



DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
Jahangirnagar University, Savar, Dhaka, Bangladesh

THIRD YEAR

Third Year BSS (Honours) programme in Journalism and Media Studies

COURSE CODE	COURSE TITLE	UNIT	CREDITS	MARKS
JMS 301	Theoretical Approaches to Media Studies	Full	4	100
JMS 302	Media Laws and Ethics	Full	4	100
JMS 303	Advanced Editing	Full	4	100
JMS 304	Broadcast Journalism	Full	4	100
JMS 305	Communication Research Methodology	Full	4	100
JMS 306	Online Journalism (Theory and practice)	Half	2	100
JMS 307	Public Relations	Half	2	50
JMS 308	Media Appreciations	Full	4	100
JMS 309	Political Processes and Institutions	Half	2	50
JMS 310	Gender Communication	Half	2	50
	Viva-Voce	Half	2	50
			34	900

THIRD YEAR

Course Code and Title

JMS 301: Theoretical Approaches to Media Studies

Course objective: The course gives the introduction to the theories of media analysis. The paradigm shift of communication research and the issues and concepts of media content, audience formation and media effects; political economy of media, structuralism, post- structuralism, culturalism, post-colonialism, and post-modernity will be on focus of discussion.

Course contents: Introduction to communication and media theories; normative theories of media structure and performance; world information and communication order; nature and dimension of political economy, structuralism, post- structuralism, culturalism, post- colonialism, and post-modernity and the debates.

Books Recommended:

B. Ashcroft, G. Griffith and H. Diffin(ed)- The Postcolonial Studies Reader
Cary Nelson and Grosberg (ed)- Marxism and the Interpretation of Culture
David Held- Introduction to Critical Theory
Edith Kurzweil- The Age of Structuralism
P.M. Rosenau- Postmodernism and the Social Sciences

Sevrin and Tankard- Communication Theory
Raymond Williams- Towards 2000
Geoffrey Reeves- Communication and the Third World
D.K.Thessu(ed)- Electronic Empires: Global Media and Local Resistance

Course Code and Title

JMS 302: Media Laws and Ethics

Course objective: This course introduces the students to the legal and ethical aspects in the media. The course examines the history and development of media laws and regulations in Bangladesh and world perspective.

Course contents: Historical perspectives of media laws; socio-economic aspects of media laws; freedom of the press in global and Bangladesh perspectives; RTI, Tort, Libel, Privacy, Contempt of court, Censorship, Copy right, Press Council Act; Fundamental rights and the Constitutional provisions to freedom of expression; Cyber crime and laws.

Books Recommended:

A.N.M. Gaziul Hoque- Mass Media Laws and Regulations in Bangladesh
Gazi Shamsur Rahman- Laws Relating to the Press in Bangladesh
Gazi Shamsur Rahman- Commentary on the Press Council
The Constitution of the People's Republic of Bangladesh
গাজী শামসুর রহমান- সংবাদ বিষয়ক আইন

Course Code and Title

JMS 303: Advanced Editing

Course objective: This course is designed to give the students the comprehensive knowledge of advanced copy editing skills. It will focus on the scope, importance and techniques and other related matters of copy editing both for print and broadcast media.

Course contents: Copy selection and its treatment; rewriting; handling press releases; headline and intro writing; principles of page make-up and schedule making; proof reading; translation; picture editing; newspaper content analysis.

Books Recommended:

A.Crowell- Creative News Editing
Bastian,Case and Baskette- Editing the Day's News
Root and Gilmore- Modern Newspaper Reporting
Bruce Westley- News Editing
Garst and Bernstein- Headlines and Deadlines
Fox Mott et al- New Survey of Journalism
Gene Gilmore- Modern Newspaper Editing
G. Gilmore and R. Rovt- Editing in Brief
Herald Gross- Editors on Editing
B.N. Ahuja and S.S. Chabra- Editing
Martin Gibson- Editing in the Electronic Era
Harold Evans- Editing and Design (5 volumes)

Course Code and Title

JMS 304: Broadcast Journalism

Course objective: The course focuses on the theory and practice of radio and television journalism. It covers the techniques of reporting and editing news for radio and television. It sheds light on the growth and development of the electronic media, programme, commercial and newscasting.

Course contents: Growth and development of radio and television; basics of TV and radio reporting; differences between print and broadcast journalism; types of bulletin; techniques of broadcast news writing; spot coverage; interviewing; presentation: qualities of a presenter; programmes, commercials and news-casting, TV/radio news production, terminology. National Broadcast Policy and Freedom of broadcasting. (The course will put emphasis on practical work).

Books Recommended:

W.A. Weed- Electronic Journalism
M.V. Charnley- News by Radio
H. Fisher- Radio Program Idea book
R. Aspinall- Radio Program Production
Brown and Jones- Radio and Television News
David Keith Cohler- Broadcast Journalism: A Guide for the Presentation of Radio
J. Herberts- The Techniques of Radio Journalism
James A. Brown and Ward L. Quaal- Radio-Television-Cable Management
Gerals Milleison- Television Production
Indrajit Banerjee et al- Public Service Broadcasting in the Age of Globalization

Course Code and Title

JMS 305: Communication Research Methodology

Course objective: This course will introduce techniques necessary to communication research. This course will help the student to conduct independent research on media contents in small scale. It will also teach statistics, especially on data processing and representation.

Course contents: purposes of mass media research; research design; research procedures; quantitative methods; sampling; survey; content analysis; qualitative methods; case studies; readership research; circulation studies; readability survey; ratings and non-ratings research in the electronic media; research in media effects; focus group discussion; historical analysis; data analysis; and report writing; measures of central tendency and measures of dispersion; correlation; regression; non-parametric statistics.

Books Recommended:

Babbie Earl- The Practice of Social Research
Therese Baker - Doing Social Research
Floyed Fowler- Survey Research Methods
Arthur Berger- Media Analysis Techniques
David Deacon et al- Researching Communications
Hugh Malcolm Beville- Audience Ratings
Roger Wimmer and Joseph Dominick- Mass Media Research
Allen Edwards- Stastical Methods
Mendenhall et al- Modern Elementary Statistics
M. H. Gopal- Introduction to Research Procedures
Ralph O. Nefziger & D. M. White – Introduction to Mass Communication Research

Course Code and Title

JMS 306: Online Journalism (Theory and practice)

Course objective: This course aims to provide the students theoretical foundation and practical skills to equip them with internet and some digital technologies. This will make them capable of using

internet for information gathering and on-line publishing. The course combines theory with hands-on experience in the computer laboratory.

Course contents: Introduction to Internet; techniques of browsing; exploring internet materials; exploring credible web sources; basics of web publishing; planning and designing a news site; electronic copyediting; techniques of publishing on-line edition of newspapers and radio-TV, e-magazines; producing and publishing text, photos, graphics, audio and video; the state of on-line journalism in Bangladesh and the internet as an alternative medium in contemporary world.

Books Recommended:

Randy Reddick- The Online Journalist

Lisa C. Miller- Power Journalism: Computer Assisted Reporting

Course Code and Title

JMS 307: Public Relations

Course objective: This course studies Public Relations as a distinct field of practice. It covers some preliminaries and applications of public relations.

Course contents: Nature and process of public relations; methods of PR; applications of PR; PR and new technologies; differences in PR, promotion, publicity; PR and the law; the future of public relations; public opinions and style and language in persuasion.

Books Recommended:

S.M. Cutlip- Public Relations

D. L. Wilcox- Public Relations

S. Black and M.L. Sharpe- Practical Public Relations

J.E. Martson- The Nature of Public Relations

R. Simon- Perspective in Public Relations

A.R. Poolman- Profitable Public Relations

J.W. Hill- The Making of Public Relations

Douglas Ehninger, Bruce E. Gronbeck, Alan H. Monroe- Principles of Speech Communication

Course Code and Title

JMS 308: Media Appreciations

Course objective: Development of mass media will be evaluated and newspaper, radio, TV and other mass media will be reviewed, discussed and appreciated and critically discussed in global and national perspective in this course.

Books Recommended:

John Fisk- Reading Television

W.D. Rowland, Jr. And Bruce Walkins(ed)- Interpreting Television

L. Braudy and M. Cohen (ed)- Film Theory and Criticism

Andrew Robinson- The Inner Eye

Course Code and Title

JMS 309: Political Processes and Institutions

Course objective: This course deals with the conceptions of political processes, structures of political power and the holistic approaches to contemporary political theories and media-politics relationships.

Course contents: Conceptualising political processes; structures of political power; political culture; political socialization; political participation; elections in the political process; political

organization; overview of some contemporary political theories; relation of political institutions and media; and the role of media in good governance and democracy.

Books Recommended:

R. E. Dowse and J. A. Hughes- Political Sociology

J. Dearlove and P. Saunders- Introduction to British Politics

Arno A. And W. Dissanayake- The News Media in National and International Conflict

Thomas R. Dye and Harmon Zeigler- American Politics in the Media Age

Simon Cottle (ed)- Ethnic Minorities and the Media

Davidson, Walter Philips- Mass Communication and Conflict Resolution

Course Code and Title

JMS 310: Gender Communication

Course objective: The course aims to focus on the study of gender issues and the role of communication and media in meeting the gender inequalities that have been practiced in daily life. It also discusses how media play role in creating sense of gender equality in media portrayals and in media contents.

Course contents: Problems in male dominated knowledge production and portrayal by media; feminist theoretical contributions to culture/media studies; historic representation of women in media contents; correcting distortions and creating alternatives; contemporary constructions of women and ‘man’; women in culture, and in democracy.

Books Recommended:

N. Benner et al (ed)- Culture, Ideology and Social Practices

J. Berger- Ways of Seeing

Kamla Bhasin and Bina Agrwal (ed)- Women and Media: Analysis, Alternatives and Actions

Ila Joshi (ed)- Asian Women in the Information Age

M. Gallagher- Unequal Opportunities; the case of women and the media

Philip Lee (ed)- The Democratization of Communication

A.Kuhn- The Power of the Image: Essays on Representations and Sexuality