

**Syllabus
For
Bachelor of Social Science (Hon's.)
in
Mass Communication and Journalism**

**(FOR ACADEMIC SESSION:
2019-2020, 2020-2021, and 2021-2022)**



**Department of Mass Communication and Journalism
Comilla University**

1. Program Name

The name of the degree is Bachelor of Social Science (Hons.) in Mass Communication and Journalism.

2. Vision

The vision of the department of Mass Communication and Journalism is to make graduates as national and international leaders through arduous and effective teaching and active learning in the aura of national and international standards of journalism and communication. That encompasses print, electronic and new media journalism, convergence of media, ethical issues, application and impact of technology on journalism, social media journalism, multimedia journalism, research on various social issues and so on. The purpose of the department is to enable students to become communication scholars and produce newspaper, run media organizations and to be media entrepreneurs.

3. Mission

The core mission of the Department of Mass Communication and Journalism is to provide the students with the theoretical and practical knowledge on the pervasive perspectives and meticulous practices to enable them to act in real life with efficiency and skills. The department aims to prepare students as efficient and capable enough to deal with the national and international approaches and practices of journalism and communication. Barring this, the prime mission of the department is to create the sense of rationality and the enthusiasm of continuous thinking among students so that they can look forward to creating new knowledge on various aspects of communication and journalism, culture, ideas, norms, values and so on. The department focuses on encouraging students to the field of research that will absolutely enhance the academic excellence. The department, indeed, will be recognized globally through active participation of the faculties and graduates in this field.

4. Assessment and Evaluation

The following is the assessment system for Bachelor of Social Sciences (Honors) program:

1. A student for the degree of Bachelor of Social Sciences (Honors) in Mass Communication and Journalism program is required to satisfactorily earn 136 credits completing and including viva voce examination.
2. Distribution of marks for each of the courses is as follows:
Each course offered should be composed of 100 marks consisting of 4 credits point. The proportion of the total marks of a particular course shall be distributed as follows:

Continuous Assessment/Before-Final Assessment	40%
Semester-Final Examination	60%
Total	100%

2.2 *Continuous Assessment*: Marks allocated for before-final assessment shall be distributed as follows:

i. Internal Evaluation:

Mid-term examination (At least Two mid-term exams.)	20%
Class Test and/or Quiz and/or In-course and/or Sudden test and/or tutorial and/or Assignment and/or Term paper preparation & presentation/ Case study and/or practical and/or Field work	10%
Class Attendance	10%
Total	40%

ii. Class Attendance: The marks allocated for class attendance shall be given as following proportions:

Attendance	Percentage	Marks
90% and above	100%	5
85% to less than 90%	90%	4.5
80% to less than 85%	80%	4
75% to less than 80%	70%	3.5
70% to less than 75%	60%	3
65% to less than 70%	50%	2.5
60% to less than 65%	40%	2
Less than 60%	00%	0

LIST OF COURSES

The distribution of courses and credit hours by semester is given below:

1st Year, 1st Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-101	Introduction to Communication	100	04
MCJ-102	Concepts of Journalism	100	04
MCJ-103	Mass Media in Bangladesh	100	04
MCJ-104	Language Skills for Media	100	04
	<i>Total</i>	<i>400</i>	<i>16</i>

1st Year, 2nd Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-105	Interpersonal and Group Communication	100	04
MCJ-106	News Gathering and Writing	100	04
MCJ-107	Bangladesh Studies	100	04
MCJ-108	Communication and Presentation Skills	100	04
MCJ-109	Viva-voce	50	02
	<i>Total</i>	<i>450</i>	<i>18</i>

2nd Year, 1st Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-201	Mass Communication Structure and Processes	100	04
MCJ-202	Basics of Editing	100	04
MCJ-203	Social Processes and Institutions	100	04
MCJ-204	Broadcast Journalism	100	04
	<i>Total</i>	<i>400</i>	<i>16</i>

2nd Year, 2nd Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-205	Mass Communication Theories	100	4
MCJ-206	Basics of Media and Communication Research	100	4
MCJ-207	Media Laws and Policy	100	4
MCJ-208	Online Journalism	100	4
MCJ-209	Viva-voce	50	02
	<i>Total</i>	<i>450</i>	<i>18</i>

3rd Year, 1st Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-301	Media, Culture and Society	100	4
MCJ-302	Quantitative Research Methodology	100	4
MCJ-303	Communication for Development	100	4
MCJ-304	Depth Reporting	100	4
	<i>Total</i>	<i>400</i>	<i>16</i>

3rd Year, 2nd Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-305	Gender Communication	100	4
MCJ-306	Qualitative Research Methodology	100	4
MCJ-307	ICT and Society (tentative)	100	4
MCJ-308	Mobile Journalism	100	4
MCJ-309	Viva-voce	50	2
	<i>Total</i>	<i>450</i>	<i>18</i>

4th Year, 1st Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-401	Global Media and Communication	100	4
MCJ-402	Public Relations	100	4
MCJ-403	Data Journalism	100	4
MCJ-404	Editing and Page Make-Up	100	4
	<i>Total</i>	<i>400</i>	<i>16</i>

4th Year, 2nd Semester			
Course Code	Course Title	Total Marks	Credits
MCJ-405	Aesthetics and Communication	100	4
MCJ-406	Video Production		
MCJ-407	Media Management and Economics	100	4
MCJ-408	Photo Journalism	100	4
MCJ-409	Development Journalism	100	4
MCJ-410	Business Journalism	100	4
MCJ-411	Political Communication	100	4
N.B. (Students must be taken any three courses from MCJ 405 to MCJ 411. No course will be offered if at least 20 students are available)			
Compulsory (Students have to mandatorily choose either MCJ 412 Internship or MCJ 413 Research Projects apart from taking three optional Courses)			
MCJ 412	Internship	100	4
MCJ 413	Research Project	100	4
MCJ 414	Viva-voce	50	02
	<i>Total</i>	<i>450</i>	<i>18</i>

COURSE OUTLINES

First Year, First semester

Course Code: MCJ-101

Course Title: Introduction to Communication

Objective:

The course is designed to give students an overview of the discipline of communication and to familiarize them with basic concepts of communication.

Course Contents:

A. Introduction

1. Communication Concepts: Définitions, Components, Types, Nature, Contextes, Content
2. Communication Models
3. Postulates of Communication
4. Origin and Development of Communication

B. Self in Communication

1. Self - Concept
2. Self - Awareness
3. Self - Esteem
4. Self – Disclosure

C. Perception

1. Perception Process
2. Process that Influence perception
3. Making Perception More Accurate

D. Listening

1. Listening Process
2. Interference in Listening

E. Verbal and Non-verbal Codes

1. Language and Meaning
2. Influence on Language Uses
3. Barriers to Thinking and Communication

F. Lying

1. Stages of Lying
2. Types of Lying
3. Rationalize lying in our daily life

1. Books Recommended: (APA Six Edition)

2. John Fiske, Introduction to Communication Studies
3. Joseph A. DeVito Human Communication
4. Lary L. Barker, Communication
5. David K. Berlo, The Process of Communication
6. Joseph A. DeVito, Essentials of Human Communication

Course Code: MCJ-102

Course Title: Concepts of Journalism

Objective: Its function and its area to the students, the Course will give the students, and idea about how Journalism works and why it is important in society.

Course Contents:

1. Journalism: Definition, background and Issues
2. History and Development of Journalism
3. Functions of journalism
4. Social Responsibility of Journalism
5. Journalism in contemporary Bangladesh
6. Characteristics of a good journalist
7. Types in Journalism: Depending on Medium (Print, Television, Radio, Online, Freelance)
8. Types in Journalism: Depending on Field (Business, Environment, Advertisement etc.)
9. Journalism in the Age of Convergence
10. Definitions and characteristics of news
11. News flow into media house
12. Pressure on the press
13. Press and the Freedom of Expression
14. Ethics in journalism
15. Terminologies

Books Recommended:

1. Richard Rudin and Trevor Ibbotson-*An Introduction to Journalism: Essential techniques and background knowledge*
2. Carole Fleming, Et al.-*An Introduction to Journalism*
3. Fraser Bond- *Introduction to Journalism*
4. Donald L. Ferguson, Et al-*Journalism Today*
5. Ian Hargreaves-*Journalism: A Very Short Introduction*

Course Code: MCJ-103

Course Title: Mass Media in Bangladesh

Objective:

The course aims at imparting a basic knowledge of history, growth and performance of the media in Bangladesh. It enables the students to get a view of the media scenario.

Course Content:

1. A brief history of the press in The Sub-continent with reference to Bangladesh
2. A brief history of television in Bangladesh
3. A brief history of radio and film in Bangladesh
4. Role of mass media during the 1971 liberation war and other historical movements
5. Liberation war based Movies in Bangladesh
6. A brief overview on the film industry of Bangladesh
7. Factors that contributed to the growth of media
8. Media boom in the private sector of Bangladesh
9. Media ownership pattern in Bangladesh
10. Functions of media related organizations
11. A brief overview on the F M radio in Bangladesh
12. Present status of print and electronic media in Bangladesh and comparative media system.
13. Emerging trends of new media and so forth.

Books Recommended:

1. Shoemith, B.&Genilo, J.W. (eds.) (2013).Bangladesh's Changing Mediascape from State Control to Market Forces. Chicago: University of Chicago Press
2. Salam, S.A., *Mass Media in Bangladesh: Newspapers, Radio and Television*, Dhaka, South Asian News Agency, 1997.
৩. মোহাম্মদ, বেলাল (২০১৫)। স্বাধীনবাংলা বেতার কেন্দ্র। ঢাকা: অনুপমপ্রকাশনী।
৪. পাল, তারাপদ (১৯৭২)। ভারতের সংবাদপত্র। কোলকাতা: সাহিত্য সদন।
৫. ধর, সুরতশংকর (১৯৮৫)। বাংলাদেশের সংবাদপত্র। ঢাকা: বাংলা একাডেমী।

Course Code: MCJ-104

Course Title: Language Skills for Media

Objectives: The course aims to let students know about ways, techniques and tactics of improving linguistic skills that are needed for media. It focuses on inclusive aspects of language that will facilitate students to be skilled in writing, speaking, reading and listening of both of Bangla and English language.

Contents:

1. Words
2. Sentences
 - a. Print: Long- Short
 - b. Broadcast: Long-Short
 - c. Online
3. Using Punctuation Marks
4. Spelling and Pronunciation
5. Written Style

Oral

1. News Presentation
2. Anchoring
3. Talk Show
4. Hive

Books Recommended:

1. মামুদ, হায়াৎ (২০০৫), *বাংলা লেখার নিয়মকানুন (৩য় সংস্করণ)*, ঢাকা: প্রতীক প্রকাশনা সংস্থা
2. বাংলা একাডেমী, (১৯৯৪), *প্রমিত বাংলা বানানের নিয়ম*, ঢাকা: বাংলা একাডেমী
3. Langan, J. (2001) *English Skills* (7th edition). USA: Mc Graw Hill.
4. Brown, K. & Susan, H.(2001). *Writing Matters* (10th edition). UK: Cambridge University Press.
5. Greenberg, K.L., & Wiener, H.(1994). *The Advancing Writer*, Book-2. USA: Harper Collins College Publishers.
6. Berry, T.E. (1976). *Common Mistakes in English Usage* (1st Edition). India: Mc Graw Hill.
7. Fitikides, T.J.(1963). *Common mistakes in English* (5th edition). UK: Longman.

First Year, Second Semester

Course Code: MCJ-105

Course Title: Interpersonal and Group Communication

Objectives:

This course is designed to understand the preliminaries of interpersonal and group communication use the conflict management in interpersonal relationship the course also introduce the Student to the methods of and approaches to organizational communication.

Course Contents:

1. Definition of Interpersonal Communication, Nature of interpersonal communication
2. Nature and definition of dyadic communication
3. Definition of Interpersonal relationship, Importance of Interpersonal relationship and relationship stages.
4. Interpersonal relationship types: Friendship and Love Relationships, family and Workplace Relationship
5. Interpersonal conflict and Conflict management
6. Relationship theories: Attraction theory, Social Penetration theory, Social Exchange theory.
7. Conversation process
8. Interpersonal Power and influence
9. Small Group Communication
10. Types and formats of group communication
11. Members and leaders in group communication
12. Nature of and approaches to organizational communication
13. Group Synergy
14. Maslow's Hierarchy of needs

Books Recommended:

1. Joseph A. Devito- The Interpersonal Communication Book
2. W.W.Wilmot- Dyadic Communication
3. E. Rogers & Agarwala Rogers- Communication in Organization
11. Joseph A. Devito- Essential of Human Communication
12. Larry L. Barker- Communication
13. Pearson et, all- Human Communication

Course Code: MCJ-106

Course Title: News Gathering and Writing

Objective:

This course is designed to help the students develop basic skills for gathering information and writing news reports.

Course Contents:

1. Qualities and Functions of a Reporter
2. Basics Techniques of News Gathering for print and electronic media,
3. Sources of news
4. News beats
3. Interviewing: Types and Techniques
5. Structure of News Story
6. Writing News Leads
7. Techniques of News Writing
8. Writing simple stories [Practice]
9. Covering Seminars, Discussions, Socio-Cultural Functions, Press Conference, disaster, fire, accident, obituary, Suicide, Follow-up.

Books Recommended:

1. Carole Rich Writing and Reporting News
2. Bruce D. Itule & Douglas A. News Writing & Reporting For
3. Anderson Today's Media
4. J. Harris & S. Johnson Complete Reporter
5. Carl Warren Modern News Reporting
6. The Missouri Group News Reporting & Writing
7. Melvin Mencher Basic News Writing
8. Melvin Mencher News Reporting and Writing
9. James Glen Stovall Writing For The Mass Media
10. M.V. Charnley Reporting
11. Chris Frost Reporting for Journalists (2nd edition)
12. Wynford Hicks Writing for Journalists
13. Sally Adams, & Wynford Hicks Interviewing for Journalists (2nd edition)
14. Fred Fedler, et al. Reporting for the Media, 8th Edition
15. Jan J. Yopp & Beth A. Haller An introduction to news reporting: a beginning journalist's guide

Course Code: MCJ-107
Course Title: Bangladesh Studies

Objective:

The aim of the Course is to Provide the students with a profound knowledge about the Bangladesh, its history land and the culture, Besides the Course will provide the knowledge of different socio-political Movement that took place in the history of the country

Course Contents:

1. Bangladesh: Land and language
2. Race, religion and tribes
3. Ancient Bengal and Early Kingdoms in Bengal
4. Establishment of Muslim rule in Bengal
5. The rule of independent sultans
6. Mughal rule in India and its expansion in Bengal
7. British rule in India and its impact on Bengali culture
8. Renaissance in Bengal
9. Partition of India and creation of Pakistan
10. Bangla Language Movement
11. Emergence of Bangladesh
 - I. Six point and Eleven point movement
 - II. Mass Upsurge of 1969
 - III. Liberation War and Independence in 1971
12. The Constitution of Bangladesh and its amendments
13. Assassination of the Father of the Nation
14. Jail Killing in 1975
15. Rise of Military rule military against autocratic rulers movements
16. Concept of Non-party Caretaker Government and its abolition
17. Political Attitudes and Culture of Bangladesh
18. Bengali culture and its components
 - I. Bengali Women and Culture
 - II. Love, Matrimony and Family
 - III. Bengali Theatre and Cinema
 - IV. History of Bengali Song and Folk Culture
 - V. Archaeological Trends and Sculpture
 - VI. Culture of indigenous Society

Books Recommended

1. Abul Barkat, Political Economy of Fundamentalism in Bangladesh, March 2013
2. Bertil Litner, The Plight of Ethnic and Religious Minorities and the Rise of Islamic Extremism in Bangladesh, Asia Pacific Media Service, 2003.

3. Tariq Karim and C. Christine Fair , Bangladesh at the Crossroads, Special Report 181, United States Institute of Peace, January 2007.
4. G.H. Peiris, Political Conflict in Bangladesh, Ethnic Studies Report, Vol. XVI, , No. 1, January 1998.
5. Zaglul Haider (2008), *The Changing Pattern of Bangladesh Foreign Policy: A Comparative Study of Mujib and Zia Regimes*, Chapter-2: Foreign Policy Decision-Making Process in Bangladesh, the University Press Limited, Dhaka-1000, Bangladesh, pp. 11-24.
৬. বাংলাদেশের ইতিহাস (রাজনৈতিক, অর্থনৈতিক, সামাজিক) : সিরাজুল ইসলাম সম্পাদিত
৭. মূলধারা '৭১ : মঈদুল হাসান
৮. জাগরণের কথা : শাম্মী আখতার সম্পাদিত
9. Parliamentary Behavior in a Multi-National
10. State (1947-58) : Shamsul Huda Harun
11. Bangladesh: State of the nation : Abdur Razzaq
১২. আমার দেখা রাজনীতির পঞ্চাশ বছর : আবুল মনসুর আহমদ
১৩. অসমাপ্ত আত্মজীবনী : শেখ মুজিবুর রহমান
১৪. রায়, নীহাররঞ্জন (২০০৬)। *বাঙ্গালীর ইতিহাস: আদি পর্ব* (৫ম সংস্করণ)। কলকাতা: দে'জ পাবলিশিং।
১৫. ইসলাম, সিরাজুল. (সম্পা.) (১৯৯৩)। *বাংলাদেশের ইতিহাস* (তিন খণ্ড)। ঢাকা: এশিয়াটিক সোসাইটি অব বাংলাদেশ।
১৬. ওদুদ, কাজী আবদুল (২০১১)। *বাংলার জাগরণ*। ঢাকা: কথাপ্রকাশ।
১৭. মুখোপাধ্যায়, সুভাষ (২০১৪)। *বাঙালীর ইতিহাস, সংক্ষেপে ডক্টর নীহার রঞ্জন রায় এর 'বাঙালীর ইতিহাস' (আদিপর্ব)*। ঢাকা:
১৮. মুরশিদ, গোলাম (২০০৬)। *হাজার বছরের বাঙালি সংস্কৃতি*। ঢাকা: অবসর।
১৯. খান, এস (২০০৬)। *বাংলাদেশের লোক ঐতিহ্য* (১ম খণ্ড)। ঢাকা: বাংলা একাডেমি।
20. খান, এস. (২০০৮)। *বাংলাদেশের লোক ঐতিহ্য* (২য় খণ্ড)। ঢাকা: বাংলা একাডেমি।
21. James, Nova, Bangladesh: A Reflection on water, UPL
22. Ali khan, Bangladesh A Hidden Nation
23. David Lewis, Bangladesh Economy Politics and society.

Course Code: MCJ-108

Course Title: Communication and Presentation Skills

Objectives: This course will make students skilled with different communication techniques and they capable to make presentations in different area.

1. General Theoretical and Methodological Issues of presentation skills
2. Building up Listening, Reading and Writing skills
3. Arguing/discussion in communication
4. Briefings
5. Mentoring and communication
6. Nonverbal Communication Skills
7. Persuasion and Audience
8. Managing Conflict
9. Emotional Support Skills
10. Negotiation Skills
11. Communication Skills for Group Decision Making

Presentation

12. Successful presentation: steps and skills
13. Types of Presentation
14. Alternatives to Presentations
15. Handling the Media

Types of Presentation

16. News and current affairs
17. Sports
18. Lifestyle and features
19. Music
20. Children's programs
21. International business programs
22. Travel news

Starting out

23. How to get in and get on
24. Sexism, ageism, racism and disability

Books Recommended:

Steve Shippside-*Perfect your presentation*

Janet Trewin- *Presenting on TV and Radio*

John O. Greene and Brant R. Burleson- *Handbook of Communication and Social interaction skills*

John May; *Business Presentation Skills*

2nd Year, First Semester

Course Code: MCJ-201

Course Title: Mass Communication Structure and Processes

Objective:

This course will introduce the different structures and running process of mass communication based industries with historical background and chronological progression. The students will also have some classic theoretical insights of mass communication.

Course Contents:

1. Defining Mass Communication
2. Elements of the Communication Process
3. Different types of Communication Settings and differences among them
4. The future of mass media segmentation-
 - Convergence
 - Disintermediation
5. Functional analysis of Mass Communication
 - Macro analysis
 - Micro Analysis
6. Critical/ Cultural analysis of Mass Communication
7. Historical and Cultural context of Mass Communication
 - Language
 - Writing
 - Printing
 - Telegraph and Telephone
 - Photography and Motion Picture
 - Radio and Television
 - Digital Media
8. Newspaper
 - History of Newspaper
 - The Penny Press
 - Yellow Journalism
 - Producing and Running a Newspaper Business
 - Newspaper in Digital Age (Digital Edition and Online Edition)
9. Motion Picture
 - History of Motion Picture
 - Film Industry Structure
 - Production of Motion Picture
10. Television
 - History of Television
 - Broadcast TV Industry
 - Production of TV Program
 - Public Broadcasting

- Cable Television
- Direct Broadcast Satellite (DBS)

11. The Internet and Social Media

- History and Development of the Internet and the web
- Types of Social Media
- The Semantic Web
- Ownership and Controlling the Internet
- Targeted Advertising and Data Mining
- Digital Divide
- Net Neutrality

12. Advertising

- i. Advertising Industry Structure

13. The Future of Mass Communication

Books Recommended:

1. The Dynamics Of Mass Communication: Media in Transition by Joseph R. Dominick
2. Introduction to Mass Communication: Media Literacy and Culture by Stanley J. Baran
3. MEDIA & CULTURE : Mass Communication in a Digital Age by Richard Campbell
4. Understanding Media by Marshall McLuhan

Course Code: MCJ-202
Course Title: Basics of Editing

Objective:

This course aims to teach students the basic knowledge or concepts and editing, and help them develop their editing sense that they will apply in practical assignments.

Course Contents:

1. Scope, Importance and Techniques of Editing
2. Introducing Newsroom
3. Qualities and Duties of a Sub-Editor
4. Sources and Nature of Copies
5. Intro Writing
6. Rewriting Simple Stories
7. Handling Press Release, Press-Notes and Handouts
8. Headline Writing
9. Proof Reading
10. Translation: English to Bengali and Bengali to English

Books Recommended:

1. Bastian, Case & R. Baskette Editing the Days News
2. Bruce Westley News Editing
3. Gene Gilmore Modern Newspaper Editing
4. G. Gilmore & R. Rovt Editing in Brief
5. Herald Gross Editors on Editing
6. Jwadur Rahman (PIB) News Editing Manual

Course Code: MCJ-203

Course Title: Social Processes and Institutions

Objectives:

This course aims to introduce the students with different sociological thoughts, views and perspectives originated in accordance with various social forces, dimensions and cultures that change and shape social structures, processes, and relationships. Understanding the key concepts and major issues of society to be covered under this course will enable students to view and analyze various aspects of society in light of rational reasoning and critical thinking.

Course Contents:

- 1. Introduction-1**
 - a. Commonsense vs. Sociological Reasoning
- 2. Dominant Perspectives**
- 3. Theoretical Perspectives**
 - a. Brief Concept of Classical and Modern Theories of Sociology
 - b. Theories of Social Contract by Hobbs, Locke and Rousseau
- 4. The Individual in Society**
 - a. Culture
 - b. Socialization (Sigmund Freud's view will be emphasized)
- 5. Inequality**
 - a. Social Stratification
 - b. Race and Ethnicity
- 6. Social Institutions**
 - a. Marriage and Family
 - b. Religion
 - c. Economics and Politics (Karl Marx's thought will be emphasized)
 - d. Education
- 7. Gender and Sexuality**

Books Recommended:

1. Foundation of Modern Sociology, Metta Spencer
2. Sociology and You-Jon M. Shepard & Robert W. Greene (Available at Central Library)
3. Sociology (7th Edition), Anthony Giddens (Available at Central Library)
4. Sociology, C. N. Shankar Rao (Available at Central Library)
5. Sapines, Yuval Noah Harari
৬. সমাজবিজ্ঞান, মূল-টম বটোমোর; অনুবাদ- কাজী ফারহানা আকতার ও সাদাত উল্লাহ খান
৭. মার্কসীয় সমাজতত্ত্ব-টম বটোমোর
৮. ফ্রয়েড-সুনীল কুমার সরকার

৯. রঙ্গলাল সেন
১০. অনুপম সেন
১১. উত্তর-আধুনিকতা-মামুন-অর রশীদ
১২. বাংলাদেশের সমাজতত্ত্ব-সম্পাদনা: এ কে এম শাহনেওয়াজ
১৩. মানব সমাজ-রাহুল সাংকৃত্যায়ন
১৪. ভোলগা থেকে গঙ্গা-রাহুল সাংকৃত্যায়ন
১৫. The condition of post modernity David Harvey;

Course Code: MCJ-204
Course Title: Broadcast Journalism

Objective: The course aims to put emphasis on the theoretical and practical perspectives of radio and television journalism so that students can cope up with the functions and techniques of broadcast media. It will focus on the way of news gathering for broadcast media, techniques of putting those facts together and manner of their presentation based on the different categories of audience. Besides, it will shed light on the different types of instruments and technologies that are used to make contents from the beginning to the end.

Course Contents:

Theoretical Difference between Print and Broadcast Journalism

1. Organogram (TV and Radio)
2. Categories of News and Assignments
3. Terminologies (Television)
4. Video Shots
5. Script Writing (TV and Radio)
6. Role of Radio as A Mass Media and Bangladesh
7. Broadcast National Policy (International, If possible)
8. News Bulletin (Radio)
9. News Gathering, Writing and Presentation
10. Technologies and Tools of Broadcast Journalism
11. Podcast
12. Broadcast Policy: National and International

Practical-Television

1. How to broadcast TV and Radio news (IV, OOV, Package)
2. Difference between print and TV report
3. How to gather news for TV
4. Reporter as a Director (Field Operation, Camera, Editing etc.)
5. Script Writing
6. Live Reporting
7. Rundown
8. PTC
9. Interview for TV and Radio (Managing and Shooting)
10. How to present TV and Radio News (Anchoring)

Books Recommended:

1. Broadcast Journalism-Peter Stewart and Ray Alexander
2. Broadcast Journalism-Andrew Boyd
৩. টেলিভিশন সাংবাদিকতা-নঈম তারিক
৪. একুশ শতকে টেলিভিশন সাংবাদিকতা-সামিয়া রহমান
৫. রেডিও ও টেলিভিশন সংবাদ ও সাংবাদিকতা-সন্তোষ দেবনাথ
৬. টিভি রিপোর্টিং-সুজন মেহেদী

2nd Year, 2nd Semester

Course Code: MCJ-205

Course Title: Mass Communication Theories

Objective:

This course will provide the students thorough and in-depth knowledge about the theoretical foundation of mass media. It will engage the students with a wide range of theories, models, and theoretical perspectives related to mass media.

Course Contents:

1. Definition theory, Types of theories, Era of mass communication theories.
2. Magic Bullet Theory
3. Two Step Flow Theory
4. Multi Step Flow Theory
5. Uses and Gratification Theory
6. Cultivation Theory
7. Agenda Setting Theory and Framing, Privacy Theory
8. Cognitive Dissonance Theory
9. Technological Determinism
10. Social Learning Theory
11. Media Equation Theory
12. Catharsis Theory
13. Spiral of Silence
14. Accommodation Theory
15. Normative Theory of the Press
16. Media dependency theory

Books Recommended

1. Baran & Davis-Mass Communication theory: Foundations, ferment, and future
2. Denis Mcquail-Mass Communication Theory
3. Melvin DeFleur & Sandra Ball-Rokeach- Theories of Mass Communication
4. Em Griffin- A first look at communication theory
5. Edited by C.kay Weaver, Cynthia Carter- Critical Readings: Violence and the Media
6. Shearton A. Lowerey & Melvin L. De Fleur -Milestones in Mass Communication Research (Media Effects)

Course Code: MCJ-206

Course Title: Basics of Research

Objective: Media Communication research to the Students. Besides, the course will make able students to produce a research project,

This course is design to teach the students the adequate knowledge and skills of doing research on media and communication the students will conduct small scale research projects as part of the course

Course Contents

1. Introduction to research
 - I. Definition
 - II. Characteristics
 - III. Types and differences
 - IV. Role and purpose of the research
2. Concepts of mass media research
3. Steps of Research; Research Planning and design
4. Selecting research topic, research problem/gap
5. Formulating hypothesis or research question
6. Finding research objectives
7. Literature review; processes and methods
8. Selecting relevant theory and Framework
9. Methodology
10. Sampling; types and techniques; Data Collection techniques
11. Data analysis and writing research findings
12. Research budget and timeline
13. Referencing; introduction to different formats
14. Research planning and Design
15. Research proposal structure and designing
16. Writing a Research Report
17. Writing styles of Abstracts, Introduction and Conclusion
18. Research Ethics

Book recommended:

1. Roger D. Wimmer, Joseph R. Dominick-*Mass Media Research: An Introduction*
2. William Neuman-*Social Research Methods: Qualitative and Quantitative Approaches*
3. Paul D. Leedy, Jeanne Illis Ormrod-*Practical Research: planning and design*
4. Sarvery in Social Research. NWS, Austnalia, Allin and Uania

Course Code: MCJ-207
Course Title: Media Laws and Policy

Objective:

The course introduces the students to the legal and ethical issues in relation to the media industry.

Course Contents:

1. Press Freedom: Global and Bangladesh Perspectives
2. Growth and Development of Press Laws in the Sub-Continent
3. Socio-economic aspects of media laws
4. Ethical Dilemmas, Issues and Concerns
5. Fundamental rights and the Constitutional provisions to freedom of expression
6. Defamation, Privacy and Contempt of Court
7. Legal Issues Affecting Journalism
8. Press Council Act of Bangladesh and Experiences of Other Countries
9. Censorship
10. Copy Right and Intellectual Property
11. Broadcast and online policy
12. Cybercrime and laws. (Digital Security Act
13. ICT Policy

Books Recommended:

1. Digital Media Law, by Ashley Packard (Wiley). 2013 Edition.
2. Ethics and the Media: An Introduction, by Stephen Ward (Cambridge University Press). 2011 Edition.
3. Media Ethics: Issues and Cases, by Philip Patterson and Lee Wilkins. 1991 Edition.
4. Journalism Ethics: Individual, Institutional, or Cultural (Reuters Institute – Oxford University), September 2012.
৫. দণ্ডবিধির ভাষ্য: গাজী শামছুর রহমান, আইএসিবিএন নম্বর ৯৮৪৪৩৮০৪২১
৬. বাংলাদেশের গণমাধ্যম আইন ও বিধিমালা: আবু নহর মোঃ গাজীউর হক, দি ইউনিভার্সিটি প্রেস লিমিটেড (ইউ. পি. এল.)
৭. গণপ্রজাতন্ত্রী বাংলাদেশের সংবিধান: আইন ও সংসদ বিষয়ক বিভাগ, বাংলাদেশের জাতীয় সংসদের আইন, বিচার ও সংসদ বিষয়ক মন্ত্রণালয়

Course Code: MCJ-208
Course Title: Online Journalism

Objective:

The course aims at introducing students with the process, styles, structures, formats and functions of news stories that are published in web sites, social media and other technological platform through internet. The objective of the course is to make students efficient and competent enough to deal with news packaging digital/multimedia journalism and so on. The course will focus on techniques and tactics which make difference between online journalism and traditional journalism. The course will also introduce students with journalism practices in the information age.

Course Contents: The course will be divided into two parts: Theoretical and Practical.

Theoretical

1. Online Journalism: Definition, Characteristic, Impact and History
2. News Gathering, Writing and Editing for Online
3. Online Story Construction
4. Convergence and Social First in Online Journalism
5. Social Media and Its Impact on Journalism
6. Key Perspectives of Website Design
7. Blog and Citizen Journalism
8. Ethical Issues and Guidelines of Online Journalism
9. Economics of Online Journalism

Practical

1. Story Writing and Uploading for www.mcjnews.com
2. Immersive Long Form Story Telling
3. Photo Story Telling

Books Recommended:

1. Journalism Online, Mike Ward
2. Breaking News, Sunil Saxena
3. Online News, Stuart Allan
4. The Elements of Online Journalism, Rey G. Rosales
5. The Handbook of Global Online Journalism, Eugenia Siapera and Andreas Veglis
6. Introduction to Journalism, Richard Rudin and Trevor Ibbotson
7. The Data Journalism Handbook, Jonathan Gray and Liliana Bounegru
8. MOJO, The Mobile Journalism Handbook, Ivo Burum

3rd Year, 1st Semester
Course Code: MCJ-301
Course Title: Media, Culture and Society

Objectives:

The Course intends to explore the interrelation among media, culture and society. Emphasis will be given to analyze critically the role of media in the society and impact of media on cultural change and social behavior in a given society.

Course Contents:

1. Media, Culture and Society: A theoretical Introduction
2. Neo-liberalism: Principles and Criticism
3. Neo-liberalism and Transformed Global Media
4. Culture, Definition and Types
5. Cultural Studies An Introduction
6. Popular Culture
7. Critical Analysis of Culture
 - Matthew Arnold, Raymond Williams, E.P. Thompson, Stuart Hall, BCCCS, Frankfurt School, Louis Althusser
8. Manufacturing Consent and Propaganda Model
9. Technological Determinism
10. Political Economy of Internet and digital media
11. Soap Opera
12. Film as Popular Culture
13. The Work of Art in the Age of Mechanical Reproduction
14. Political Economy of Beauty Contest
15. Contemporary Bangladesh Media: Analyzing the Trends

Books Recommended:

1. Cultural Theory and Popular Culture: An Introduction by John Storey
2. Digital Media and Society: An Introduction by Adrian Athique
3. Media/Society: Technology, Industries, Content, and Users By David Croteau
4. Critical Political Economy of the Media: An Introduction by Jonathan Hardy
5. *Media Somaj Songskriti*- Fahmidul Haq and A- Al Mamun. Page 9-20
6. Globalisation: A Basic Text by George Ritzer
7. Encyclopedia of Communication Theory by Stephen W. Little John and Keren A. Foss
8. Impact of Soap Operas on Women of Pakistan (A Case Study of Karachi) by Nasreen Aslam Shah and Abdul Hameed
9. নব্যউদারতাবাদ কি এবং তার ঐতিহাসিক বিবর্তন- এম এম আকাশ
10. নব্যউদারবাদ, বিশ্বায়ন ও পরিবর্তিত বৈশ্বিক মিডিয়া- ফাহমিদুল হক
11. সম্মতি উৎপাদন- আ- আল মামুন
12. বাংলাদেশের চলচ্চিত্র শিল্প: সংকটে জনসংস্কৃতি, গীতি আরা নাসরিন ও ফাহমিদুল হক
13. যান্ত্রিক পুনরুৎপাদনের যুগে শিল্পকলা, ওয়াল্টার বেঞ্জামিন (জাকির হোসেন মজুমদার ও মোহাম্মদ আজম অনুদিত।
যোগাযোগ, সংখ্যা ৮
14. অসম্মতি উৎপাদন, ফাহমিদুল হক
15. Handbook of contemporary Bangladesh Ali Reaz and Sazzadur Rahman.
16. Digital Capitates Dan chiller

Course Code: MCJ-302

Course Title: Quantitative Research Methodology

Objective: This course will provide the knowledge of quantitative research, its steps and processes to the students. Besides, the Course will provide the skills of different statistical tools

1. Introduction to Quantitative research
2. Descriptive Research; Definitions and designs
3. Correlational design
4. Experimental design
5. Quasi-Experimental design
6. Ex Post Facto Design
7. Analyzing Quantitative Data
8. Hypothesis testing
9. Variables and its types, properties
10. Inductive and deductive research
11. Measurement and scaling techniques
12. Questionnaire design
13. Planning and Conducting Interviews in a Quantitative Study
14. sampling and sample designs in Quantitative research
15. Data, data versus information, types of data, sources of data
16. Data management, viz. data editing, data coding, recoding, data entry and exploring, displaying and examining data
17. Data analysis: univariate analysis, bivariate analysis, multivariate analysis
18. Displaying data
19. Selection of appropriate statistical tools
20. Data Analysis using quantitative software (SPSS, Stata, SAS etc.)

Books Recommended:

William Neuman-*Social Research Methods: Qualitative and Quantitative Approaches*

Paul D. Leedy, Jeanne Illis Ormrod-*Practical Research: planning and design*

Roger D. Wimmer, Joseph R. Dominick-*Mass Media Research: An Introduction*

Course Code: MCJ-303
Course Title: Communication for Development

Objective:

This Course is intended to provide the students with an informed understanding of the processes and methods through which different types of communication and media production influence economic, social, political, and cultural development of a society.

Course Contents:

1. Development communication: Definition and principles
2. Theories of development communication
3. Communication issues in Bangladesh
4. Health and development communication
5. Social media and development communication
6. Development communication strategies
7. ICT for development
8. Indigenous media and Knowledge
9. Community radio
10. Development communication by NGOs
11. Post development theories, BARD
12. Development as freedom

Books Recommended:

1. Melkote, S.R & Steeves, H.L. (2015). Communication for Development: Theory and practice for Empowerment and social Justice. New Delhi: Sage Publications.
2. Schramm, Wilbur. Mass Media and National Development: the Role of Information in the Developing Countries. Stanford University Press, Stanford, California.
3. Rahman, Golam. Communication Issues in Bangladesh
৪. সেন, অমর্ত্য. দারিদ্র্য ও দুর্বিধ. অনুবাদ শিবাদিত্য সেন. দাশগুপ্ত এন্ড কোং প্রাইভেট লিমিটেড. কোলকাতা.
৫. Mohanj. Dulta; Communication for social Change
৬. development as Frecclua; Amarty a Sen

Course Code: MCJ-304
Course Title: Depth Reporting

Objective:

The aim of the course is providing the idea of in-depth reporting to the students.
It II gives a comprehensive knowledge of interpretative and Investigative Reporting

Course Contents

1. Introduction to Depth Reporting
2. Definition of investigative and interpretative reporting
3. Brief history of investigative journalism
4. Using hypotheses: The core of investigative
5. Methods in Investigative reporting
6. Using the Open and Human sources
7. Organization: How to set Yourself Up to Succeed
8. Writing Investigation reports
9. Quality control in investigative reporting: Techniques and Ethics
10. Fields not to forgotten in Investigative reporting
11. investigating social phenomena
12. investigating social phenomena
13. investigating the environment
14. Investigating the crisis of governance
15. The local face of globalization
16. Following the money: Frauds and offshore fund
17. Traffickers and tyrants
18. Investigating Sport
19. A critical eye on the war on terror
20. Introduction to Digital Investigative Journalism
21. Concept and meaning of news interpretation
22. Functions of interpretative reports
23. Skills and techniques required of an interpretative reporter
24. Limitations, Challenges and criticism of interpretative Journalism

Book Recommended

Hugo de Burgh- *Investigative Journalism: Context and Practice*

Daniel Ofomege et al.- *Investigative and interpretative Journalism : An insight into Critical and Review Writing*

Mark Lee Hunter- *Story- Based Inquiry: A Manual for Investigative Journalism*

Mark Lee Hunter- *The Global investigative Journalism casebook*

3rd Year, 2nd Semester
Course Code: MCJ-305
Course Title: Gender Communication

Objective:

This course is designed to build a gender sensitive communication sense among the students by providing some historical and theoretical background of gender communication along with contemporary scenario of gender biasness and gender insensitiveness of media and society.

Course Contents:

1. Defining Sex and Gender
2. Gender Socialization
3. Gender Division of Labor
4. Defining Patriarchy
5. Patriarchal mechanism of controlling all institutions
6. The Origin of Patriarchy
 - i. Friedrich Engels's Explanation
 - ii. The Radical Feminist and Revolutionary Feminist Explanation
 - iii. The Socialist Feminist Position
7. Theoretical explanations for Gender Development
 1. Biological Theory
 2. Psychological Theories
 - i. Freudian Identification Theory
 - ii. Social Learning Theory
 - iii. Cognitive Development Theory
 3. Social Role Theories
 4. Moral Voices Theory
 5. Aspect Theory
 6. Critical Theories of Gender
 - i. Standpoint Theory
 - ii. Queer Theory
8. Gendered Verbal Communication
9. Gendered Nonverbal Communication
10. Three waves of women's movement
11. Spectatorship and the Gaze
12. Gendered Media
 - i. Portrayals of Women and Men in Media
 - ii. Gender and Social Media
 - iii. Consequence of Gendered Media
13. Gendered Power and Violence
 - i. Gender Intimidation
 - ii. Sexual Harassment

- iii. Hostile Environment
 - iv. Sexual Assault
 - v. Intimate Partner Violence
 - vi. Genital Surgery
 - vii. Gender Based Murder
 - viii. The Normalization and Reduction process for Gender Violence
14. Gender insensitive Media
- i. Advertisement, Soap opera, Movie etc.
13. Gender Mainstreaming

Books Recommended:

1. Gendered Lives: Communication, Gender and Culture by Natalie Fixmer-Oraiz And Julia T. Wood
2. Understanding Gender by Kamla Bhasin
3. What is Patriarchy? by Kamla Bhasin
4. Communication and Gender by Lea P. Stewart
5. Feminist Media Studies by Elisabeth Aafje van Zoonen
6. Gender in Communication: A Critical Introduction by Catherine Helen Palczewski, Danielle D. MC Geough, and Victoria Pruin DE Francisco

Course Code: MCJ-306

Course Title: Qualitative Research Methodology

Objective:

This course will provide an adequate knowledge of Qualitative research, steps and its tools and processes to the students.

Course Contents:

1. Introduction to Qualitative research
2. Equipping oneself to do Qualitative research
3. Designing a Qualitative research
4. Approaches to Qualitative research
 - i. Content Analysis
 - ii. Narrative Research
 - iii. Phenomenological Research
 - iv. Grounded research
 - v. Ethnographic Research
 - vi. Introducing and Focusing the study
5. Data Collection and methods
6. Interviewing techniques in Qualitative Research
7. Observation techniques in Qualitative Research
8. Recording the Data
9. Doing Field work
10. Analyzing Qualitative Data: Disassembling, and Reassembling
11. Analyzing Qualitative Data: Interpreting and Concluding
12. writing a Qualitative study
13. Validating and Evaluation
14. Turning the story and conclusion
15. Composing research, to Share it with others
16. Taking Qualitative Research one step Further: Mixed method research and other issues
17. Nvivo tools (software)

Books Recommended:

Roger D. Wimmer, Joseph R. Dominick- *Mass Media Research: An Introduction*
Lindl of, Thomas R. and Taylor, Bryon C.(2011) *Qualitative commercials Research Methods* Soge Publications
Cheryl N. Poth and John W. Creswell- *Qualitative Inquiry and Research Design. Choosing Among Five Approaches*
Robert K. Yin-*Qualitative Research: from Start to Finish*
William Neuman-*Social Research Methods: Qualitative and Quantitative Approaches*
Paul D. Leedy, Jeanne Illis Ormrod-*Practical Research: planning and design*
David Silver man: Land dop-Handbook on Qualitative Research.

Course Code: MCJ-307
Course Title: ICT and Society (Tentative)

Course Code: MCJ-308
Course Title: Mobile Journalism

Objectives:

The course aims to introduce students with the process and ways of journalism using mobile and digital devices. It will also focus on tools and applications that will facilitate students to learn news gathering, writing and editing of mobile journalism. It will shed light on procedures and guidelines students have to follow to sustain the academic and professional perspectives of this kind of journalism.

Course Contents:

1. Mobile Journalism: Definition, History, Types and Characteristics
2. Tools and Techniques of Mobile Journalism
3. Elements of MoJo Storytelling
4. MoJo Interview Technique
5. Ethical and Legal Aspects of MoJo
6. Role of Mobile Phones in Changing Journalism
7. Use of Smartphone for Newsgathering, Writing and Editing
8. Information Management and Mobile Journalism Room
9. Advantage of Mobile Journalism

Books Recommended

1. Mobile-First Journalism: Producing News for Social and Interactive Media 1st Edition, Steve Hill & Paul Bradshaw
2. MOJO: The Mobile Journalism Handbook, Ivo Burum & Stephen Quinn
3. MoJo – Mobile Journalism in the Asian Region By Stephen Quinn
4. Mobile and Social Media Journalism: A Practical Guide-Anthony Adornato

4th Year, First Semester

Course Code: MCJ-401

Course Title: Global Media and Communication

Objectives:

This Course aims to demonstrate the system that runs behind the operation of contemporary media. It also critically examines the nature and role of the media giants that have shaped the arena of modern global media throughout decades and are now giving new dimension to tomorrow's media tendencies.

Contents:

1. Nature of Global Media
2. Global Media System, Media oligopoly and Media imperialism
3. Global Public Sphere
4. Public Diplomacy and Global Communication
5. Global Media Flow and Contra-flow
6. Roles of International News Agency in International Communication
7. Roles of Global Advertising in International Communication
8. Media and Cultural Imperialism
9. Cultural aspects of Global Media
10. Global Media in the Age of Internet
11. Changes and Challenges of Internet
12. Best Journalistic works in Global Media

Books Recommended:

1. Thussu, Daya K. (2008) *International Communication: A Reader*, Bloomsbury Academic
2. Flew, T. (2007) *Understanding Global Media*, MacMillan
3. Yong Jin, D and Lee M, (2017) *Understanding the Business of Global Media in the Digital Age*, Taylor & Francis ,Birkinbine, B. (2016) *Global Media Giants*,Taylor & Francis
4. Georgette Wang : Continuity and change in Communication Systems
5. Many Voices one world: Macbride Communication Perint

Course Code: MCJ-402
Course Title: Public Relations

Objectives:

This course is designed to understand the meaning of public relations apply the They will also learn the Techqaes of Public Relation to panty theming different Organizations

Course Contents:

1. Definition, Nature and History of public relations, Public Relation as a career
2. Qualities and Functions of a Public Relations officer
3. Public relations: Principles and Tools
4. Methods of PR, applications of PR
5. Differences among PR advertisement, Publicity, Promotion and Propaganda
6. PR as a Marketing, PR campaign and issue management
7. Public Relation in deferent organizations
8. Public Relations and Corporate Communication
9. Deferent Theories in Public Relations
10. Public Relations and New Technologies
11. Public Relations and Social Media
12. Writing Press Release

Books Recommended:

1. S.M. Cutlip- Public Relations
2. D. L. Wilcox- Public Relations
3. S. Black and M.L. Sharpe- Practical Public Relations
4. J.E. Martson- The Nature of Public Relations
5. R. Simon- Perspective in Public Relations
6. A.R. Poolman- Profitable Public Relations
7. Douglas Ehninger, Bruce E. Gronbeck, Alan H. Monroe- Principles of Speech Communication
8. J.W. Hill- The Making of Public Relations
9. Public Relations Handbook

Course Code: MCJ-403
Course Title: Data Journalism

Objective:

The course aims to introduce students with the process and ways of journalism with graphical and pictorial presentation. It will also focus on tools and applications that will facilitate students to learn data collecting, cleaning and applying in designated formats and forms.

Course Contents:

1. An Introduction to Data Journalism
2. Business Models for Data Journalism
3. Data Gathering and Process
4. Basic Steps in Working with Data
5. Data Delivering System
6. Models and Streams of Data Journalism
7. The Evolution of Data Journalism

Books Recommended:

The Data Journalism Handbook, Edited by Jonathan Gray, Liliana Bounegru, and Lucy Chambers.

Course Code: MCJ-404
Course Title: Editing and Page Make-Up

Course Objective: The course aims to put emphasis on editing news and page make-up Such as selecting and preparing national and international reports and photos in accordance with suitability of or readers. Besides, technical tasks like make-up using Quark-Express/In-Design and Photoshop to treat the news items will also be focused in this course.

Course Contents:

Theoretical

1. Introducing the New desk
2. Copy Editing Skills
3. Page Make-Up Techniques
4. Picture Selection and Editing
5. Elements of Selecting and Treating News
6. Imagination in News Editing
7. News Crises and Edition Changes

Practical

8. Dealing with International News'
9. Dealing with National News
10. Caption Writing

Books Recommended:

1. The Art of Editing-Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks
2. Modern Newspaper Editing-Gene Gilmore
3. Editing-B. N. Ahujz and S. S. Chhabra

4th Year, 2nd Semester

(Students must be taken any three courses from MCJ 405 to MCJ 411.

No course will be offered if at least 20 students are available)

Course Code: MCJ-405

Course Title: Aesthetics and Communication

Objective:

This course aims to juxtapose the basic philosophy behind arts and the idea of communication and it also elucidates on the formation and roots of paintings, literature and music within the scope of communication and its analytical approaches.

Course Contents: (Contest supposed to be narrative)

1. Aesthetics and communication
2. Genres of aesthetics
3. Communication through Drawing and Paintings
 - a. Basic timeline: cave art to modern arts
 - b. Comparative analysis of different art movements and periods
 - c. Art movements in Bangladesh
4. Communication through Literature
 - a. Poems
 - b. Novels
 - c. Drama
 - d. Selected literary works
 - e. What makes a piece of writing classic?
5. Communication through music
 - a. What makes a piece of music great
 - b. Western and eastern Classical music
 - c. Social and Political purpose of Music
 - d. Comparative discussion on different genres of music
6. Folk and Indigenous Aesthetics

Books Recommended:

1. Farthing, S. (2010) *Art: The Whole Story*. Thames & Hudson
2. Little, S. (2004) *--isms: Understanding Art*. Herbert Press
3. (2014) *Art in Time: A World History of Styles and Movements*. Phaidon Press
4. Sell, Roger D. (2008) *Literature as Communication*. John Benjamins
5. Onyebadi, Uche. (2017) *Music as a Platform for Political Communication*. IGI Global
6. Harwood, J. (2017) *Communication and Music in Social Interaction*. Cognella Academic Publishing

Course Code: MCJ-406

Course Title: Video Production

Objective:

This video production course will be on basic video/ film/ audio production. The goal of the course is to develop the ability capturing video images and audio as well as making story using elements together editing.

Course Contents:

1. Introduction: Defining Videography, Types, Impact, Ethical Issues, and Role of all of concerns of videography
2. Characteristics of Video Technology
3. Preparation for storyboard and Sequences
4. Shot and Shot division
5. Audio input
6. Lighting equipment and techniques
7. Introducing Editing Software
8. Advanced Editing Techniques
9. Pre- shooting schedule
10. Planning & Research
11. Video production/types of media production-program and News

Books Recommended:

1. Millerson, G. (1993). Effective TV Production. New York: Focal Press,
2. Zettl, H. (2015). Television Production Hand Book (12th edition). Wadsworth Publishing
3. Hanson, J. (1987). Understanding Video. London: Sage Publications,
4. Millerson, G. (2001). Video Production Hand Book (3rd edition). New York: Focal Press
5. Wurtzel, A. & Acker, S.R. (1990). Television Production. New York: McGraw-Hill Education

Course Code: MCJ-407
Course Title: Media Management and Economics

Objectives:

The course aims at familiarizing the students with the theory and practice of media economics and management.

Course Contents:

1. Structure of Organization
2. Functions and Qualities of Media Managers
3. History and Theories of Management
4. Circulation and TRP Factors, Consumers Behavior
5. Break Even point and Media Business
6. Leadership in Media Management
7. Nature of Media Economics
8. Process and Procedures of Running Media
9. promotional Activities/Marketing of Media
10. Corporate Social Responsibilities

Books Recommended:

1. Lavine, J. M. & Wackman, D. B. (1988), *Managing Media Organization*, Newyork: Longman.
2. Picard, Robert G. (1989), *Media Economics: Concepts and Issues*, Sage Publications: London.
3. Rucker, F. W & Williams, H., L.(1979) *Newspaper Organization and Management* (3rd Edition), Iowa: Iowa State University Press.
4. Shindhwani, T., N. (1978), *Newspaper Economics and Management*, New Delhi: Indian Press
5. Alexander, A., Owers, J., Hollified, C. A. & Greco, A., N. (2004), *Media Economics: Theory and Practice*, Mahwah, NJ: Lawrence Erlbaum Associates

Course Code: MCJ-408
Course Title: Photo Journalism

Course Objective: The course aims to introduce students with the basic concepts and different perspectives of photography. It also focuses on facilitate the students to develop to converge the senses of journalism and the practices of photography.

Course Contents

1. Theoretical and Practical Aspects of Photography
2. Overview of Evolution of Photography
3. Types, Nature and Scope of Photo Journalism
4. Necessities and Techniques of Photography
5. Camera Operation: Configuration, Sharpness, Focusing and lighting
6. Editing Photos with Tools
7. Comparative Photography Analysis
8. Photography and Contemporary Art
9. Documentary Photography
10. Smartphone Photography
11. Visualization/Publishing of Photography:

Books Recommended:

1. Hoy, F. P. (1986). *Photojournalism: The Visual Approach*. Prentice-Hall.
2. Kobre, K. (2008). *Photojournalism: The Professionals' Approach* (6th edition). New York: Focal Press.
3. Nieman Reports. (2010). *Visual Journalism: Fresh Approaches and New Business Strategies for the Multimedia Age*, The Nieman Foundation for Journalism at Harvard University.
8. ইসলাম, মো: রফিকুল (১৯৯৯) ফটোগ্রাফি: কলাকৌশল ও মনন, ঢাকা: প্রিজম প্রকাশনী

Course Code: MCJ-409
Course Title: Development Journalism

Objective:

This course will provide the students with thorough and in-depth knowledge about the theoretical perspectives in development journalism. It will also equip the students with skills and techniques required for practicing development journalism. Contemporary trends, practices and concerns in the field will be examined comprehensively. Topics such as public journalism, advocacy journalism, and grass root journalism will be analyzed and assessed. Throughout this course students will be encouraged to make frequent field visits and write news reports and features on a regular basis. There will be reporting assignments on wide range of issues including gender concerns, children rights, human rights, environment, good governance, health and nutrition, micro-finance, land rights, disaster management, rural empowerment, traditional media, right to communicate and minority issues.

Course Contents:

The course consists of two parts: theoretical and practical. The theoretical part deals with topics concerning different approaches to development, development journalism, scenario of development journalism in Bangladesh and other countries, modern trends in journalism, etc. In the practical classes, students will learn the techniques and strategies to write reports and features on development issues.

Theoretical part

The following topics will be highlighted

- Introduction to development: history, basic theories, and paradigms of economic growth and development.
- Introduction to development journalism: basic concepts, definitions, and origin of development journalism; debate on the concept of development journalism;
- Theoretical foundation of development journalism;
- New concepts of development journalism
- The scenario of development journalism in Bangladesh and in other peripheral and semi- peripheral countries;
- Modern/ alternative concepts of journalism: public journalism, community journalism, grass-root journalism/citizen journalism, advocacy journalism, etc.
- Agricultural Journalism
- Rural Journalisms

Practical part

- Writing reports based on field assignments;
- Training by course teacher/ guest journalists/ experts in workshops (in class)

Books Recommended:

1. Kunkzigk, M. (1988). Concepts of Journalism: North and south. Bonn: friedrich-Ebert-Stiftung(FES).
2. Gidreta, A.D. (2011). Development Journalism: Acceptability and implementation. Berlin: VDM
3. Dnesh C. Sharma (2007). Development Journalism: An Introduction. Quezon City: Ateneo de Manila University.

Course Code: MCJ-410
Course Title: Business Journalism

Objective:

This course is designed to help the students learn different aspects of Business Journalism. They can learn tools and techniques of Business and economic reporting with the contents of this course.

Course Contents:

1. Definition and features of Business Journalism
2. Nature and kinds of Business Journalism
3. Different tools and techniques of Business Journalism
4. Ethics of Business Journalism
5. Different issues should take into consideration in Business Journalism
6. Budget reporting
7. Stock and Bond Market
8. SME reporting
9. Business Journalism and women
10. Different Socio-economic sectors in Bangladesh
11. Different business organization and business person
12. Major business and industrial issues
13. Monetary and fiscal policy
14. Sources of Business Journalism/Reporting

Books Recommended:

১. দাশগুপ্ত, অজয় ও রুবায়েত ফেরদৌস(সম্পাদিত) (২০১০)। ব্যবসায় সাংবাদিকতা। ঢাকা: শ্রাবণ প্রকাশনী
2. Hayes, K. (2013) Business Journalism: how to report on Business and Economics. New York: A press
3. Colon Aly, (2001), Ethics in Business Journalism. Writing about business, Edited by Terri Thompson, Columbia University Press

Course Code: MCJ-411
Course Title: Political Communication

Objective:

The aim of the course is to provide knowledge about how Political communication works and how it influences the people. Besides the course will provide a profound knowledge of on how Political messages are produced using different tools.

Course Contents:

1. Basics of Political hesitative and Processes: State, Elation constitution parliament Dialectical panting. etc.
2. Defining Political Communication and Contemporary Political Communication
3. Theories and Approaches to Political Communication
4. New Approaches to Political Communication
5. Political news in the changing environment of political journalism
6. Political communication and television: Between old and new influences
7. New Trends in Political Communication Channels and Messages n
8. Political Communication in the age of the Internet
9. Political Communication and Public Opinion
10. Political Communication and personal Influence: do the Media Make a difference
11. Political advertising during election campaigns
12. States, international organizations, and the news media
13. Problems of image cultivation
14. Media, conflict, and peace
15. Government communication to the public and political communication
16. Local political communication and citizen participation
17. Medicalization: The Changing Power game between Politics and the Media
18. De-Centralization: New Forms of Citizenship and Political Communication
19. Audience responses to political messages : Interpretations and effects
20. International Political communication

Book recommended:

Lynda Lee Kaid- *Handbook of Political Communication Research*

Kees Brants and Katrin Voltmer-*Political Communication in Postmodern Democracy*

Brian McNari-*An Introduction to Political Communication*

Richard M. Perloff-*The Dynamics of Political Communication*

The way of the world: Devid Harrcy

Compulsory
Course Code: MCJ-412
Course Title: Internship
Course Code: MCJ-413
Course Title: Research Project

In the second semester of 4th Year students have to mandatorily choose either research projects or Internship apart from taking three optional Courses.