

RISHI BANKIM CHANDRA COLLEGE FOR
WOMEN

Department of Journalism and Mass Communication

ACADEMIC CALENDAR

Session: 2024-25

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-I (NEP), Paper-MajorDSI (Introduction to Journalism)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Understanding News, News Meaning, Definition, Basic Components of a news story, Hard news vs. Soft news	10 (T)		4 (Revision Tests)		UG
2.	Attribution, Embargo, Verification, Balance and Fairness, brevity, dateline, credit line, byline	7(T)	3(P)			UG SGR
3.	Different forms of Print, Yellow Journalism, Penny Press, Tabloid press	11(T)		2 (Remedials)		UG
4.	Language of News; Robert Gunning, Rudolf Flesch Formula, Skills to write news.	10(T)	3 (P)			UG SGR
5.	Understanding the structure and construction of news; Organizing a news story; 5W's and 1 H; Inverted Pyramid	9(T)	5(P)	3 (Tutorials)		UG SGR
6.	Criteria for newsworthiness; principles of news selection;		6(T)			UG
7.	Use of archives, sources of News, use of internet.		4(T)			UG
8.	Different mediums- a comparison		7(T)			UG
9.	Role of media in Democracy	6(T)				UG
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-I (NEP), Paper-SEC1 (Radio Production)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Public service advertisements, Jingles, Radio Magazines, Interview	9 (T)		2 (Remedial)		RB
2.	Talk Show, Feature, News Reading, Radio Jockey as host	10(T)	5(T)	3 (Tutorial)		RB
3.	Working of a Production Control Room & Studio, Types and functions, acoustics, input and output chain, Studio Console: Recording and Mixing	8(T)				RB
4.	Personnel in Production process – Role and Responsibilities	10(T)		4 (Revisions)		RB
5.	Pre-Production (Idea, research, preparation of radio script)	6(T)				RB
6.	Evolution of AIR Programming, Patterns of State Control, Radio Privatization..	10(T)	5 (T)	3 (Tutorial)		RB
7.	Production	12(T)				RB
8.	Editing: Creative use of Sound Editing.		7(T)			RB
9.	Anchoring or compering, Documentary, Discussion, Feature		8(T)			RB
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-II (NEP), Paper-DS-2 (Introduction to Communication Studies)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Communication Definition, Elements, process and functions of communication, Forms of Communication-Intrapersonal Communication	10 (T)	1 (Revision Test)			UG
2.	Verbal and Non-verbal Communication; 7C's of communication, Barriers to communication.	10(T)				UG
3.	Models of Communication- - SMR, SMCR, Shannon & Weaver, Harold Dwight Lasswell,Osgood and Schramm, Wilbur Schramm	11(T)	2 (Revision Tests)	5 (Remedial)		UG
4.	Mass Communication Definitions, Nature, process and Scope of Mass Communication	16(T)		Internal Exam		UG
5.	Mass Media; Characteristics and typology of media audiences	10(P)				UG
6.	Mass media and modern society.					
7.	Organizational Communication		8(T)	2 (Revision Test)		UG
8.	Meetings: Convening, meeting manners		12(T)	2 (Tutorials)		UG
9.	presiding over a meeting and participating in a meeting, managing post meeting follow ups.		4(T)			UG
	Total Classes		8 (P)			UG
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-III, Paper- CC5 (Introduction to Broadcast Media)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Concepts of sound - scape, sound culture; Types of sound - Sync, Non-Sync, Natural sound, Ambience Sound; Sound Design - Meaning with examples; Sound recording techniques; Introduction to microphones; Characteristics of Radio as a medium.	11 (T)		3 (Revision)		RB
2.	Basics of Visual Electronic image, television image, Digital image, Edited Image; Still to moving visuals, Visual Culture; Changing ecology of images today; Characteristics of Television as a medium.	10(T)				RB
3.	Writing and Editing Radio News; Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins; Working in a Radio News Room; Introduction to Recording and Editing sound.	13(T)	8 (P)			RB
4.	Writing and Editing Television News; Basics of a Camera; ENG & EFP; Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story; Elements of a Television News Bulletin; Basics of Editing for TV - Basic Softwares and Techniques	14(T) 4 (P)	8 (P)			RB
5.	Broadcast News; Public Service Broadcasters – AIR and DD News; Changing Character of Television News; 24 hrs news format, News Production cycle, News 'Lingo', News 'Formulae'; News as an Event, Performance and Construction.	11(P)	8 (T)			RB
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-III, Paper- CC6 (Media and Cultural Studies)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Mass Culture Popular Culture, Folk Culture, Elite culture, Commercial culture, Media and culture..	14 (T)	4 (Revision)			SGR
2.	Frankfurt School, Media and Cultural Studies, Political Economy, Ideology and Hegemony.	12(T)		6 (Revision)		SGR
3.	Media as texts, Signs and Codes in media, Discourse analysis, Genres, Representation of nation, class, caste and gender issues in media	5 (T)	10(T)	10 (Remedial)		SGR
4.	Uses and gratification approach, Reception studies, Active Audience, Women as audience, sub cultures, Music and popular fandom. Folk media as a form of mass culture, live performance, and media technologies, medium is the message, Technological determinism, New media and Cultural forms.	14(T)	12 (T)	3 (Tests)		SGR
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-III, Paper- CC7 (Advertising and Public Relations)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Introduction to Advertising: Meaning and history; Advertising; Advertising as a tool of communication, Role of Advertising in Marketing mix, PR AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Types of advertising and New trends, Economic, cultural, Psychological and Social aspects of advertising; Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and their codes.	14 (T) 9 (P)	5 (Revision)			UG
2.	Advertising through Print, electronic and online media; Advertising Objectives, Segmentation, Positioning and Targeting; Media selection, Planning, Scheduling; Marketing Strategy and Research and Branding; Advertising department vs. Agency; Advertising Budget; Campaign Planning, Creation and Production.	13 (T) 8 (P)		3 (Revision)		UG
3.	Introduction to Public Relations: Growth and development of PR; Importance, Role and Functions of PR; Principles and Tools of PR; Organization of Public relations: In house department vs. consultancy. PR in govt. and Private Sectors; Govt's Print, Electronic, Publicity, Film and Related Media Organizations.		12(T)	3 (Revision)		UG
4.	PR - Publics and campaigns; Research for PR; Managing promotions and functions; PR Campaign - planning, execution, evaluation; Role of PR in Crisis management; Ethical issues in PR - Apex bodies in PR - IPRA code -					

	PRSI, PSPF and their codes.		12(T)	3 (Revision)		UG
5.	Social Media Marketing; Social Media Technologies and Management; Integrated Marketing Communication; Developing Social Networks; Social Media Strategies, Tactics and Ethics; Social Media Tools; Measurement Strategies and ROI.		10(T)	2 (Revision)		UG
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-IV, Paper- CC8 (Introduction to New Media)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Key Concepts and Theory: Defining new media, terminologies, and their meanings.	7 (T)				UG
2.	Digital media, new media, online media, Information society and new media.	7(T)	4 (Remedials)			UG
3.	Technological Determinism, Computer-mediated Communication(CMC) Networked Society	10(T)		3 (Tutorials)		UG
4.	Understanding Virtual Cultures and Digital Journalism: Internet and its Beginnings, Remediation and New Media Technologies, Online Communities.	11(T)				UG
5.	User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism, Social Media in Context, Activism, and New Media		6(T)	3 (Remedials)		UG
6.	Digitization of Journalism; Authorship and what it Means in a Digital Age, Piracy, Copyright, Open Source, Digital Archives, New Media and Ethics		12(T)	5 (Remedials)		UG
7.	Overview of Web Writing: Linear and Non-linear writing, Contextualized Journalism, Writing techniques, Storytelling structures. Blogging, Creating, and Promoting a Blog		11(T)			UG
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-IV, Paper- CC9 (Development Communication)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Development: Concept, concerns, paradigms; Models of Development, Basic needs model, Nehruvian model, Gandhian model.	9 (T)				RB
2.	Development Communication, Paradigms of Development diffusion of innovation, empathy, magic multiplier.	10(T)				RB
3.	Alternative Development comm. Approaches: Sustainable Development, Participatory Development, Development Support comm. Woods triangle.	4(T)	11 (T)			RB
4.	Role of media in development, Mass media in Development, Development Support Communication in India, Right to Information (RTI).	8(T)	8 (T)			RB
5.	Practicing development communication Strategies, Community radio, and dev. Using new media technologies for development. Development Journalism and Rural Reporting in India.	6 (T)	9(T)	3 (Remedials)		RB
6.	Rural Journalism: Use of Traditional media for development in rural areas; Rural newspaper Specific features of tribal society; reportage on tribal problems and issues.		7(T)	4 (Remedials)		RB
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-IV, Paper- CC10 (Media Ethics and the Law)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Ethical Framework and Media practice, Freedom of expression, Law of Defamation, Issues of privacy and Surveillance in Society.	9 (T)				SGR
2.	Right to Information; Idea of Fair Trial by Media; Intellectual Property Rights; Media ethics and cultural dependence.	9(T)	3 (Revision Tests)			SGR
3.	Media Technology and Ethical Parameters; Live reporting and ethics; Sting Operation, Phone Tapping.	11(T)				SGR
4.	Ethical issues in Social Media, Discussion of Important cases, Operation Westend, relevant sections of the Broadcast Bill, and NBA guidelines.	9(T)	5(T)	4 (Remedials)		SGR
5.	Representation and ethics	10 (T)				SGR
6.	Media and Regulation, Codes and Ethical Guidelines, Self-Regulation; Media Content, Censorship and media Debates.		11(T)	5 (Remedials)		SGR
7.	Media and Social Responsibility, Media reportage of marginalized sections, Inflammatory writing, Seditious		9(T)	5 (Tutorials)		SGR
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-V, Paper- CC11 (Global Media and Politics)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Media and International Communication, The advent of popular media, propaganda in the inter-war years.	10 (T)	2 (Revision Test)			RB
2.	Media and super power rivalry, Media during Cold War, Vietnam War, USSR	11(T)	4 (T)			RB
3.	Radio Liberty, Voice of America, NWICO, McBride Commission and UNESCO, Third World concerns.	14(T)		3 (Remedial)		RB
4.	Global Conflict and Global Media: World Wars and Media coverage, Al Jazeera, Gulf Wars, CNN.	6(T)	10(T)	5 (Remedial)		RB
5.	Cultural Imperialism, Cultural Politics, Media Hegemony.		10 (T)			RB
6.	Discourses of globalisation, Technological Developments, Digital Divide, Media Conglomerates and Monopolies.		15 (T)			RB
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-V, Paper- CC12 (Advanced Broadcast Media)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Public Service Broadcasting, PS Models in India, Global Overview.	12 (T)	4 (Revision Test)			SGR
2.	Community radio, Community Video, Campus Radio, Participatory Communication	12(T)	4 (T)			SGR
3.	Private Broadcasting Models, PPP, Function and Working of broadcast channel.	14(T)		5 (Remedial)		SGR
4.	Broadcast Genres- Drama, Soap Opera, Comedy, Reality Television, Children's TV, Animation, Prime Time, Day Time.		13(T)	2 (Remedial)		SGR
5.	Writing and Producing for Radio, Public Service Advertisements, Jingles, Radio Magazine Shows.		11 (P)			SGR
6.	Mixing Genres, Music Video, ENG and EFP, Reconstruction of News based Programming.	10 (T)	4 (P)			SGR
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-V, Paper- DSE1 (Media Industry and Management)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Media Management: Concept and Perspective; Concept, origin and growth of Media Management; Fundamentals of management; Management School of Thought.	12 (T)				SGR
2.	Media Industry: Issues & Challenges; Media industry as manufacturers - Manufacturing Consent, news and content management. Market Forces.	12(T)	3 (Revision Tests)	1 (Revision Test)		SGR
3.	Performance evaluation (TAM, TRP, BARC and HITS) and Market shifts. Changing Ownership patterns.	10 (T)		4 (Remedial)		SGR
4.	Structure of news media organizations in India. Role, responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines.		13(T)	3 (Remedial)		SGR
5.	Media Economics, Strategic Management and Marketing: Understanding Media Economics-Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces.	16 (T)	4 (Tutorials)			SGR
6.	Visionary Leadership - Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants – Case Studies.		12 (T)			SGR
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-V, Paper- DSE2 (Print Journalism and Production)	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Specialized Reporting: Business /economic, Parliamentary, Political.	5 (T)				UG
2.	Trends in Print journalism: Investigative journalism/ Sting operations and related case studies; Impact of Technology on newspapers and Magazines; Ethical debates in print journalism: ownership and control.	14(T)		6 (Remedial)		UG
3.	Production of Newspaper: Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process, Handling text matter.	11 (T)				UG
4.	Page make-up (Print and Electronic copy): Front page, Editorial page and Supplements.		12(T)			UG
5.	Technology and print: Modern Printing Processes; DTP (Desktop Publishing)/ Software for print, Picture Editing and Caption Writing.	10 (T)	6 (P)			UG
6.	Advanced Newspaper and Magazine Editing: Classification of Newspapers and Magazines; Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines.	13 (T)	8 (T)	5 (Remedial)		UG
	Total Classes				90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-VI, Paper- CC13 (Advanced New Media)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans - medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality and Memes, et al.; guerrilla media; curating media, festival, media spaces.	16 (T)	6 (Revision)			SGR
2.	Social Construction of Technology, Utopian - Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.	13 (T)		4 (Remedial)		SGR
3.	Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.	10 (T)	6 (Revision)			SGR
4.	Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media digital media and identities, new media campaigns.		11 (T)	5 (Tutorial)		SGR
5.	Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc.		8 (T)	5 (Revision)		SGR
6.	Research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity,exhibition/screening.	7 (T)				SGR
Total Classes					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-VI, Paper- CC14 (Communication Research and Methods)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature)	10 (T) 10 (P)	3 (Revision)			RB
2.	Methods of Media Research: Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.	11 (T) 4 (P)		4 (Remedial)		RB
3.	Sampling: Need for Sampling, Sampling Methods, and Representativeness of the Samples, Sampling Error, and Tools of data collection: Primary and Secondary data - Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.	10 (T) 4 (P)	4 (Revision)			RB
4.	Methods of analysis and report writing; Data Analysis Techniques; Coding and Tabulation, Non - Statistical Methods (Descriptive and Historical); Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report.		12(T)	5 (Revision)		RB
5.	Ethnographies and other Methods: Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research.		11(T)	2 (Revision)		RB
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-VI, Paper- DSE3 (Media, Gender and Human Rights)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Media and the social world: Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change; Rural - Urban Divide in India: Grass - roots media.	15 (T) 6 (P)	4 (Revision)			RB
2.	Gender: Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Gender - Theoretical concerns. Media and Masculinity.	14 (T)		5 (Revision)		RB
3.	Media: Power and Contestation; Public Sphere and its critique—Public sphere of the disempowered? Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports etc.	15 (T)		6 (Revision)		RB
4.	Media and Human Rights: Human Rights - Theoretical perspectives, Critique; Universal Declaration of Human Rights; Human Rights and Media (Case Studies).	10 (P)	15 (T)			RB
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-VI, Paper- DSE4 (Introduction to Film Studies)	Jan-Feb	Mar-Apr	May-Jun	Total	Name of Faculty
1.	Language of Cinema: Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema.	15 (T) 10 (P)	4 (Revision)			UG
2.	Film Form and Style: German Expressionism and Film Noir Italian Neo-realism; French New-Wave.	10 (T)		2 (Revision)		UG
3.	Alternative Visions: Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur - Film Authorship with a special focus on Ray or Kurusawa.	12 (T) 6 (P)	6 (Revision)			UG
4.	Hindi Cinema: Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema Film Culture.	13 (T)	10(P)	5 (Revision)		UG
	Total Classes					
					90	

Theory/ Practical Modules		No. Of Lectures				
Sl. No.	Semester-III, Paper- SEC1	Jul-Aug	Sept-Oct	Nov-Dec	Total	Name of Faculty
1.	Radio Production	15 (P)	15 (P)			SGR
	Semester-IV, Paper- SEC2					
		Jan-Feb	Mar-Apr	May-Jun		
2.	Documentary Production	15 (P)	15 (P)			SGR
	Total Classes				60	