press (La Chambre Claire), Camera Lucinda, Reflexions on Photography by Roland Barthes ISBN: 0809033402

JMC P DSE 02 T- Women & Media OR Media Culture and Society

Total Marks-50 (Including Internal Assessment -- Marks 10)

Course Outcomes

On successful completion of this course a student will be able to

1. Define and explain the practices of the field of Women's and Media Studies
2. Identify major concepts and assumptions of feminist study
3. Describe major theories and theorists in Women's and Gender Studies.
4. Construct a project related to a research area in Women's and Gender Studies, making sure to identify, appropriately select, and implement diverse epistemological and methodological approaches in the construction of a paper or project in response to a well-developed research question.
5. Identify, categorize, and distinguish elements of the main theories associated with Women's and Media Studies in order to engage in classroom discussion, papers, and projects appropriate for the discipline.
6. Evaluate the reliability and comparative work of competing quantitative and qualitative information resources and their contributions to the field of Women's and Media Studies.

7. Incorporate multiple information resources presented in a variety of media and properly cite these sources.
8. Discuss the importance of context for understanding and interpreting women's and men's experiences.
9. Recognize societal institutions and power structures that occur within patriarchal society, and analyze the ways in which these institutions and structures impact the material realities of women's and men's lives differently.
10. Recognize the ways feminist theory invites us to understand gender, human behavior, political institutions and oppression in a new light, with a reflection on how these factors operate in the one's own life.
11. Develop ways to address societal and power inequalities to improve women's status
12. Recognize and analyze the ways societal institutions and power structures within a patriarchal society impact the material realities of women's and men's lives differently in response to not only gender, but also race, ethnicity, national origin, religion, class, ability, sexuality, age, etc.
13. Apply knowledge for social transformation and citizenship.
14. Engage in critical self-reflection, promoting self-awareness.

Module: I

Women's Empowerment - Social and Economic: brief historical perspective, Women and Globalization

Module : 2

Depiction in Mass media -- print, audio-visual, online, impact on society

Module :3

Women in advertisements - print ,audio-visual, online, impact on society

Module :4

Women in media - Portrayal of gender: the power of images, status of women working in media industry .

Reading List:

1. Prasad K: Women and Media, The Women Press2005
2. Prasad K: Communication and Empowerment of Women, The Women Press2004
3. Sarikakis K and Shade L. R: Feminist Intervention in International Communication: Minding the gap, USA, Rowman and Littlefield.2008
4. Prasad K: Women, Globalization and Mass Media: International Facets of Emancipation, New Delhi, B.R.Publishing Corporation.2003

5. Joshi S and Prasad K :Feminist Development Communication: Empowering Women in the Information Era, New Delhi: The Women Press. 2009
6. Munshi S: Images of Modern Women in Asia, Curzon Press2001
7. Bathla S: Women Democracy and Media, Sage1998
8. Krishnan P & Dighe A: Affirmation & Denial –Construction of feminity on Indian television, Sage 1990
9. Croteau & Hoynes : Industries Images and Audiences, Sage2002
10. Creedon P J: Women in Mass communication, Sage 1994
11. Freedman J:Feminism Viva Books India 2002
12. Mazumdar R: A short Introduction to feminist theory, Anustup Pub2010 13. Mazumdar R: A short Introduction to feminist theory, Anustup Pub

JMC P DSE 02 T Media, Culture and Society

Total Marks-50 (Including Internal Assessment -- Marks 10)

Course Outcomes

On successful completion of this course a student will be able to

1. Learn about the role of communication and the media in the shaping and development of culture and society
2. Learn about the role of the media in the lives of individuals
3. get an awareness of the relationship between the media and various social problems and aspects of society , Skills and capacities
4. an ability to critically appreciate and discuss the cultural and social role of the media
5. know the capacity to see and analyse media performance and content from a gender perspective
6. Evaluative capacity and approach recognize the cultural and moral responsibility of media
7. an understanding for the political/democratical potential of mass media.

Module -1 Concept of Culture--meaning, dimensions--the basic theoretical framework.

Counter cultures, women, youth, and minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries

Module -2 Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

Module -3 Audience theory: Goals of audience research — Alternative traditions of research— Audience issues of public concern — Types of audience: The audience as a group or public — The gratification set as audience — The medium audience— Audience as defined by channel or content

Module – 4 Media Organization: The media organization in a field of social forces Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics

Module -5 Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research method 33

Reading List:

1. James W Carey Communication As Culture: Essays on Media and Society, Routledge, (1989)
2. John Storey, What Is Cultural Studies? A READER (Edited by John Storey) Hodder Education – 2009
3. McPhail, T. L.(2009).Development communication: Reframing the role of media. UK: Wiley Blackwell
4. McQuail D, McQuail's Mass Communication Theory; 6th Edition; Sage, 2010
5. Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage
6. Stuart Hall Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), Sage 1997
7. Wilkins, KG. (Ed.): Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers 2000.

JMC P COR 18M- MAKING VIDEO DOCUMENTARY

Total Marks- 100 (Including Internal Assessment)

Course Outcomes

On successful completion of this course a student will be able to

1. understand and apply the various formats make Professional Documentary to create social impact.
2. get efficiency in documentary production and evaluate documentary films.
3. learn techniques of Documentary production and editing.

4. learn about research mechanism and treatment of ideas to transform into script
5. evaluate documentary films.

Module 1

Documentary writing - subset of Non-fiction film and video –subjectivity in story tellingstory basics – formats –documentary subject identification – Review of basic documentary videos.

Module 2

Dramatic story-telling- Documentary story – Evaluation Story ideas – Developing the story – shots for documentary - Approaches in documenting - Review of documentary videos

Module 3

Docu-fiction – Mocumentary – Experimental Videos – Popular documentary formats and Review of docu-fiction and experimental videos

Module 4

Documentary research basics –Types of researches – Casting – Hosts and Narrators – Documentary proposal writing – case studies.

Production and Post Production-

Module I

Script-writing for documentary/educational/short-fiction/ advertisement programmes; Modes of presentation; Programme research; Planning, budgeting and scheduling.

Module II

Screening and evaluation of typical programmes. Identifying and researching topics; Writing programme proposals.

Module III

Introduction to video camera techniques.

Module IV

Introduction to lighting; Shooting indoors/outdoors; Television studio operations/personnel.

Module V

Editing, Graphics,Audio techniques.

Module VI

Production stages-pre-production/production/post-production.

Dissertation-- 50 Marks

Word Limit – 5000-7000

Structure of the dissertation: Introduction. Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography

Mode of Evaluation: Dissertation, Presentation and Viva Voce

Reading List:

1. Jeremy G Butler, Television; Critical Methods and Application, Routledge, 2012
2. Jonathan Bignell, An Introduction to Television, Routledge, 2012
3. Wilfet Amanda, Media Production; A practical guide to TV, Radio, Routledge, 2013
4. East man Susan Taylor, Media Programming; strategies and practices, International, 2013
5. Anna Cristin Pertiera, Locating Television, Routledge, 2006
6. Mark Gawlinski, interactive Television, Focal Press, 2003.
7. Boyd Stewart & Alexander, Broadcast Journalism: Techniques of Radio and Television News, Elsevier, New delhi.
8. Donald and Spann, Fundamentals of Television Production, Surjeet, New Delhi, 2004
9. Belavadi, Vasuki, Video production, OUP, New Delhi, 2013
10. Jerald Millerson, Video Production Handbook, Focal Press, 1998
11. Kenneth Dancygen, The technique of film and video editing, Focal Press, 2010
12. Roland Lewis, Video Makers' Handbook, Macmillan, 1995
13. Bill Nichols, Introduction to documentary, Indiana University press, 2001
14. Mike Wolvertin, Reality on reels; How to make documentaries for radio, TV, Film, Surjeeth , New Delhi, 2005
15. Bill Nichols. Introduction to Documentary. 2nd Edition. Atlantic Publishers and Distributors. 2010
16. Sheila Curran Bernard. Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Focal Press. 2007.
17. Alan Rosenthal. Writing, Directing and Producing Documentary Films and Videos. 3rd Edition. CBS Publishers & Distributors Pvt Ltd. 2002.
18. Michael Rabiger. Directing the Documentary. Focal Press. 2014.




DEPARTMENT OF PSYCHOLOGY

PG Board of Studies Meeting



PG Board of studies meeting held on 08.04.22, 3 to 5 PM in blended mode.

Members of BOS

External Members:

Name	Signature
1. Prof. Sam Manickam	
2. Prof. Manas Kumar Mondal	
3. Prof. Swaha Bhattacharya	

Internal Members:

Name	Signature
Dr. Sreemoyee Tarafder	
Dr. Sanchita Ghosh (Convener)	 08.04.22

The agenda of the meeting is as follows:

1. Upgrading the GEC syllabus.
2. Guideline for Internship
3. Examination paper moderation and checking.

Dr. SANCHITA GHOSH
Coordinator
Dept. of Psychology
West Bengal State University




4. Miscellaneous

Resolution of the meeting:



1. The convener of the PGBOS proposed the draft GEC syllabus before the esteemed members of the PG board of studies. Members ratified the syllabus and suggested that in the module VI master class -- link of happiness should be included. (Refer to appendix 1)
2. Paper Clinical psychology-I was replaced with Introduction to Clinical Psychology (Paper Code: PSYPCOR08T). It was presented before the members. Suggested modifications by the members were incorporated. (Refer to appendix 2)
3. University notified that (ref number:WBSU/Reg/Offline/Classes/482/2021-22 dated 29.03.22) all classes (Theory and Practical) should be held in offline mode. Only senior teachers (Guest Faculty) who are unable to take offline classes can continue online with prior intimation. However, 6 of the 13 Guest teachers stated that it wouldn't be possible for them to go to the University to take classes. Instead, they requested to send the students to their respective city-based chambers or residences to continue their classes in offline mode or allow them to take online classes. DC could not resolve the issue since it's the middle of the semester. Subsequently, the matter was placed before the esteemed board members. It has been suggested that if the teachers cannot be at the University premises as per their schedule, then
 - i. either they can be at the university for one or two days and take longer hours of class (than usual) to complete the modules
 - ii. or else, since it's the middle of the semester, on humanitarian grounds they may be allowed to complete their respective modules in online mode taking long hours of classes, as early as possible.
4. It has strongly been recommended that teaching has to be delivered in the public institutions and not in the residence/s of the concerned teacher or any private space whatsoever. Hence, for the next semester onwards competent authorities' opinions need to be considered in this regard. Certainly, everything is subject to the pandemic situation.
5. It has been suggested that some guest faculty who have not taught the courses before may be included. But those who are in substantial posts in colleges with specializations in areas like art therapy may not be replaced by others as their skill sets are specific. Finding faculty with these qualifications may be challenging and therefore efforts should be made to retain them.
6. For the forthcoming end semester examination one senior/ retired professor can be asked to come for the moderation.
7. For script checking teachers need to come to the University. 7 days will be provided to complete the checking processes

8. Prof. Manas Mandal suggested that due to the paucity of teachers, syllabus should be framed accordingly. However, it was pointed out that the Department of Psychology follows the CBCS Syllabus structure recommended by the University Grants Commission that corroborates with the syllabus structure of NET, SET, M. Phil Entrances and GATE.

Meeting ended with a vote of thanks to the esteemed members.

Name	Signature
1.Prof. Sam Manickam	
2. Prof. Manas Kumar Mondal	
3.Prof Swaha Bhattacharya	

Internal Members:

Name	Signature
Dr. Sreemoyee Tarafder	
Dr. Sanchita Ghosh (Convener)	 8.04.22

Appendix -1

SEMESTER III:

DEPARTMENTAL GENERAL ELECTIVE COURSE OFFERED FOR STUDENTS OF OTHER
DEPARTMENTS (GE) MARKS = 50
CREDIT =4

PAPER- PSYCHOLOGY AS A WAY OF LIFE PAPER CODE:PSYPGEC01M

Course Description: The course on Psychology as a way of life will help the students to understand myriad facets of human behavior. It will introduce the students to personality theories and focus upon relevant issues that arise in everyday life. This course will demonstrate some of the ways in which psychology can be of use to students in their personal and professional lives by teaching them basics of the science of happiness and enhancement of life.

Learning outcome of the course:

- To provide an in-depth understanding of personality.
- To help learners understand the importance of happiness and positive cognitive state.
- To enhance the skill of positive human behaviour
- To understand the concepts and theories of emotional intelligence.

COURSE CONTENT:

Module I: INTRODUCTION TO PERSONALITY

Psychology and the study of personality: History, Concept of personality; Definition of Personality, Introduction to theories of personality -Freud, Jung, Skinner, Maslow

Module II: SCIENCE OF HAPPINESS AND POSITIVE COGNITIVE STATE

Introduction to science of happiness, philosophical and scientific approaches of happiness, myths, misconception of happiness.

Positive Cognitive State: Self Efficacy, Optimism, Hope, and Resilience

Module III: POSITIVE HUMAN BEHAVIOUR AND LIFE ENHANCEMENT

Forgiveness; Empathy and Compassion: Definition, empathy – egotism hypothesis, Indian role models of empathy and compassion

Concept of Gratitude and Nonviolence touching upon Gandhi & Rabindranath

Module IV: PRO-SOCIAL & ANTI-SOCIAL BEHAVIOUR

Altruism & Interpersonal attraction: Pro-social behavior, helping behaviour, Altruism; Anti -Social Behaviour, Aggression, Crime and Terrorism; Role of psychologists in reducing aggression.

Module V: EMOTIONAL INTELLIGENCE

Concept, Importance of Emotional Intelligence, Theories of Emotional Intelligence - Mayer and Salovey; Daniel Goleman

Module VI: Screening of a film and exploring the psychological concepts through the process of film review. Master Class link --

https://iitkgpacin.sharepoint.com/:f:/s/ScienceofHappiness2022/Es9RwayoSa5ChnEhsOOKI3YBblt2_Xw3USYslrOZ0m53rw?e=XEHOnZ

References:

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- Baylis, N. (2009). The Rough guide to happiness. Rough Guides Ltd. London.
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- Snyder, C.R. Lopez, S.J. (2007). Positive Psychology. Sage Publications.
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- Goleman, D. (1984). Emotional Intelligence. Bantam.
- Dalal, A. K. & Misra, G. (2001) New Directions in Indian Psychology. New Delhi: Sage publications.
- Dodge, K. A., Coie, J. D. and Lynam, D. 2007. Aggression and Antisocial Behavior in Youth. Handbook of Child Psychology.
- Baron A. & Byrne D. (2002). Social Psychology, 10th edition, Prentice-Hall of India

Appendix -2

SEMESTER II-

Paper Name: Introduction to Clinical Psychology

Paper Code: PSYPCORO8T

Outcomes of the course:

1. Demonstrate foundational knowledge of the theories as well as the empirical evidence supporting the theories of psychopathology;
2. Develop an understanding of the most common psychiatric illnesses and the basis of psychopathology formation.
3. Understand classificatory systems used worldwide along with cultural -phenomenons and differences.
4. Basic knowledge of psychological intervention strategies supported by the empirical literature;
5. Identify how individual differences and diversity impact psychological diagnosis and treatment;
6. Understand the APA code of ethics and how it is applied to clinical situations, and be able to critically evaluate ethical dilemmas in professional psychology;
7. Identify symptoms and aetiologies of neurotic and psychotic disorders, psychophysiological diseases and organic brain dysfunctions.
8. A basic understanding of parameters of psychotherapy and introduction to major schools of thought.

Module I: CLASSIFICATION SYSTEM IN PSYCHOPATHOLOGY
Introduction to W.H.O. Classification (ICD 11) and Multiaxial System (DSM V)

Module II: ANXIETY ,TRAUMA AND MOOD DISORDERS
Symptoms and Aetiological perspectives of Anxiety Disorders: GAD, Phobia, Social Anxiety, OCD and related Disorders, Panic Disorder,. Disorders of Trauma & Stress : Symptoms of Acute & Post traumatic stress Disorder, Dissociative Disorders - Dissociative Amnesia, Dissociative Identity Disorder & Depersonalization & Derealization Disorders. Symptoms and Aetiological perspectives of Mood Disorders: Unipolar & Bipolar Disorder & Suicide

Module III: SCHIZOPHRENIA AND RELATED DISORDERS
Symptoms and Aetiological perspectives of Schizophrenia and Subtypes.
Brief Psychotic Disorders, Schizophreniform disorder; Schizo-affective disorders; Delusional Disorders.

Module IV: DISORDERS OF SOMATIC ORIGIN

Symptoms and Aetiological perspectives of Conversion Disorders, Somatic Symptoms Disorder, Illness Anxiety Disorder, Factitious Disorder, Munchausen Syndrome by Proxy, Psychophysiological Disorders

Module V: ORGANIC BRAIN SYNDROMES

Delirium, Dementia, Amnesic Disorders and Epilepsy- an overview (Identification and markers); MMSE demonstration with videos

Module VI: INTELLECTUAL DISABILITY AND DEVELOPMENTAL DISORDERS

Intellectual disability and developmental disorders – An overview and demonstration



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Sylash

Draft Syllabus of MRS

1 message

Mon, Aug 16, 2021 at 9:05 AM

Sukla Basu <suklabasu@wbsu.ac.in>

To: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Sushil Halder <sushil.haldar@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>

Respected BOS Members,
Please find herewith the attached Draft Syllabus framed by the Dept of Rural Studies (wef 2021-22) for your scrutiny.
valuable and critical comments which will help in finalizing it
We will discuss virtually on this in the evening
Your valuable comments will be highly solicited
Regards

--

Sukla Basu
Professor & Head
Department of Rural Studies,
WBSU

wbsu mail

**PG Syllabus of MRS wef 2021.docx**
138K

Resolution of PGBOS meeting held on 16th Aug for approval

6 messages

Sukla Basu <suklabasu@wbsu.ac.in>

Fri, Aug 20, 2021 at 8:28 PM

To: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Respected PGBOS Members,
Please find attached the Resolution of PGBOS meeting held on 16th Aug for your formal approval

Regards

Sukla Basu
Professor & Head
Department of Rural Studies,
WBSU

wbsu mail

 **Draft Resolution of PGBOS on 16-8-21.docx**
14K**Sushil Haldar** <sushil.haldar@gmail.com>

Fri, Aug 20, 2021 at 8:58 PM

To: Sukla Basu <suklabasu@wbsu.ac.in>

Cc: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Approved.

Regards,
Sushil

[Quoted text hidden]

Dr. Sujit Kumar Paul <skpaulrd@gmail.com>

Fri, Aug 20, 2021 at 11:08 PM

To: Sukla Basu <suklabasu@wbsu.ac.in>

Cc: sagar mondal <sagarmondal.bckv@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed as proposed.

Regards.

Sujit

[Quoted text hidden]

sagar mondal <sagarmondal.bckv@gmail.com>

Sat, Aug 21, 2021 at 2:22 PM

To: "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>

Cc: Sukla Basu <suklabasu@wbsu.ac.in>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed as proposed

[Quoted text hidden]

Chinmoyee Mallik <chinmoyeemallik@gmail.com>

Sun, Aug 22, 2021 at 8:13 AM

To: sagar mondal <sagarmondal.bckv@gmail.com>

Cc: "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Sukla Basu <suklabasu@wbsu.ac.in>, Sushil Haldar <sushil.haldar@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed.

Dr. Chinmoyee Mallik
Assistant Professor,

Department of Rural Studies,
West Bengal State University,
Mobile: 96747 56534

[Quoted text hidden]

Sun, Aug 22, 2021 at 12:18 PM

Dr. Biswajit Pal <biswajit.pal22@gmail.com>

To: Sukla Basu <suklabasu@wbsu.ac.in>

Cc: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>

Madam,

I agree with your words. Kindly do the needful.

Biswajit Pal

[Quoted text hidden]

Draft Syllabus of MRS for approval

7 messages

Sukla Basu <suklabasu@wbsu.ac.in> Fri, Aug 20, 2021 at 8:08 PM
To: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Respected BOS Members,
Please find herewith the attached Draft Syllabus framed by the Dept of Rural Studies (wef 2021-22) and critically discussed in an online PGBOS meeting dated 16/08/2021 through Google meet at 7-30 p.m. Your valuable and critical comments helped in giving it a true robust shape. The valuable suggestions and additions have been highlighted in red ink for your perusal.

On behalf of the Department I thank you all for sparing your valuable time and effort in the finalizing of the Draft Syllabus . It was really a thankless job performed by you all.

I request you all to spare once again some of your valuable time and give your formal approval of it and oblige Thanking you in anticipation

Regards

Sukla Basu
Professor & Head
Department of Rural Studies,
WBSU

wbsu mail

 **PG Draft Syllabus of MRS wef 2021 after BOS meeting.docx**
160K

Sushil Haldar <sushil.haldar@gmail.com> Fri, Aug 20, 2021 at 8:57 PM
To: Sukla Basu <suklabasu@wbsu.ac.in>
Cc: sagar mondal <sagarmondal.bckv@gmail.com>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed. Please proceed.

Regards,
Sushil

[Quoted text hidden]

sagar mondal <sagarmondal.bckv@gmail.com> Sat, Aug 21, 2021 at 2:24 PM
To: Sushil Haldar <sushil.haldar@gmail.com>
Cc: Sukla Basu <suklabasu@wbsu.ac.in>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Dear Madam
I agree with this draft proposal.PI.proceed
Thanks and regards
Prof.SagarMondal

[Quoted text hidden]

Chinmoyee Mallik <chinmoyeemallik@gmail.com> Sun, Aug 22, 2021 at 8:13 AM
To: sagar mondal <sagarmondal.bckv@gmail.com>
Cc: Sushil Haldar <sushil.haldar@gmail.com>, Sukla Basu <suklabasu@wbsu.ac.in>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed.

Dr. Chinmoyee Mallik

Assistant Professor,
Department of Rural Studies,
West Bengal State University,
Mobile: 96747 56534

[Quoted text hidden]

sagar mondal <sagarmondal.bckv@gmail.com>

Sun, Aug 22, 2021 at 9:45 AM

To: Chinmoyee Mallik <chinmoyeemallik@gmail.com>

Cc: Sushil Haldar <sushil.haldar@gmail.com>, Sukla Basu <suklabasu@wbsu.ac.in>, "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Dear Madam

I agreed.pl.proceed

Regards

Prof.Sagar Mondal

[Quoted text hidden]

Dr. Sujit Kumar Paul <skpaulrd@gmail.com>

Sun, Aug 22, 2021 at 11:53 AM

To: Sukla Basu <suklabasu@wbsu.ac.in>

Cc: sagar mondal <sagarmondal.bckv@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>, "Dr. Biswajit Pal" <biswajit.pal22@gmail.com>

Agreed. Please proceed.

Regards.

Sujit Kumar Paul

[Quoted text hidden]

Dr. Biswajit Pal <biswajit.pal22@gmail.com>

Sun, Aug 22, 2021 at 1:15 PM

To: "Dr. Sujit Kumar Paul" <skpaulrd@gmail.com>

Cc: Sukla Basu <suklabasu@wbsu.ac.in>, sagar mondal <sagarmondal.bckv@gmail.com>, Sushil Haldar <sushil.haldar@gmail.com>, Chinmoyee Mallik <chinmoyeemallik@gmail.com>

Agreed.Kindly do the needful.

Biswajit Pal

[Quoted text hidden]

To,

The Hon'ble Vice Chancellor,
West Bengal State University,

Barasat

22-8-2021

Through : The Registrar, WBSU

Sub: Introduction of DSE 3C (Theory paper) for Semester 3 & Semester 4 of Session 2020-21 in MRS

Respected Madam,

I would like to inform you that the PGBOS members in its online meeting held on 16th of Aug 2021 discussed and approved the Draft PG Syllabus newly framed by the faculty of the Department of Rural Studies. They recommended vide Resolution No. 2 the introduction of the Discipline Specific Elective (DSE) Theory paper of DSE 01T 3C (Rural Tourism and Value Addition to Communities) for the current Semester 3 of 2020-21 and DSE02T 3C (Rural Culture, Heritage and Tourism Development in West Bengal) for the upcoming Semester 4 if the department feels it essential. They suggested seeking permission and approval to this effect from the administrative authority.

The Department feels it essential to introduce the two concerned Theory papers for the current Semester 3 & Semester 4 of session 2020-21. The students will be extremely benefitted as it has the potential of providing job opportunities for them.

Hence my humble request to you to consider the above matter and permit the introduction of said paper of DSE 3C for Semester 3 & Semester 4 of session 2020-21 in Masters in Rural Studies Programme and oblige.

Thanking you in anticipation ,

Yours sincerely,


23/8/2021
Sukla Basu,

Professor & Head

Department of Rural Studies,

WBSU.

Encl: PGBOS Resolution dated 16th Aug 2021

Department of Rural Studies, West Bengal State University
PGBOS Meeting dated 16/08/2021 through Google meet from 7-30 -9-15 p.m.

meet.google.com/icr-osmk-qur

Agenda:

- 1) Draft Syllabus of MRS to be effective from the academic session of 2021-22
- 2) Misc (if any)

Members present:

1. Prof. Sukla Basu, Dept. of Rural Studies, WBSU. (Head & Chairperson)
2. Prof . Sagar Mondal (External)
3. Prof .Sushil Kumar Haldar (External)
4. Prof Sujit Paul (External)
5. Dr. Chinmoyee Mallik (Internal)
6. Dr. Biswajit Pal (Internal)

Resolutions:

- 1) The Draft Syllabus of MRS has been critically discussed in details , suggestions incorporated and duly approved.
- 2) The PGBOS recommended the introduction of the Discipline Specific Elective (DSE) Theory paper of DSE 01T 3C (Rural Tourism and Value Addition to Communities) for the current Semester 3 of 2020-21 and DSE02T 3C (Rural Culture, Heritage and Tourism Development in West Bengal) for the upcoming Semester 4 if the department feels it essential. They suggested seeking permission and approval to this effect from the administrative authority.


Sukla Basu

Chairperson of PGBOS
Dept. of Rural Studies,
WBSU



West Bengal State University
Department of Rural Studies
Program: Master of Rural Studies (MRS)
Syllabus under CBCS (Semester System)
Effective from the Academic Session 2021-22

Structure

Courses	No. of Courses	Credits	Marks
Core Courses:	18	4	950
i. Theory	14	4	14 x 50 = 700
ii. Practical	03	4	3 x 50 = 150
iii. Internship & Dissertation	01	8	1 x 100 = 100
Discipline Specific Elective (DSE)	2	4	2 x 50 = 100
Generic Elective Course (GEC)	1	4	1 x 50 = 50
AECC	1	2	1 x 50 = 50
SEC	1	2	1 x 50 = 50
TOTAL		92	1200

SEMESTER-I

Course	Code	Type	Credit	Marks
Fundamentals of Rural Development and Experiments	MRSP COR01T	Core (Theory)	4	50
Rural Economy in India	MRSP COR02T	Core (Theory)	4	50
Rural Finance and Banking	MRSP COR03T	Core (Theory)	4	50
Fundamentals of Agriculture and Animal Husbandry	MRSP COR04T	Core (Theory)	4	50
Rural Socio-Economic Structure and Farm Economy Study	MRSP COR05P	Core (Practical)	4	50

Rute

ICT in Rural Development	MRSPAEC01M	AECC	2	50
SEMESTER-II				
Course	Code	Type	Credit	Marks
Role of Government Institutions and Non Government Organizations in Rural Delivery Mechanism	MRSPCOR06T	Core (Theory)	4	50
Rural Society and Rural Culture	MRSPCOR07T	Core (Theory)	4	50
Quantitative Methodology for Rural Research	MRSPCOR08T	Core (Theory)	4	50
Entrepreneurship Development and Rural Marketing	MRSPCOR09T	Core (Theory)	4	50
Application of Statistical Techniques & GIS for Rural Research	MRSPCOR10P	Core (Practical)	4	50
Agricultural Product Processing and Value Addition	MRSPSEC01M	SEC	2	50
SEMESTER-III				
Course	Code	Type	Credit	Marks
Qualitative Methodology for Rural Research	MRSPCOR11T	Core (Theory)	4	50
Globalization and Rural Livelihood	MRSPCOR12T	Core (Theory)	4	50
Extension Education and Communication	MRSPCOR13T	Core (Theory)	4	50
Village Study and Qualitative Research Techniques	MRSPCOR14P	Core (Practical)	4	50
Discipline Specific Elective (DSE): (Any One) MRSPDSE01T-A: Natural Disaster Management and Rural Community Resilience MRSPDSE01T-B: Sustainable Agriculture and Crop Production Techniques MRSPDSE01T-C Rural Tourism and Value Addition to Communities	MRSPDSE01T-A/B/C	Elective (Theory)	4	50
Fundamentals of Rural Development in India	MRSPGEC01T	GEC	4	50
SEMESTER-IV				
Course	Code	Type	Credit	Marks
Women and Rural Development in India	MRSPCOR15T	Core (Theory)	4	50
Natural Resource and Environment	MRSPCOR16T	Core (Theory)	4	50

Project Management and Appraisal	MRSP COR17T	Core (Theory)	4	50
Discipline Specific Elective (DSE): (Any One)	MRSP DSE02T - A/B/C	Elective (Theory)	4	50
MRSP DSE02T-A: Disaster Risk Reduction for Coastal Communities				
MRSP DSE02T-B: Farm Business Management				
MRSP DSE02T-C :Rural Culture, Heritage and Tourism Development in West Bengal				
Internship & Dissertation	MRS COR18P	Internship & Dissertation	8	100

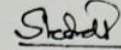
1. Each course is of 4 credits (with the exception of SEC). Each course will be covered within 56 to 60 hours of teaching spread over 14 to 15 weeks. The total credit points covered in this entire Course is 92.
2. Internal Assessment on the Theoretical papers shall be evaluated by all the teachers regularly by conducting Class Tests and Mid-Term Tests, the marks of which shall be a part of the examination system.
3. The End Semester Examination of Theoretical papers shall be of 40 marks. Questions will be set from each of the four units with question pattern of 10 marks that can have a break up. Each student has to attempt one question from each unit.
4. Medium of instruction is English, and the answers are to be written/ presented in English.
5. The Practical courses will have continuous evaluation together with a Viva Voce at the End Semester Examination by external examiner concerned.
6. Dissertation work will be based on Discipline Specific Elective (DSE) .Each Examinee shall prepare a Dissertation Report under the supervision of a Departmental Faculty on his / her own chosen theme. It shall be evaluated continuously by the concerned internal faculty with the External Examiner evaluating the final presentation of the Report on 80:20 ratio.
7. The participation certificate to the Internship Programme will be furnished by the concerned Internship Programme organizer/institute after due completion by each student. The students will be evaluated on this Internship programme by the internal faculty members.

The aim of this Master of Rural Studies (MRS) program is to contribute in the development of rural life through a strong group of young professionals who have academic theoretical knowledge, practical skill and capability to use the best available practices.

PGBOS (Zoology) meeting (online) held on 08/07/2021

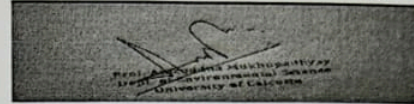
Members Present

- 1) Prof. Sumit Homechaudhuri, Professor, Department of Zoology, University of Calcutta.
(External Expert/Member)



Dr. Sumit Homechaudhuri
PROFESSOR OF ZOOLOGY
UNIVERSITY OF CALCUTTA

- 2) Prof. Aniruddha Mukhopadhyay, Professor, Environmental Science, University of Calcutta. (External Expert/Member)

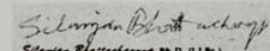


- 3) Prof. Tapas Kumar Sengupta, Professor, Department of Biological Sciences (DBS) ISSER Kolkata (External Expert/Member)




TAPAS K. SENGUPTA
PROFESSOR
DEPT. OF BIOLOGICAL SCIENCES
ISSER KOLKATA

- 4) Professor Silanjan Bhattacharya (Internal Member)



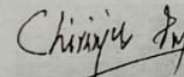
Silanjan Bhattacharya Ph.D. (B.Sc.)
Professor
Department of Zoology
West Bengal State University
Borasat, 24 Parganas North
Kolkata - 700126

- 5) Professor Narayan Ghorai (Internal Member)

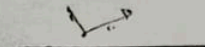


Narayan Ghorai, Ph.D.
Professor of Zoology
Department of Zoology
West Bengal State University
Borasat, 24 Pgs. (N), Kol-126
West Bengal, India

- 6) Professor Chiranjib Pal (Internal Member)

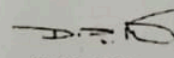


- 7) Dr. Samir Kumar Saha (Head of Department and Chairman PGBOS)



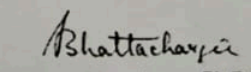
Samir Kumar Saha, PhD
Assistant Professor
Department of Zoology
West Bengal State University
Kolkata, India

- 8) Dr. Deba Prasad Mandal (Internal Member)



Deba Prasad Mandal, Ph.D.
Associate Professor
Department of Zoology
West Bengal State University
Borasat, 24 Pgs. (N), Kol-126
West Bengal, India

- 9) Dr. Shamee Bhattacharjee (Internal Member)



Shamee Bhattacharjee, Ph.D.
Assistant Professor
Department of Zoology
West Bengal State University
Borasat, 24-Pgs. (N), Kol-126
West Bengal, India

Agenda:

- 1) Revisiting the Syllabus after one year of CBCS
- 2) Recasting paper codes
- 3) Miscellaneous

The members of the meet online on G-Meet at 7:30pm to discuss on the agenda mentioned above. Minutes summarized by Deba Prasad Mandal.

Minutes of the meeting

1. It was agreed upon that the previous paper entitled Genetics, Molecular Biology & Immunology (ZOOPCOR03T) was too heavy in content and needed to be reduced by transferring the Genetics portion to paper Life Forms, Evolution & Taxonomy (ZOOPCOR01T). In doing so the Taxonomy of the paper Life Forms, Evolution & Taxonomy (ZOOPCOR01T) was further shifted to second semester paper entitled "Ecology & Quantitative Biology" (ZOOPCOR08T).

After such reallocations the following courses were formed

Semester I

Life Forms, Genetics & Evolution (ZOOPCOR01T)

Molecular Biology & Immunology (ZOOPCOR03T)

Semester II

Ecology & Quantitative Biology, Taxonomy (ZOOPCOR08T)

The syllabus content and reference books (Suggested Readings) were also adjusted to meet the changes.

2. To adjust to the above changes the practical elements of Taxonomy were adjusted from ZOOPCOR05P - Lab Course II (semester I) to ZOOPCOR10P - Lab Course IV (Semester II)
3. The topic of "Developmental immunology: Immune relations during development; role of cytokines in development." Under paper Cell Biology & Developmental Biology (ZOOPCOR02T) was deleted as a new Elective course covering the same was initiated.

4. The following courses saw major revision of course content by their course coordinators :

1st Semester ZOOPCOR01T: Life Forms, Evolution & Taxonomy

2nd Semester ZOOPCOR06T: Biochemistry & Biophysics

3rd Semester ZOOPCOR11T- Theory- Physiology & Endocrinology

4Th Semester: previously ZOOPDSE02T now ZOOPDSE02M - Applied Conservation Biology

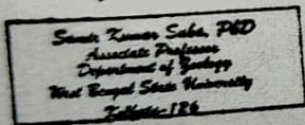
4Th Semester: previously ZOOPDSE04T now ZOOPDSE04M - Advanced Molecular Oncology and Biochemical Techniques (ZOOPDSE04M)

5. A new Elective course (Semester 4) named Advanced Immunology and Vector Molecular Biology (ZOOPDSE03M) replaced Elective3- Advanced Immunology & Experimental Therapeutics (ZOOPDSE03T & ZOOPDSE03P)

6. The following courses saw alteration of paper codes to adjust to norms
ZOOPAEC01M AECC Industrial Biology

ZOOPDSE01M Elective 1- Applied Entomology and Vector Biology
ZOOPDSE02M Elective 2- Applied Conservation Biology
ZOOPDSE03M Elective 3- Advanced Immunology and Vector Molecular Biology
ZOOPDSE04M Elective 4- Advanced Molecular Oncology and Biochemical Techniques
ZOOPDSE05M Elective 5- Behavioural Endocrinology
ZOOPDSE06M Elective 6- Cell Signaling and Cancer Biology
ZOOPCOR16M- Project work

Members agreed to the suggestions and the meeting ended with a vote of thanks to the chair.



Samir Kumar Saha, HOD
Dept. of Zoology