

**Syllabus
For
Master of Social Science
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 Master of Social Science 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 to produce newspaper, and 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 different 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 to practices of journalism and communication. In addition, 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 to encouraging students engage in the field of research that will absolutely enhance their academic excellence.

4. Assessment and Evaluation

The following is the assessment system for Bachelor of Social Sciences (Master's) program:

1. A student for the degree of Master of Social Science in Mass Communication and Journalism program is required to satisfactorily earn 32 credits completing and including thesis and 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	Marks
90% and above	100%
85% to less than 90%	90%
80% to less than 85%	80%
75% to less than 80%	70%
70% to less than 75%	60%
65% to less than 70%	50%
60% to less than 65%	40%
Less than 60%	00%

iii. There is two tracks in minters program: thesis and non-thesis. Students who will opt for non-Thesis track will choose four courses from either communication or journalism cluster. On the other hand, students of the from any of the two cluster. There by students of both groups will complete eighteen Condit's including viva-voce (02credits)

LIST OF COURSES

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

1st Semester			
Course Code	Course Title	Marks	Credits
MCJ-501	Advanced Communication Theories	100	4
MCJ-502	Media Research and Cultural Analysis	100	4
MCJ-503	Advanced Reporting	100	4
MCJ-504	Advanced Editing	100	4
	<i>Total</i>	<i>400</i>	<i>16</i>

2nd Semester			
Course Code	Course Title	Marks	Credits
Communication Cluster			
MCJ-505	Strategic Communication	100	4
MCJ-506	Film Sense and Criticism	100	4
MCJ-507	Advertising	100	4
MCJ-508	Communication Policy and Planning	100	4
MCJ-509	Health Communication	100	4
MCJ-510	Social Media Studies	100	4
MCJ-511	Media Literacy and Advocacy	100	4
Journalism Cluster			
MCJ-512	Documentary Appreciation and Making	100	4
MCJ-513	Environmental Journalism	100	4
MCJ-514	Peace Journalism	100	4
MCJ-515	Science Reporting	100	4
MCJ-516	Sports Journalism	100	4
MCJ-517	Narrative Journalism	100	4
MCJ-518	Arts and Entertainment Journalism		
MCJ-519	Viva-voce	50	02
MCJ-520	Thesis (75+25) Theoretical +oral	100	04
	<i>Total</i>	<i>450</i>	<i>18</i>

COURSE OUTLINES

Course Code: MCJ-501

Course Title: Advanced Communication Theories

Objective: This Course aims to offer a comprehensive outlook toward the most advanced and influential ideas and thoughts in the field of Communication. This Course will elucidate on Critical and Comparative ideological perspectives.

Course Contents: **This course deals with---**

1. Identity and Violence
2. Democracy and Media
3. Populism and World Politics
4. Structuralism and Post-Structuralism
5. Post Modernism
6. Post Feminism
7. Our Culture and Their Culture
8. Orientalism
9. Family and Private Property
10. Political Economy of Communication
11. Cultural studies
12. Critical Theory, Intercultural Communication
13. Post-Colonial Theories

Books Recommended:

Sen, Amartya. 2006, Identity and Violence, Penguin

Said, Edward. 1994, Orientalism, Penguin

Terry, Eagleton. 1983, Literary Theory, Basil Blackwell

Mchale, Brian. 2015, The Cambridge Introduction to Postmodernism, Cambridge University Press.

Vincent Moscow: Political Economy of Communication

Dennis Mequill: Communication Theories

Course Code: MCJ-502

Course Title: Media Research and Cultural Analysis

Objective:

This course aims to present advanced theories to the students from communication and media research field and make them apply to the practical field

Course Contents:

1. Newspaper: Different Types of Print Media research
2. Electronic Media: Ratings and Non-ratings Research
3. Media Impact: Antisocial and Per social effects of media Content
4. Agenda setting
5. cultivation and Projection of Social reality
6. Uses and Gratifications
7. Audience Analysis
8. Framing and Frame Analysis
9. Biographical Method
10. Life History/Oral History
11. Textual Analysis (Larsen)
12. Visual Methods: Image Analysis
13. Representation
14. semiotics
15. Marxist Analysis
16. Psychoanalytic Criticism
17. Discourse Analysis
18. Critical Discourse Analysis
19. Representation Analysis
20. Online Research
21. Feminist Research Methods

Book Recommended:

Arthur Berger- Media Analysis Techniques

Denzin, K. & LocoIn –Handbook of Qualitative Research

Roger Wimmer and Joseph Dominick-Mass Media Research: An Introduction

Course Code: MCJ-503

Course Title: Advanced Reporting

Course Objective: The course aims to introduce the students with the advanced ways and processes of covering news stories. It focuses on upgraded news styles and structures of reports on various significant beats of journalism.

Course Contents

1. Court Reporting
2. Election Reporting
3. Education Reporting
4. Advanced Crime Reporting
5. Science and Technology Reporting
6. Agriculture Reporting
7. Politics and Journalism
8. Health Journalism
9. Parliament Reporting
10. Port Reporting
11. Reporting in Disguise
12. Diplomatic Reporting
13. Reporting to Gov./ Non Govt. organization
14. Economic Reporting

Books Recommended

Contemporary News Reporting, Gouglas Anderson

Interpretative Reporting, C. D. MacDougal

Reporting Public Affairs, H. Henry Schulte

Reporting in Depth, H H Ward

Course Code: MCJ-504

Course Title: Advanced Editing

Course Objective:

The course aims to let the students learn **edit** complex stories both of traditional and new media. It also deals with assembling facts and information of different media on much discussed issues to make a single report. The course also gives **through** understanding of merging journalistic ethics and policies of media.

Course Contents:

1. Editing Complex Stories
2. Changing Trends of Writing Headlines and Intro
3. Sequencing Languages for Print Media
4. Writing Creative Captions
5. Writing Photo Feature
6. Writing to Picture
7. Understanding Shots and Sequences of TV
8. Editing for Radio and Podcast
9. Editing Digital Story
10. Editing Audio and Video
11. Rewriting Scripts

Books Recommended:

Newspaper Editing: A Manual for Editors, G. M. Hyde
Creative News Editing, A. Crowell
News Editing, Bruce Westley
Editors on Editing, Herald Gross

Course Code: MCJ-505

Course Title: Strategic Communication

Objective: This course is designed to provide knowledge to think strategically, analyze logically and ultimately generate different solutions. **Thrush his vacancy communication tools. The** students will learn how to conduct a campaign effectively and design message for desired outcome.

Contents:

1. Persuasive Communication
2. Campaign Communication and Message Design
3. Negotiation
4. Crisis Communication
5. Communication and Leadership
6. Theory and Research in Persuasion
7. Designing Media and Communication Projects for Social Change
8. Visual Communication
9. Non Journalistic Stories
10. Social Media, Fake News, Misinformation, Disinformation, Fact-Checking
11. Motivation and Emotion Management

Books Recommended:

White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design by Kim Golombisky and Rebecca Hagen
The Art of Persuasive Communication by Johann C. de Wet
Close Encounters: Communication in Relationships by Laura K. Guerrero
Strategic Communication: Origins, Concepts, and Current Debates by Christopher Paul
Persuasion and Power: The Art of Strategic Communication by James P. Farwell
Campaign Strategies and Message Design: A Practitioner's Guide from Start to Finish by Mary Moffitt

Course Code: MCJ-506
Course Title: Film Sense and Criticism

Objective: This course is designed for providing knowledge on film history as well as contemporary progress. **The Students will also have basic files theories.** The students will get a critical sense for viewing and criticizing film as a form of art.

Course Contents:

1. History of Early Films Developments [Types and Technologies]
2. Film as an Art Form
3. Film as Mass Culture
4. Theoretical Approaches to Film Study
5. Film Waves and Movements
6. Genres of Films
7. Aesthetic Appreciation [Light, Sound, Movements]
8. Comparative Film Studies
9. Film Criticism
10. Film Censorship
11. Cinematic Language
12. Camera Angle and Movements
13. Award Winning Films and Causes Behind Them
14. Film Making Process

Books Recommended:

Thomas Elsaesser & Malte Hagener. *Film Theory: An Introduction Through the Senses* (New York: Routledge, 2010)

Bordwell, David (1989) *Making Meaning: Inference and Rhetoric in the Interpretation of Cinema*. Harvard: Harvard University Press.

Monaco, James, *How to Read a Film: Language, History, Theory* (Oxford: Oxford University Press, 2000)

Branigan, Edward (1992) *Narrative Comprehension and Film*. London: Routledge.

Braudy, Leo and Marshall Cohen (eds.) (2004) *Film Theory and Criticism: Introductory Readings*. 6th ed. Oxford University Press: Oxford.

Barsam, R. (2007). *Looking at Movies: An Introduction to Film* (2nd ed.). New York: W. W. Norton and Company.

Rushton, Richard and Gary Bettinson, *What is Film Theory? An Introduction to Contemporary Debates* (New York: Open University Press, 2010)

Mast, G. and Kavin B. F. (2008). *A Short History of the Movies* (10th ed.). New York: Pearson Longman.

Etherington-Wright Christine and Ruth Doughty (2011) *Understanding Film Theory*. Houndmills: Palgrave MacMillan.

Gibbs, John (2002) *Mise-en-Scène: Film Style and Interpretation*. London and New York: Wallflower.

Nichols, Bill (ed.) (1976) *Movies and Methods: An Anthology, Volume I*. University of California Press: Berkeley, Los Angeles and London.

Course Code: MCJ-507

Course Title: Advertising

Objective:

This course is designed to familiarize the students with various types' adverts it's of different media and the sophisticated tools and methodologies needed to market a product/service in a constantly shifting context.

Course Contents:

1. Introduction to advertising
2. Advertising and marketing
3. Content/Script writing
4. Social, legal and historical aspects of advertising
5. Components, Categories and functions of advertising.
6. Overview of an advertising agency
7. Basic principles of advertising design, campaign and media Planning
8. Brand identity and brand failures
9. TVC and RDC Concept development
10. Role of advertising in marketing mix
11. Ethical aspects of advertising
12. Social marketing (advertising)/public service advertising.

Books Recommended:

*Advertising Management – David Aaker, Rajeev Batra and John Mayers
1992, New Delhi. Prentice Hall of India*

Advertising: Principles and Practices (5th Edition) – William Wells, John

Course Code: MCJ-508

Course Title: Communication Policy and Planning

Objective:

The course gives the students a solid theoretical foundation in critical analysis of issues and trends in communication policy and planning.

Contents:

1. Communication and Policy Sciences
2. Approach to Models of Communication Policy and Planning
3. The Four Theories Models: National Levels
4. Images and Actions
5. System analysis
6. Short and Long Term Forecasting for Communication Technology Planning
7. Economic Analysis
8. Communication Decision Making
9. Evaluation Strategies
10. National and Global Communication Policies and Planning
11. Lofgren Analysis. etc.

Books Recommended:

Freedman, D. (2008). *The Politics of Media Policy*, Cambridge, UK: Polity Thomas L. McPhail (2006). *Global Communication: Theories, Stakeholders, and Trends*. MA, USA: Blackwell Publishing.

K.B. Mathur (1994). *Communication: Policy and Planning Principles*. New Delhi: Allied, Publishers Limited.

Ferguson, S.D. (1999). *Communication Planning: An Integrated Approach*. London: Sage

Sean MacBride (ed.). (1980). *Many voices, one world: Communication and Society, today and tomorrow*. Paris: Unesco

John Middleton (1980). *Approaches to Communication Planning*. Paris: Unesco

Mark Rebov

Course Code: MCJ-509

Course Title: Health Communication

Objective:

The course aims to make the students familiar with the issues of health and family planning and help them learn the ways of communicating the issues to people, professionals and policy makers.

Contents:

1. Concepts, Theories and Models of Health Communication
2. Family Planning Models
3. Demographic Transition
4. Communicating Drug Issues
5. Taboo Communication
6. FP Innovation
7. Reproductive Health
8. Recent Media Responses and Behavioral Change
9. Adolescent and Sex Education
10. Responsibilities of Media and their formats and procedure of Preparing Messages
11. Counseling and Role of Policy Makers
12. accidents, public health and Community Communication

Books Recommended:

Zope, Jr. Paul E (1984) , *Population: An Introduction to Social Demography*, Mayfield Publishing Co. ,USA
E.M Rogers (1974) , *Communication Strategy for Family Planning*, New York Free Press,
Piotrow PT; Kincaid DL; Rimon JG 2d; Rinehart W; Samson K.(1997) *Health Communication: Lessons from Family Planning and Reproductive Health*, John Hopkins Center for communication Program, USA
Berry Dianne (2007) , *Health Communication Theory and Practice*, Open University Press, Berkshire, England
Bangladesh National Population Policy (2012), Ministry of Health & Family Welfare, Govt. of Bangladesh, Dhaka
জাতীয় স্বাস্থ্য নীতি (২০১১), স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয় , গণপ্রজাতন্ত্রী বাংলাদেশ সরকার, ঢাকা

Course Code: MCJ-510

Course Title: Social Media Studies

Objective: The aim of the course is to provide advanced and critical knowledge to the students about the social media. How social media works in front and behind the frame, the course will try to make a clear scenario to the students.

Course Contents:

1. Defining Social Media and Social Media studies
2. Studying Social Media
3. Relationships and Community through Social Media
4. Identity in Social Media
5. Youth & Discourse about Social Media
6. Gender and Sexuality in Social Platforms
7. Race, Ethnicity, Class
8. Ethical Issues
9. Social Media Activism
10. Misuse and Abuse of Social Media
11. Fake News, Rumor,

Books Recommended:

Duan Peng and Zhang Lei-*Social Media Studies*

Course Code: MCJ-511

Course Title: Media Literacy and Advocacy

Objective:

The aim of the course is to make a depth knowledge about the media literacy. How nowadays media is changing and how it affects the soundings, the course will make a profound idea about that

Course Contents:

1. Introduction to Media Literacy
 - i. Why Increase Media Literacy?
 - ii. Media Literacy Approaches?
2. Mass Communication, Culture, and Media Literacy
3. Convergence and the Reshaping of Mass Communication
4. Media Content and Reality
5. News
6. Entertainment
7. Advertising
8. Interactive Media
9. Broadening Our Perspective on Media Effects
10. How Does the Media Effects Process Work?
11. Helping Yourself and Others to Increase Media Literacy
12. Confronting the Issues
13. Media Ownership
14. Media Piracy
15. Sports
16. Media Violence
17. Advertising
18. Privacy
19. The Misinformation Threat
20. The Evolution of Media and Misinformation
21. Countering Fakes and Stereotypes in Media
22. Journalistic Verification Skills
23. Technology, Misinformation, and the Future

Books Recommended:

W. James Potter- *Media Literacy*

Stanley J. Barna- *Introduction to Mass Communication: Media Literacy and Culture*

Tara Susman-Pena et al.-*Fighting Misinformation: Digital Media Literacy*

Course Code: MCJ-512

Course Title: Documentary Appreciation and Making

Objective:

This course is designed to provide a general introduction to the theoretical and practical approaches of documentary. **They Students will learn** the ways of a documentary film. **They will also reading option the Knowledge to critically analyze it. Finals the course will enable them to produce their own documentary finals.**

Contents

1. Introduction to the Range of Documentary Work
2. History and Range of Documentary Filmmaking
3. Ethics and Ideology in Documentary Work
4. Comparative documentary appreciation
5. Documentary Writing
6. Documentary Photography
7. An Introduction to Visual Anthropology and Visual Sociology
8. Aural Documentary
9. Documentary Work in Hypermedia
10. Technical preparation: editing of a documentary
11. Transcript editing, preparing film logs, script editing, rough cutting, fine cutting

Books Recommended:

Robert Coles, *Doing Documentary Work*

Calvin Pryluck, "Ultimately We Are All Outsiders: The Ethics of Documentary Filming,"
Appeared originally in: *Journal of the University Film Association*, vol. 33 (1976)

Patricia Aufderheide, *Documentary Film: A Very Short Introduction*

Robert Flaherty, "How I Filmed 'Nanook of the North,'" *World's Work*

Howard S. Becker, "Visual Sociology, Documentary Photography, and Photojournalism:
It's (Almost) All a Matter of Context," *Visual Sociology* 10 (1-2), 5-14. This article is
available at: <http://oldweb.uwp.edu/academic/criminal.justice/beckerbk02.htm>.

M. Ali Issari and Doris A. Paul, *What is Cinema Verite* (Metuchen, NJ: Scarecrow,
1979): pp. 3-31 & 67-104.

Eric Margolis, "Video Ethnography: Toward a Reflexive Paradigm for Documentary,"
Jump Cut 39 (1994), 122-131

Rabiger, Michael. *Directing the Documentary*. Fifth Edition. Boston: Focal Press,
2009.

Ellis, Jack C. and Betsy A. McClane. *New History of the Documentary Film*, A.
London: Continuum, 2005.

Barnouw, Erik. *Documentary: A History of Non-Fiction Film*. London: Oxford
University Press, 1993.

Bernard, Sheila Curran. *Documentary Storytelling: Making Stronger and More
Dramatic Nonfiction Films*. Boston: Focal Press, 2007.

Patricia Aufderheide, *Documentary Film: A Very Short Introduction* (Oxford University Press, 2007).

Robert S. Boynton, *The New New Journalism* (Vintage Books, 2005).

Robert Coles, *Doing Documentary Work* (Oxford, 1997).

Ken Light, *Witness in Our Time: Working Lives of Documentary Photographers* (Smithsonian Institution Press, 2000).

Liz Stubbs, *Documentary Filmmakers Speak* (Allworth Press, 2002).

Course Code: MCJ-513

Course Title: Environmental Journalism

Course objective: This course aims to help the students familiarize with many environmental issues and helps them learn how to write news and features on relevant issues.

1. Why Environment Journalism: For whom and what
2. Health and environment
3. Biodiversity
4. Nuclear energy and waste
5. Environmental laws and policies
6. Top issues of the decade
7. Greenhouse effect and Climate change
8. Environmental Organization: national and international
9. Environment and Bangladesh
10. Covering many news items (Covering Cop)
11. Renowned Journalists in Environment beat and their works
12. News style: Sources

Books Recommended:

Acharya, K and Noronha, F (2010), The Green Pen: Environmental Journalism in India and South Asia, New Delhi: Sage Publications.

Frome, M, Green Ink: An Introduction to Environmental Journalism, University of Utah Press.

Lester, L. (2010). Media and the Environment. Cambridge: Polity Press.

McKibben, Bill (2003) The End of Nature, London: Bloomsbury

Christ, Eileen and Rinker, H. Bruce (2010) (eds), Gaia in Turmoil, Cambridge: MIT Press

Hansen, A. (2010). Environment, Media and Communication. London: Routledge.

Journals and Newspapers: Environment 360, Grist, Orion, the Washington Post, the Independent

Course Code: MCJ-514

Course Title: Peace Journalism

Objective:

This Course suggests a pro-peace approach to reporting conflicts and wars and also helps the student to learn to master the basic tools and techniques of reporting with a view to **Fiving peace a better chance.**

Contents:

1. Definition and Characteristics of Peace Journalism
2. Peace Journalism vs War Journalism
3. Conflict Sensitive Reporting
4. Tools and Techniques of Peace Journalism
5. Reporting on ethnicity related conflicts
6. Reporting on Public protest and mob violence's
7. Analyzing conflicts and Role of Media
8. Peace Journalism and Peace building processes

Books recommended:

Lynch, J. & Annabel, M. (2005). Peace Journalism. UK: Hawthorn Press.

Hoskins, A. & O'Loughlin, B. (2010). War and Media: The Emergence of Diffused War. UK: Polity Press

Allan, S. & Zelizer, B (eds.)(2004). Reporting War: Journalism in Wartime. London & New York: Routledge

Lynch, J. (2008). Debates in Peace Journalism, Sydney University Press

Keeble, R et al (eds.)(2010)Peace Journalism, War and Conflict Resolution.

Lynch, J, & Galtung, J. (2010) Reporting Conflict: New Directions in Peace Journalism. UQP

Course Code: MCJ-515
Course Title: Science Reporting

Objective

This course is designed to acquaint reporters with all aspects of science reporting and writing. It will train participants to view new breakthroughs and discoveries with skepticism and will give students a working knowledge of many of the main areas of science coverage, including the environment, artificial intelligence, and human interaction with technology.

Course Contents:

1. What is science writing
2. Introduction to Science Journalist
3. Contextualizing numbers and memories
4. Science and the public
5. The dangerous allure of cognitive biases
6. Covering controversy
7. The politicization of science: Climate change, energy
8. Energy, natural resources and the environment
9. Artificial intelligence
10. Humans and technology
11. Story structure and reverse engineering
12. Types of science writing
13. Fact-checking with sources

Books Recommended:

Deborah Blum, Mary Knudson and Robin Marantz Henig, editors, A Field Guide for Science Writers, 2005.

William Zinsser, On Writing Well, 1976.

Elise Hancock, Ideas into Words: Mastering the Craft of Science Writing, 2003.

Darrell Huff, How to Lie With Statistics, 1954.

Daniel Kahneman, Thinking Fast and Slow, 2011.

Course Code: MCJ-516
Course Title: Sports Journalism

Objective:

The course is designed to help the students learn the techniques of sports reporting. And politics of sports at national and international levels it also deals with finance of sports and analyse the issues of sports managements.

Course Contents:

1. Sports Journalism: Scope and Nature
2. General Writing Style of Sports
3. Sports Journalism: Opportunities and Challenges
4. Sports Journalists: Qualities, Preparations and Application
5. Sports and Crime
6. Sports and Race
7. Sports and Nationalism
8. Sports of Bangladesh: Issues to be covered
9. Sports and Business/Marketing
10. Local Game
11. Interviewing Players/Managements
12. News Sources of Sports Sector
13. Reporting Cricket, Football, Hockey, Tennis and Athletics
14. Covering World Cup/ International Games

Books Recommended:

Sports Journalism: A practical Guide. By Phill Andrews

Sports Journalism: An Introduction to Reporting and Writing By Kathryn T. Stofer, James R. Schaffer and Brian A. Rosenthal

Sports Journalism By Raymond Boyle

Sport, Racism and Social Media By Neil Farrington, Lee Hall, Daniel Kilvington, John Price and Amir Saeed

Course Code: MCJ-517

Course Title: Narrative Journalism

Objective:

This course is designed to provide some basic ideas and knowledge on the art of long storytelling. The students will be able to make longer stories presenting **with** adequate information in a creative and imaginative way.

Course Content:

1. Creative use of language
2. Elements used in narratives
3. Ways for long form storytelling
4. Techniques of well-known non-fiction writers
5. Polished news writing based on character, plot, scene and dialogue
6. Comparative narrative journalism
7. Narrative journalism practice in Bangladesh
8. Narrative journalism appreciation

Books Recommended:

Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University: Mark Kramer, Wendy

Bloom Stephen G, (2002) Inside the Writer's Mind: Writing Narrative Journalism, Iowa State Press, 2002

Boynton Robert S, (2005) The New New Journalism: Conversations with America's Best Nonfiction Writers About the Craft, New York Vintage Books, 2005

Weingarten Marc,(2006), The Gang That Wouldn't Write Straight: Wolfe, Thompson, Didion, and the New Journalism Revolution. New York: Crown Publishers.

Jon Krakauer (1999), Into Thin Air: A Personal Account of the Mount Everest Disaster. New York: First Anchor Books.

Capote Truman (1966), In Cold Blood, New York: Random House.

Course Code: MCJ-518
Course Title: Arts and Entertainment Journalism

Objective: This course aims to **provide** students an overview of the types of stories written by an arts and entertainment journalist for media such as reviews, columns, features, and profiles. The course will consider solutions **of** problems specific to arts journalism and to provide ideas **and** to navigate the ever-changing media environment, **media the Confront** the ethical issues facing the entertainment beat.

Content:

1. Defining Arts , Entertainment and Culture
2. History of Entertainment journalism
3. Popular culture and society
4. High Culture and entertainment appreciation
5. Strategies for critical arts and entertainment story writing
6. Changing landscape and scope of arts and entertainment journalism
7. Comparative arts and entertainment journalism writings
8. ethical Issues involving entertainment reporting
9. The Business of Entertainment
10. Covering Events and Shows
11. The art of the celebrity interview
12. Dominant issues of arts and entertainment reporting

Books Recommended:

American Movie Critics: An Anthology from the Silents Until Now. Library of America
Mcdonald, Ronan. 2007

Death of the Critic. London: Continuum Randall, David. 2010.

Harris, John. The Last Party: Britpop, Blair, and the Demise of English Rock (Fourth Estate, 2003)

Ian Macdonald. Revolution in the Head: The Beatles' Records and the Sixties (Henry Holt and Co, 1994)

Morgan, Piers. Don't You Know Who I Am? (Ebury Press, 2007)

Titchener, Campbell. Reviewing the Arts (Lawrence Erlbaum Associates, 2005)

"Dish" by Jeanette Walls

The Importance of Being Famous by Maureen Orth

How to Write About Theatre by Mark Fisher

On Bullshit by Harry G. Frankfurt

Scandal: A Manual by George Rush and Joanna Molloy