



## DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

Jahangirnagar University  
Savar - 1342, Dhaka, Bangladesh

### Syllabus

MSS in Journalism and Media Studies Programme  
(Academic Sessions: 2015-2016, 2016-2017 and 2017-2018)

#### Program Overview:

The Master's of Social Sciences (MSS) in Journalism and Media Studies is an intensive and advanced programme, in which the students gain comprehensive knowledge about the theoretical and practical aspects of journalism, media and communication. Since the launch of the programme in 2016, it has concentrated on delivering quality education, keeping in mind the media landscape that has witnessed an unprecedented transformation over the years.

Traditional media forms are challenged by the new digital media platforms, while the media industries are operating in a complex globalised context. This one-year programme gives the students an insight into the changing transnational contexts of media structures and communication practices in the 21<sup>st</sup> century. Upon successfully completing the programme, the graduates will develop a command over critical analysis, strategic thinking and audience research skills and be able to deal with the dynamic local and global media institutions environment. The courses offered in this programme will help a student gain specialisation in journalism, television and online media.

#### About the Program:

The MSS in Journalism and Media Studies is a one-year program. Examinations will be held at the end of the academic year. Students are required to complete 30 credits over the one-year period, meaning that they will be enrolled in 9 or 8 courses that carry a total of 750 marks, inclusive of a viva-voce examination carrying 50 marks. Students will enrol in 9 courses if they are not doing theses. Thesis students shall study 8 courses (thesis being a full unit course).

Students will enrol in five full unit courses and four half unit courses (in the case of thesis students, it will be two). They can choose elective courses from the following two streams—Stream A (Journalism) and Stream B (Media Studies).

#### *Distribution of Courses, Marks, and Credits (Year-wise):*

The one-year programme carries a total of 750 marks—700 marks for the courses and 50 marks for the viva-voce.

Particulars	Total
Credits	30
Number of Courses	9 or 8
Marks	750

**Unit of Courses and Marks Distribution (Course-wise):**

There are two kinds of course offered in the Department—full unit and half unit.

- Each full unit course carries 100 marks:

Tutorial	20
Written exam	80
<b>Total marks</b>	<b>100</b>

- Each half unit course carries 50 marks:

Tutorial	10
Written exam	40
<b>Total marks</b>	<b>50</b>

**Evaluation and Grading:**

Students' performance will be evaluated on a 4 point grading scale. After completion of the academic year, they will receive a CGPA (cumulative grade point average)—the average of GPAs in all the courses taken in the year.

**Grading Structure:**

Marks (%)	Letter Grade	Grade Point
80% and above	A+	4.00
75% to less than 80%	A	3.75
70% to less than 75%	A-	3.50
65% to less than 70%	B+	3.25
60% to less than 65%	B	3.00
55% to less than 60%	B-	2.75
50% to less than 55%	C+	2.50
45% to less than 50%	C	2.25
40% to less than 45%	D	2.00
Less than 40%	F( Fail)	0
Incomplete	I	0

**List of Courses**

Course Code	Title	Nature	Unit	Credits	Marks
JMS 501	Communication Theories	Theoretical	Full	4	100
JMS 502	Media Research and Cultural Analysis	Theoretical	Full	4	100
JMS 503	Advanced Reporting	Theoretical & Practical	Full	4	100
JMS 504	Advanced Editing	Theoretical & Practical	Full	4	100
JMS 505	Media Economics and Management	Theoretical	Full	4	100

**Elective Courses:**

The following are elective courses. Students will study two courses from Stream - A (Journalism) and two courses from Stream – B (Media Studies). Thesis students shall study one course each from Stream A & Stream B.

**Stream - A (Journalism)**

Students will choose two courses from this stream, but thesis students will pick one.

JMS 511	Environmental Journalism	Theoretical & Practical	Half	2	50
JMS 512	Editorial and Column Writing	Theoretical & Practical	Half	2	50
JMS 513	Arts and Entertainment Journalism	Theoretical & Practical	Half	2	50
JMS 514	Multimedia Journalism	Theoretical & Practical	Half	2	50
JMS 515	Conflict Resolution Journalism	Theoretical & Practical	Half	2	50

**Stream - B (Media Studies)**

Students will choose two courses from this stream, but thesis students will pick one.

JMS 521	Film Appreciation	Theoretical	Half	2	50
JMS 522	Television Appreciation	Theoretical	Half	2	50
JMS 523	Media Advocacy	Theoretical & Practical	Half	2	50
JMS 524	Communication Policy	Theoretical	Half	2	50
JMS 525	Health Communication	Theoretical	Half	2	50

**Thesis**

JMS 551	Thesis	Theoretical	Full	4	100
Viva-Voce			Half	2	50

Total	Credits	30
	Marks	750

**COURSE DESCRIPTION****JMS 501: Communication Theories (Theoretical)**

*Course Objectives:* This course introduces students to the core theories developed in the fields of communication and media studies. The theories will be analysed keeping focus on the media, and socio-political and cultural institutions.

*Course Content:* Political economy; structuralism; culturalism; post-structuralism; post-modernism; and key theories of media and communications developed in the 20<sup>th</sup> and 21<sup>st</sup> century.

Books Recommended:

*Melvin L. DeFleur & Sandra Ball-Rokeach* - Theories of Mass Communication

*Denis McQuail* - Mass Communication Theory: An Introduction

*Em Griffin* - A First Look at Communication Theory

**JMS 502: Media Research and Cultural Analysis (Theoretical & Practical)**

*Course Objectives:* This course teaches students the advanced techniques of doing independent research in communication and media. Under this course, each student will conduct fundamental research on a topic related to the media, society, communication, and culture. Besides, the students will be introduced to the theoretical approaches and methods used to analyse the content, structure, and contexts of media in a society. The students will learn the concepts, themes, and approaches in media criticism, and gain a command of different research methodologies.

*Course Content:* Modern methods of communication and media research; textual analysis (semiotics and discourse analysis); psychoanalysis, narrative and genre analysis, discourse analysis; and key debates in media and cultural analysis.

*Practical:* Students, under the supervision of the course teacher, will write a research proposal and do a research project as part of completion of the course.

Books Recommended:

*Arthur Asa Berger* - Media and Communication Research Methods

*D. Deacon, G. Murdock, M. Pickering, and P. Golding* - Researching Communications

### **JMS 503: Advanced Reporting (Theoretical & Practical)**

*Course Objectives:* This course enables students to explore the advanced levels of reporting. They will learn the techniques of developing ideas for stories for the national level newspapers, online news portals, television, and radio. Special emphasis will be given on introducing the students to the techniques of investigative journalism. The students will be encouraged to do fieldworks as part of the course work.

*Course Content:* In-depth reporting; investigative and interpretative; follow-up stories; financial and budget report; science and technology; elections; political parties; government; corruption; development issues; human rights; minorities; women and children; court and legal issues; political violence; health and environment; and the Liberation War.

*Practical:* Practical work will be done on the basis of the content taught under this course.

Books Recommended:

*C.D. MacDougal* - Interpretative Reporting

*Gouglas Anderson* - Contemporary News Reporting

*William Gaines* - Investigative Reporting for Print and Broadcast

*Neale Copple* - Depth Reporting

### **JMS 504: Advanced Editing (Theoretical & Practical)**

*Course Objectives:* This course introduces students to the comprehensive techniques of advanced copy editing. It will explore the scope, importance and techniques of copy editing for the print and online media.

*Course Content:* Copy selection and its treatment; rewriting; writing the headline and intro; principles of page make-up and schedule making; proof reading; translation; photo editing; and evaluating the editing operations in Bangladeshi media.

*Practical:* Practical work will be done on the basis of the content taught under this course.

Books Recommended:

*A. Crowell* - Creative News Editing

*Bruce Westley* - News Editing

*Gene Gilmore* - Modern Newspaper Editing

*Herald Gross* - Editors on Editing

### **JMS 505: Media Management and Economics (Theoretical)**

*Course Objectives:* This course is designed to introduce students to the structures, policies and management of different media organisations.

*Course Content:* Management theories; unique characteristics of media companies; media companies' missions and goals; planning and decision making; leadership; marketing perspectives for the media; market analysis; product planning; promotion; human resource development for media houses; and financial management.

Books Recommended:

*Alan B. Albarran* - The Media Economy (Media Management and Economics Series)

*Dennis F. Herrick* - Media Management in the Age of Giants: Business Dynamics of Journalism

*Alan B. Albarran (ed.)* - Handbook of Media Management and Economics

### **ELECTIVE COURSES:**

The following are elective courses. Students will study two courses from Stream - A (Journalism) and two courses from Stream – B (Media Studies). Thesis students shall study one course each from Stream A & Stream B.

#### **Stream - A (Journalism)**

Students will choose two courses from this stream, but thesis students will pick one.

#### **JMS 511: Environmental Journalism (Theoretical & Practical)**

*Course Objectives:* This course introduces students to the key national and global concerns in environment conservation and challenges of climate change fall-outs. The students will explore the scopes of environmental reporting as well as learning the basics of developing an environmental report.

*Course Content:* National environmental concerns including air, water and sound pollution; deforestation; endangered wildlife; saline water in the coastal areas; river grabbing; Sundarbans; CHT region; global warming and industrial world; climate change and its impact; and key treaties and laws signed in this filed.

Practical: Practical work will be done on the basis of the content taught under this course.

Books Recommended

*Robert L. Wyss* - Covering the Environment: How Journalists Work the Green Beat

*Henrik Bodker and Irene Neverla* - Environmental Journalism

*Keya Acharya (ed.) and Frederick N. J. Noronha (ed.)* - The Green Pen: Environmental Journalism in India and South Asia

#### **JMS 512: Editorial and Column Writing (Theoretical & Practical)**

*Course Objectives:* This course helps students gain an understanding of contemporary social, professional and intellectual concerns in the practice of journalism. Special focus will be given on adopting the techniques and fundamentals of writing editorials for the print and online media. It will further deal with the opinions and editorials published in the national and international newspapers.

*Course Content:* Fundamentals of editorials; techniques of writing editorials; strategies for finding editorial and column ideas; researching ideas; differences among news, column and editorials; social impact of editorials and columns; practice of writing editorials and columns; locating credible sources; persuasion techniques; establishing an effective style and tone; and writing for diverse audiences.

Practical: Practical work will be done on the basis of the content taught under this course.

Books Recommended

*Conrad C. Fink* - Writing Opinion for Impact

*Suzette Martinez Standring - The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry, Arianna Huffington, Pete Hamill and Other Great Columnists*

### **JMS 513: Arts and Entertainment Journalism (Theoretical & Practical)**

*Course Objectives:* This course is designed to help students explore the opportunities in the fields of films, theatre, music, fashion, television and lifestyle. Under this course, students will learn the key techniques of writing and developing stories in the aforesaid fields as well as gaining skills to create new newsworthy ideas.

*Course Content:* Popular entertainment industry in Bangladesh; techniques of reporting films and entertainment issues; research to develop new ideas; media law and ethics to entertainment journalism; entertainment and advertisements; and entertainment and globalisation.

Practical: Practical work will be done on the basis of the content taught under this course.

Books Recommended:

*Francine Brokaw - Beyond the Red Carpet: The World of Entertainment Journalists*  
*Samuel P. Winch - Mapping the Cultural Space of Journalism*

### **JMS 514: Multimedia Journalism (Theoretical & Practical)**

*Course Objectives:* This course introduces students to the latest tools and techniques of multimedia journalism. Gone are the days when a journalist might be expected to start a story at 9:00 in the morning, file his copy by the evening, and then see it in the next day's newspaper. Journalists now have access to more storytelling tools - blogs, smart phones, high-quality DSLRs, Facebook, YouTube - than at any other time in industry's history. This course helps students tell one story across a range of media.

*Course Content:* Concepts of multimedia journalism; tools used in multimedia journalism; strategies for multimedia production and delivery; generating ideas and researching content; exploring internet based media forms; interactive narratives for journalists; journalism for digital and social media; and exploring the future of multimedia journalism in Bangladesh.

Practical: Practical work will be done on the basis of the content taught under this course.

Books Recommended:

*Richard Hernandez and Jeremy Rue - The Principles of Multimedia Journalism: Packaging Digital News*  
*Andy Bull - Multimedia Journalism: A Practical Guide*

### **JMS 515: Conflict Resolution Journalism (Theoretical & Practical)**

*Course Objectives:* This course teaches students standard journalism practices and techniques that could contribute to peace-building in conflict-ridden society. It explores the nature and dynamics of conflict and conflict resolution and alternates between theory and practice, or concepts and techniques. This course also includes an examination of the most recurrent sources of violent conflict, and cultural and structural traditions that contribute to those sources.

*Course Content:* How conflict starts; sources of violence; how conflict ends; mapping local conflict; interests and needs and common ground; hate speech; gender; safety; journalists as victims: trauma; journalism's limitations; and reporting on peace-building issues.

Books Recommended:

*Ross Howard - Conflict Sensitive Journalism: A Handbook*

*Jake Lynch and Annabel McGoldrick - Peace Journalism: Conflict & Peacebuilding*

Practical: Practical work will be done on the basis of the content taught under this course.

### **Stream - B (Media and Communication)**

Students will choose two courses from this stream, but thesis students will pick one.

#### **JMS 521: Film Appreciation (Theoretical)**

*Course Objectives:* This course teaches students both historical and theoretical viewpoints on films. It discusses the earliest attempts to define the cinema and the most recent efforts to place film in the contexts of psychology, sociology, philosophy and aesthetics. A number of films will be screened by the course teacher as part of the course work.

*Course Content:* Auteur theory; mise-en-scene; narrative theory; feminist theory; queer cinema; global cinema; digitization and globalisation of films; difference among film, movie and cinema; contemporary development in film technologies; methods of film criticism; and political films.

Books Recommended:

*Ed Sikov - Film Studies: An Introduction (Film and Culture Series)*

*Dennis Petrie and Joe Boggs - The Art of Watching Films*

#### **JMS 522: Television Appreciation (Theoretical)**

*Course Objectives:* This course gives students a comprehensive understanding about the functions, roles and scopes of television as a medium. Upon successfully completing the course, the students will be able to assess the television medium from different socio-political and cultural perspectives.

*Course Content:* Origin and growth of television; the arts and science of television; the language of television; content, context and casting; television production: theory and practice; social impact of television; television as a propaganda machine; television and non-stop news networks; television and education; violence; the structure of television entertainment; satellite and cable channels; television viewing practices; and future perspectives of television.

Books Recommended:

*Michael Wolff - Television is the New Television: The Unexpected Triumph of Old Media in the Digital Age*

*Ethan Thompson and Jason Mittell - How To Watch Television*

#### **JMS 523: Media Advocacy (Theoretical & Practical)**

*Course Objectives:* This course is designed to introduce students to fundamental ideas of media advocacy. Upon successfully completing this course, the students will be able to view news coverage critically, and discuss and identify how different story frames direct attention to different kinds of solutions to social and public concerns.

*Course Content:* Media advocacy concept; principles and approaches to designing media operation for social and public changes; outlining strategic use of mass media, and various indigenous and alternative media; stakeholders and policy makers; key public concerns in Bangladesh; and exploring social media for campaigns.

Practical: Practical work will be done on the basis of the content taught under this course.

Books Recommended:

*John A. Daly* - Advocacy: Championing Ideas and Influencing Others

*James P. Farwell* - Persuasion and Power: The Art of Strategic Communication

### **JMS 524: Communication Policy (Theoretical)**

*Course Objectives:* This course is designed to give students an overview of the current approaches to and issues in communication policy formulation and planning at the organisational, national, and global levels. It will further enable the students to develop basic skills in formulating communication policies.

*Course Contents:* Communication and policy sciences; models and approaches to communication policies and planning; national level: the four theories model; images and action; system analysis; short and long term forecasting for communication technology planning; economic analysis; and communication decision-making and evaluation strategies.

Book Recommended:

*Hamid Mowlana* - Communication Policy and Planning: An Integrative Approach

*Robin Mansell (ed.) and Marc Raboy (ed.)* - The Handbook of Global Media and Communication Policy

### **JMS 525: Health Communication (Theoretical)**

*Course Objectives:* This course is designed to provide students with a critical understanding of the effects of the media—mass, social, and participatory—in promoting and impeding the achievement of public health goals. Students will develop the skills necessary to use media strategically to advance public health policies and social change.

*Course Content:* Design, implementation and evaluation of media campaigns to promote public health goals; examination of theories and research on media influences; and design on digital media-based health communication campaigns.

Books Recommended:

*C.F. Parvanta, D.E. Nelson, S.A. Parvanta, and R.N Harner* - Essentials of Public Health Communication

*S.E. Taylor* - The Tending Instinct: How Nurturing is Essential for Who We are and How We Live

*E. Tufte* - Beautiful Evidence

### **JMS 551: Thesis**

Students will conduct a thesis on a relevant topic, following proper research methods. Only a select few will be able to enrol for a thesis, based on their academic performance. Thesis students will not choose their supervisors. The academic committee of the Department shall appoint supervisors for them. After submission of the research paper, they shall attend a defence. Their paper and their performance in the defence will be evaluated in accordance with the university rules.

**-End-**