



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

FINAL YEAR

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

COURSE CODE	COURSE TITLE	UNIT	CREDITS	MARKS
JMS 401	Advanced Reporting		4	100
JMS 402	Communication and Development		4	100
JMS 403	Communication and Technology		4	100
JMS 404	Writing for Audio-Visual Media		2	50
JMS 405	Audio-Visual Production		2	50
JMS 406	Photo Journalism		2	50
JMS 407	Advertising		2	50
JMS 408	Graphic Communication		2	50
JMS 409	Global Media System		4	100
JMS 410	Comprehensive		4	100
	Viva-Voce		2	50
			32	800

FINAL YEAR

Course Code and Title

JMS 401: Advanced Reporting

Course objective: The course will extensively focus on enabling the students to master the skills and methods of reporting on different social, political, cultural, economic and development events at different levels and contexts.

Course contents: In-depth reporting: investigative and interpretative; follow-up stories. Topics include: financial and budget report; science and technology; elections; development issues; human rights; minorities; women and children; health and environment. (Discussion will be followed by field work)

Books Recommended:

C.D. MacDougal- Interpretative Reporting

Gouglas Anderson- Contemporary News Reporting

William Gaines – Investigative Reporting for Print and Broadcast

Neale Copple- Depth Reporting

George S. H, E. M. Dennis, A. H. Ismach, S. Hartgen- New Strategies for Public Affairs Reporting

M.V.Charnley- Reporting

Neal and Brown- News Writing and Reporting

Philip Gain, Q.A. Tahmina, Shishir Moral (ed)- Handbook on Election Reporting

Julien Elfenbein- Business Journalism

Philip Gain (ed)- Bangladesh Environment: Facing 21st Century

Course Code and Title

JMS 402: Communication and Development

Course objective: This course aims to provide to the students the in depth perspectives on development journalism and provides the knowledge, skills and techniques for building strong relationship between communication and development. It also takes a critical look at the field of Development Communication in national and international contexts.

Course contents: Role of communication in development; historical overview of development communication; diffusion of innovation; current status of DC, its possibilities and limitations; theoretical and methodological approaches to development communication; relationships between power, communication and development; participatory development communication; grass-roots communication; communication on agriculture, nutrition, health and environment; relationships between power, communication and development.

The course will also cover the topics such as new concepts of journalism; advocacy journalism; citizen journalism; community journalism. Throughout this course students will be encouraged to make frequent field visits and write reports and features on wide range of issues including gender concerns, children rights, human rights, good governance, micro-finance, disaster management, rural empowerment, right to information and minority issues.

Books Recommended:

Michael Kunkzigh- Concepts of Journalism: North and South

K.S. Nasir and S.A. White- Perspective on Development Communication

Srinivas R. Melkote- Communication for Development in the Third World: Theory and Practice

M. Golam Rahman- Communication Issues in Bangladesh

R.C. Hornick- Development Communication

Jan Servaes et al (ed)- Participatory Communication for Social Change

Bella Mody- Designing Messages for Development Communication

Shirley A. White- Participatory Communication: Working for Change and Development

Daniel Lerner- Passing of Traditional Society

Y.V.L. Rao- Communication and Development

K. Bhasin and B. Agrwal (ed)- Women and Media: Analysis, Alternatives and Actions

E.M. Rogers- Communication and Development: Critical Perspectives

M.Golam Rahman- Communication in Bangladesh: Media Responses and Campaign Strategy

মোনা/জাতউদ্দিন- অনুসন্ধানী প্রতিবেদন গ্রাম পর্যায়ে থেকে

Course Code and Title

JMS 403: Communication and Technology

Course objective: This course aims to provide the complete understanding on the area of telecommunication and information technology. The course will also focus on the general knowledge of broadcast technology including satellite, fibre optics, telephone, teleprinter, radio, television, cable television, computer, internet, mobile telecommunications and the growing impact of communication technology on media and society.

Course contents: Basic electronics and concepts of ICT; general literacy on personal communication and broadcast technologies including Satellite, Fibre Optics, Telephone, Radio, Television, Cable Television, Mobile communications, Internet, Computer, E-mailing, E-commerce, E-conference. The ICT policy of Bangladesh and New World Information and Communication Order, and some

laws related to telecommunications; impact of information revolution and information society, Cyber Culture; telecommunications systems and services in Bangladesh.

Books Recommended:

David Bell- An Introduction to the Cybercultures
Bud, Bates and Gregory- Voice and Data Communication Handbook
Herbert Dordick- Understanding Modern Telecommunication
Tim Jordan- Cyberpower
James Martin- Telecommunication and the Computer
McChenscey et al (eds)- Capitalism and the Information Age
Lynn Gross- Telecommunications
Frank Webster- Theories of the Information Society
E.M. Rogers- New Communication Technology
T. F. Baldwin and Stevens Movey- Cable Communication
Marjorie Ferguson- New Communication Technologies and the Public Interest

Course Code and Title

JMS 404: Writing for Audio-Visual Media

Course objective: This course will focus on the preparation of television scripting of programs and writing screenplay, portraying them into videos and editing them for broadcast. Students will be assigned on practical production of spot/ program.

Books Recommended:

Gerald Millerson – Effective TV Production
T. Burrows, D. Wood & L. Gross – Television Production: Disciplines and Techniques
David French & Michael Richards (eds) – Contemporary Television
Stinson - Video: Communication and Production
Degen – Understanding and Using Video

Course Code and Title

JMS 405: Audio-Visual Production

Course objective: This course is designed to give the students the extended ideas on theoretical and practical aspects of video technologies, production processes along with the creative and aesthetic sense needed to work with any of the broadcast media.

Course contents: Development of video; characteristics of video; introduction to video camera and operation techniques; pre-production, production and post-production activities; perceiving the image; new forms of video; interactive video; extensions and expressions using video; techniques of documentary production; creative script writing; news casting; lighting; editing; extending video communication to social experience.

Books Recommended:

Clara Degen (ed)- Understanding and Using Video
D.H. Weaver- Videotext Journalism: Teletext, Videotext and the News
Ingrid Weigand- Professional Video Production
Zettl- Television Production Workbook
Nicholas V. Iuoppa- A Practical Guide to Interactive Video Design
Stinson - Video: Communication and Production
David French & Michael Richards (eds) – Contemporary Television

Course Code and Title

JMS 406: Photo Journalism

Course objective: The course is designed to enable students to learn the techniques of photography. Emphasis is given on the theoretical and practical aspects of photography as a unique medium of communication.

Course contents: Overview of the history of press photography; nature and scope of photo journalism; Knowledge of light, camera configuration and operation, exposure, techniques of indoor and outdoor photography; techniques of composition; techniques of digital photography; caption writing; portrayal of life, problem, prospect and reality through photographs; prospects and problems of photojournalism as a profession.

Books Recommended:

W.D. Morgan- The Encyclopaedia and Photography

M.J. Langford- Advanced Photography

J. Marett- Photography in Industry

Nirod Ray- Photo Sangbadikata (Bengali)

Fowzul Karim- Photo Sampadana Lay-out O Design (Bengali)

Journal of Photography

Course Code and Title**JMS 407: Advertising**

Course objective: This course will focus on the theories and practice of advertising and copywriting for both print and electronic media. Emphasis is given on preparation of advertisements and media campaign of products and services. Topics will be followed by practice.

Course contents: Growth and development of advertising; art of copywriting; qualities and functions of creative writer; advertising plans and strategies; functions and types of ads; preparation of posters, brochures, folders; radio and television commercials; plans and strategies for media campaign of products and services; social ads; nature and feature of advertising industry; functions of advertising agency will be discussed.

Books Recommended:

Wright and Warner- Advertising

Sandage and Frybarger- Advertising Theory and practice

Dirksen and Kroeger- Advertising Principles and Problems

Woodrow Wirsing- Principles of Advertising

Clow and Black- Integrated Advertising, Promotion, and Marketing Communications

Courtland L. Bovee and William F. Arens- Contemporary Advertising

Stephen Baker- Advertising Layout and Art Direction

Philip Kotler- Principles of Marketing

Course Code and Title**JMS 408: Graphic Communication**

Course objective: The course covers the theoretical aspects of graphic communication, design and production of graphic communication. It will also provide the technical know-how of graphic designing, and the verbal and visual elements needed to produce media contents. The course provides with the opportunity to specialise in future-facing areas of graphic design practice and helps to develop skills relevant to a career as a broad-ranging design professional.

Course contents: Basic ideas on graphic communication; elements of graphic design and essential tools for graphic design; basic design principles including composition, form, type and colour;

histories, theories and debates in relation to visual culture; development of twentieth and twenty-first century ideas in graphic design and visual communications. The course will include self initiated projects by the students in preparing portfolio, websites and other print publications

Books Recommended:

Eric Miller- Graphic Design Guide

Arthur T. Turnbull and Russell N. Baird- The Graphics of Communication: Typography, Layout, Design

W.J. Bowman- Graphic Communication

Matthew P. Murgio- Communication Graphics

G. A. Stevenson- Graphic Arts Encyclopaedia

Course Code and Title

JMS 409: Global Media System

Course objective: This course will attempt to make an extended analysis on media situations through the various issues and concerns of social, cultural, political differences and historical events and practices of different regions and countries.

Books Recommended:

L.J. Martin and A. G. Chaudhury(ed)- Comparative Mass Media Systems

Geoffrey Reeves- Communication and the Third World

James Curren and Myung-Jin Park- De-Westernising Media Studies

Course Code and Title

JMS 410: Comprehensive

There will be a written comprehensive examination at the end of the fourth year.