



DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

Jahangirnagar University
Savar - 1342, Dhaka, Bangladesh

Syllabus

BSS (Honours) Programme in Journalism and Media Studies
(*Academic Sessions: 2019-2020, 2020-2021, 2021-2022, 2022-2023*)

The Department of Journalism and Media Studies (JMS) at Jahangirnagar University is one of the most dynamic and vibrant academic departments in the country. The Department started its journey in 2011 with a view to bringing excellence in journalism and media education and creating a skilled, technologically literate, and competent workforce that will dominate the contemporary media sectors. In the age of information, JMS graduates are expected to contribute to building a knowledge-based society, thus pitching in the overall advancement of the country. Students are trained, with both theoretical and practical knowledge, to be in the vanguard of promoting people's right to freedom of expression and ensuring free flow of information. Since its inception the Department has been giving students the necessary skills and training in a way that they could contribute to bringing a qualitative change in the practice of journalism.

The courses offered under the programme explore the relationships between media, society, culture, and technologies. A considerable emphasis is laid on the history, structure, organisation and functions of mass communication, techniques of media reporting, art of editing, audio-visual production, new media and information technologies, communications research, and contemporary national and international issues.

Program:

Required credits for graduation:

BSS in Journalism and Media Studies is a four-year (honours) degree program. Examinations are held after completion of each academic year. Students are required to complete 120 credits over the four-year period to graduate, meaning that they will be enrolled in 32 courses that carry 2,800 marks and attend four viva-voce examinations (50x 4 years) that carry 200 marks.

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

The four-year programme carries a total of 3,000 marks—2,800 marks for the courses and 200 marks for the viva-voce (50 x 4 years). The year-wise distribution of marks for the courses is as follows:

Particulars/Year	First Year	Second Year	Third Year	Final Year	Total
Credits	28	30	30	32	120
Number of Courses	7	8	8	9	32
Marks	700 (courses 650 + viva-voce 50)	750 (courses 700 + viva-voce 50)	750 (courses 700 + viva-voce 50)	800 (courses 750 + viva-voce 50)	3,000 (courses 2,800+ viva-voce 200)

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:

Attendance	10
Tutorial	20
Course-end Final Exam	70
Total marks	100

- Each half unit course carries 50 marks:

Attendance	5
Tutorial	10
Course-end Final Exam	35
Total marks	50

Evaluation and Grading:

Students' performance will be evaluated on a 4 point grading scale. After completion of each academic year, they will receive a CGPA (cumulative grade point average)—the average of GPAs in all the courses taken in the year. At the end of the four-year program, students will receive a CGPA, which shall be the average of the CGPAs over the four years.

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:**First Year: BSS (Honours) Programme in Journalism and Media Studies**

Course Code	Course Title	Nature	Unit	Credits	Marks
JMS 101	Concepts of Communication	Theoretical	Full	4	100
JMS 102	Concepts of Journalism	Theoretical & Practical	Full	4	100
JMS 103	Mass Media in Bangladesh	Theoretical	Full	4	100
JMS 104	Bangladesh Studies	Theoretical	Full	4	100
JMS 105	Bangla for Media	Theoretical	Full	4	100
JMS 106	English for Media	Theoretical	Full	4	100
JMS 107	Computer Skills	Theoretical & Practical	Half	2	50
Viva-Voce		Oral	Half	2	50
				28	700

Second Year: BSS (Honours) Programme in Journalism and Media Studies

Course Code	Course Title	Nature	Unit	Credits	Marks
JMS 201	Communication and Media Theories	Theoretical	Full	4	100
JMS 202	Interpersonal & Group Communication	Theoretical	Full	4	100
JMS 203	Reporting	Theoretical & Practical	Full	4	100
JMS 204	Editing	Theoretical & Practical	Full	4	100
JMS 205	Media Laws and Ethics	Theoretical	Full	4	100
JMS 206	Bangladesh & World Affairs	Theoretical	Full	4	100
JMS 207	Social Processes and Institutions	Theoretical	Half	2	50
JMS 208	Economic Processes and Institutions	Theoretical	Half	2	50
Viva-Voce		Oral	Half	2	50
				30	750

Third Year: BSS (Honours) Programme in Journalism and Media Studies

Course Code	Course Title	Nature	Unit	Credits	Marks
JMS 301	Media, Society and Culture	Theoretical	Full	4	100
JMS 302	Media Research	Theoretical & Practical	Full	4	100
JMS 303	Information and Communication Technology	Theoretical	Full	4	100
JMS 304	Broadcast Journalism	Theoretical & Practical	Full	4	100
JMS 305	Online Journalism	Theoretical & Practical	Full	4	100
JMS 306	Development Communication	Theoretical	Full	4	100
JMS 307	Statistics for Communication Research	Theoretical	Half	2	50
JMS 308	Political Processes and Institutions	Theoretical	Half	2	50
	Viva-Voce	Oral	Half	2	50
				30	750

Final Year: BSS (Honours) Programme in Journalism and Media Studies

Course Code	Course Title	Nature	Unit	Credits	Marks
JMS 401	Audio-Visual Production	Theoretical & Practical	Full	4	100
JMS 402	Social Media Culture	Theoretical	Full	4	100
JMS 403	Specialised Reporting	Theoretical & Practical	Full	4	100
JMS 404	Advertising	Theoretical & Practical	Full	4	100
JMS 405	Gender and Media	Theoretical	Full	4	100
JMS 406	Global Media System	Theoretical	Full	4	100
Elective courses: The following are elective courses. Students will choose three courses from this part.					
JMS 411	Photojournalism	Theoretical and Practical	Half	2	50
JMS 412	Public Relations and Campaign	Theoretical and Practical	Half	2	50
JMS 413	Graphic Communication	Theoretical & Practical	Half	2	50
JMS 414	Business Journalism	Theoretical & Practical	Half	2	50
JMS 415	Sports Journalism	Theoretical & Practical	Half	2	50
JMS 416	Public Communication	Theoretical	Half	2	50
JMS 417	Radio Journalism	Theoretical & Practical	Half	2	50
	Viva-Voce	Oral	Half	2	50
				32	800

Total (Four Years)	Credits	120
	Marks	3,000

Course Description:

FIRST YEAR

JMS 101: Concepts of Communication (Theoretical)

Course Objectives: This course is designed to help students understand the basic concepts, processes, and issues of communication. It is expected that after completion of the course, students will be able to make use of the different aspects and processes of communication for efficient communication.

Course Content: Brief history of communication; concepts and definitions of communication; scopes and purposes of communication; natures of human communication; models of communication process; functions of communication; types of communication; roles and levels of communication; language and verbal communication; nonverbal communication; perception; listening; and self in communication.

Books Recommended:

Joseph A. Devito - Human Communication
D.K. Berlo - The Process of Communication
Raymond Williams - Communication
Sereno and Mortensen - Foundations of Communications

JMS 102: Concepts of Journalism (Theoretical & Practical)

Course Objectives: This course is designed to give the students basic understanding of journalism as a distinct practice and profession along with its core concepts and issues.

Course Content: Definitions, scopes and forms of journalism; functions of journalism; social responsibilities of journalists; definitions and characteristics of news; news values and elements; classification of news and news sources; news flow into media houses; content of newspapers (news, editorial, post-editorial, standing material, feature, article, advertisement); ethics of journalism; the press and the law; pressure on the press; terminology; citizen journalism; and freedom of expression.

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

Books Recommended:

Fraser Bond - Introduction to Journalism
George Fox Mott - New Survey of Journalism
Michael Kunczik - Concepts of Journalism
Robert Schmuhl - The Responsibilities of Journalism
Tony Harcup - Journalism

JMS 103: Mass Media in Bangladesh (Theoretical)

Course Objectives: This course is designed to give the students an account of the historical background as well as the current state of the Bangladeshi mass media.

Course Content: History and growth of the press in the Indian sub-continent; press in Bengal; reflection of society in the press; social reform and press; role of press in the Language Movement; press and the War of Independence of Bangladesh; history of television; radio and film in Bangladesh; current state of the print and electronic media; media boom in the private sector; community radio in Bangladesh; and new media.

Books Recommended:

S. Natarajan - A History of Press in India
J. Natarajan - History of Indian Journalism
Subrata Shanker Dhar - Bangladesher Sangbadpatro
Tarapod Pal - Bharoter Sangbadpatro
Alamgir Kabir - Films of Bangladesh
Anupam Hayat - Bangladesher Chalacchitrer Itihas

JMS 104: Bangladesh Studies (Theoretical)

Course Objectives: This course is designed to develop students' understanding and knowledge about the socio-economic, political and cultural contexts of the ancient and contemporary Bangla.

Course Content: Overview of the ancient Bengal; anthropological identity of the Bengali race; main trends in the history of medieval Bengal; medieval Bengal under the East India Company; religious and social reform movements; nationalist movements; 1947: division of the Indian sub-continent; Language Movement 1948-1952; education movement of 1962; six-point movement of 1966; mass uprising of 1969; War of Independence and emergence of Bangladesh in 1971; constitution of 1972; indigenous people in Bangladesh; military regimes in Bangladesh: General Ziaur Rahman and General Ershad; mass movement against Ershad in 1990, and restoration of democracy; and the Chittagong Hill Tracts peace treaty in 1997.

Books Recommended:

R. C. Majumder - History of Bengal (Vol 1)
Sirajul Islam (ed.) - History of Bangladesh (4 volumes)
Nihar Ranjan Ray - Bangaleer Itihas
J.N. Sarker - History of Bengal
K.B. Sayeed - Pakistan: The Formative Face
Abul Mansur Ahmed - Amer Dekha Rajnitir Ponchash Bachhar
Tofazzal Hossain Manik Mia - Pakistani Rajnitir Bish Bachhar
Bashir Al-Helal - Vasha Andolon Proshangaw
Dr. Mohammad Hannan - Bangladesher Muktijudher Itihas

JMS 105: Bangla for Media (Theoretical)

Course Objectives: This course helps the students develop Bangla writing skills. Emphasis is given on learning different forms of Bangla, used in writing news, feature, and article for the print, online, and electronic media.

Course Content: Appropriate use of Bangla grammar; principles of Bangla spelling; techniques of Bangla language composition; essay writing; book review; and translation. The students will practice on selected news stories and features from the local Bangla newspapers, online news portals, radios, and televisions.

Books Recommended:

হায়াৎ মাহমুদ - বাংলা লেখার নিয়মকানুন
মাহবুবুল হক - বাংলা বানানের নিয়ম
পবিত্র সরকার - বাংলা বানান সংস্কার: সমস্যা ও সম্ভাবনা
মুনির চৌধুরী - বাংলা ভাষার ব্যাকরণ

Selected news-stories and feature articles from Bangla newspapers, radios and TVs.

JMS 106: English for Media (Theoretical)

Course Objectives: This course is designed to help the students learn the basics of English writing skills, which will help them master the art of writing news reports, articles and features for the print, online, and electronic media.

Course Content: Introduction to English language and writing skills; fundamentals of English grammar; techniques of writing correct sentences; appropriate use of words and phrases; paragraph writing; techniques of sentence corrections; English composition and comprehension; essential elements of writing; developing writing style; techniques of vocabulary build-up; and techniques of speaking and listening.

Books Recommended:

William Strunk & JR. & E. B. White - The Elements of Style
T. M. Bernstein - Watch Your Language
V.R. Ruggiero - The Art of Writing
Raymond Murphy - English Grammar in Use

JMS 107: Computer Skills (Theoretical & Practical)

Course Objectives: This course aims to introduce the students to basic computing skills, use of different computer applications and efficient internet browsing. The students will also be given ideas about the basic hardware formation of a computer and networking.

Course Content: Techniques of using the primary applications of programmes like MS Word, MS Excel, MS Power Point; internet browsing; techniques of changing file formats (i.e. MS Word files into PDF format); using a web-browser, opening emails; techniques of uploading and downloading files; using elementary level software; and formation of CPU. Alongside giving the students theoretical knowledge, they will be oriented with the practical applications of computer and networking.

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

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed into two separate examinations -- 10 paper-based theoretical and 25 computer-based practical.

Books Recommended:

Peter Norton - Introduction to Computer

P. K. Sinha - Computer Fundamentals

SECOND YEAR

JMS 201: Communication and Media Theories (Theoretical)

Course Objectives: This course gives students an introduction to the theories of media studies, which will enable them to find appropriate theoretical framework while undertaking research projects and explain the roles and interest of media institutions.

Course Content: Introduction to communication and media studies theories; the early communication and media studies theories; media system dependency theory; agenda setting theory; cultivation theory; cognitive dissonance theory; spiral of silence; uses and gratifications theory; normative theory; four theories of the press; social learning theory; critical theory; structuralism; post-structuralism; and culturalism.

Books Recommended:

Severin and Tankard - Communication Theory

Edith Kurzweil - The Age of Structuralism

David Held - Introduction to Critical Theory

Em Griffin - A First Look at Communication Theory

JMS 202: Interpersonal and Group Communication (Theoretical)

Course Objectives: This course gives students the understanding of the key aspects of the interpersonal and group communication, which is essentially important in any organization.

Course Content: Nature of interpersonal communication; human relationship; barriers to communication; interpersonal conflict management; self-concept and self-disclosure; types and formats of group communication; members and leaders in group communication; approaches to organizational communication; communication networks, and communication flow in organisations and public communication.

Books Recommended:

Joseph A. Devito - Communication Concepts and Processes

Joseph A. Devito - The Interpersonal Communication Book

G. Myers and M. Myers - The Dynamics of Human Communication

Richard Hall - Organizations: Structures, Processes and Outcomes

W.W. Wilmot - Dyadic Communication

E. Rogers & Agarwala - Communication in Organization

Ralph Webb - Interpersonal Speech Communication

JMS 203: Reporting (Theoretical & Practical)

Course Objectives: This course is designed to help the students develop key skills for gathering information and writing news reports. The fundamental aspects of the news-reporting will be taught under this course.

Course Content: Techniques of gathering information for the print and electronic media; sources of news; news beats; interview as a technique of gathering newsworthy facts; news writing structure; writing the lead; follow-up stories; writing style of newspaper and TV news; feature writing; making a story out of a press release; writing simple news-reports (emphasis will be given on the following areas - disaster, fire, accident, obituary etc.)

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into following areas -- paper-based written test 40 and practical examination 30.

Books Recommended:

J. Harris, K. Leiter, and S. Johnson - The Complete Reporter
Melvin Mencher - News Reporting and Writing
Sally Adams - Interviewing for Journalists
Ken Metzler - News Gathering

JMS 204: Editing (Theoretical & Practical)

Course Objectives: This course teaches students basic news editing skills for the print, online and broadcast media. Emphasis will be given on the copyediting techniques, headline writing, rewriting news-reports, photo-editing, caption writing, and translation.

Course Content: Introduction to the news copyediting; copyediting terminology; introduction to newsroom; qualities and functions of copyeditor; copy selection and treatment; stages in the copyediting; rewriting news-stories; basics of translation; and photo selection, editing and treatment.

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into following areas -- paper-based written test 40 and practical examination 30.

Books Recommended:

Floyd K. Baskette, et. al - The Art of Editing
Bruce H. Westley - News Editing
Stephen Quinn - Digital Sub-Editing and Design

JMS 205: Media Laws and Ethics (Theoretical)

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

Course Content: Historical perspectives of the media laws; socio-economic aspects of the media laws; freedom of the press in global and Bangladesh perspectives; RTI, tort, libel, defamation, invasion of privacy, contempt of court, censorship, copyright, the Press Council Act; fundamental rights and the constitutional provisions to the freedom of expression; cyber-crime and laws; ICT Act; and broadcast policy.

Books Recommended:

A. N. M. Gaziul Hoque - Mass Media Laws and Regulations in Bangladesh
Gazi Shamsur Rahman - Laws Relating to the Press in Bangladesh
The Constitution of the People's Republic of Bangladesh
Gazi Shamsur Rahman - Songbad Bishoyak Ain
National Broadcast Policy 2014

JMS 206: Bangladesh and World Affairs (Theoretical)

Course Objectives: This course is designed to give the students a comprehensive understanding about the political, socio-economic and cultural issues and crisis of the contemporary world. Emphasis is laid on the major developments in the international affairs from 1945 to date.

Course Content: Contemporary political, socio-economic and cultural issues of the world; major international affairs since 1945; conflicts of interest, trouble spots of the world; major players in the world; role of international organisations for peace building effort; the United Nations; and prospects of peace and cooperation.

Books Recommended:

C. W. Kegley - The Global Agenda
D. S. Papp - Contemporary International Relation
B. Russett and H. Starr - World Politics

JMS 207: Social Processes and Institutions (Theoretical)

Course Objectives: This course gives students ideas about the key aspects of societies and cultures. Emphasis will be given on the pattern of the social relationships of the individuals and groups within a society.

Course Content: Origin of the theories of society; socialisation; relationship between culture and society; social stratification and class structure; kinship, marriage and family; ethnicity and race; gender and sexuality; religion; social change; overview of some sociological theories; functionalism; structuralism; Marxism; postmodernism; cultural relativism; technology and social changes; community services; NGOs, government and the legal institutions; and cultural and the intellectual institutions.

Books Recommended:

Anthony Giddens - Sociology

Metta Spencer and Alex Inkeles - Foundations of Modern Sociology

George Ritzer - Sociological Theory

Kenneth Thompson and Jeremy Tunstall(ed) - Sociological Perspectives

Tom Bottomore (ed.) - A Dictionary of Marxist Thought

JMS 208: Economic Processes and Institutions (Theoretical)

Course Objectives: This course teaches students the concepts and fundamentals of economics and the workings of major economic institutions. Besides, the students will learn about the key financial institutions and issues often followed by the news media.

Course Content: Basics of economics; supply and demand; elasticity; price system; opportunity costs; GDP and GNP; unemployment and labour market; inflation; central bank; stock market; garment industry; SME; commercial banks; remittance; and other national financial issues.

Books Recommended:

Paul Samuelson & William Nordhaus - Economics

Thomas Sowell - Basic Economics

THIRD YEAR

JMS 301: Media, Society and Culture (Theoretical)

Course Objectives: This course critically examines the interplay of media, society and culture. Considerable emphasis will be given on discussions regarding media and mass culture; media and pressure groups; media and political economy; media representation of the contemporary ideologies and culture; and growth of the media industries.

Course Content: Interrelationship among media, society and culture; mass culture; entertainment industries; media imperialism; invention of reality and the make-believe media; cultural and political issues relating to the powerful influence of the mass media; representation of women and sex in media; media and government relationships; and classical studies on the media effects.

Books Recommended:

Michael Gurevitch et al - Culture, Society and the Media

James Curran et al - Mass Communication and Society

Michel Parenti - Make-believe Media

Michel Parenti - Inventing Reality

Melvin L. DeFleur - Understanding Mass Communication

T. McPhail- Electronic Colonialism

G. Nasrin, M. Rahman and S.Parvin - Gonomaddhom o Janosamaj

JMS 302: Media Research (Theoretical & Practical)

Course Objectives: This course will discuss the techniques necessary to conduct communication and media researches. It will further help the students undertake independent research projects on media content. The students will also learn statistical tools necessary to process and present research data.

Course Content: 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; media effect research; focus group discussion; historical analysis; data analysis; report writing.

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into following areas -- paper-based written test 40 and practical work 30. Students under the supervision of course teacher, will write a research proposal and do a research project as the practical work.

Books Recommended:

Babbie Earl - The Practice of Social Research
Therese L. Baker - Doing Social Research
Floyed Fowler - Survey Research Methods
Roger D. Wimmer & Joseph R. Dominick - Mass Media Research: An Introduction

JMS 303: Information and Communication Technology (Theoretical)

Course Objectives: This course is designed to give students conceptual knowledge about the key information and communication technologies of the 20th and 21st centuries and their use in the news media.

Course Content: 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; ICT policy of Bangladesh, and new world information and communication order; 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
Herbert Dordick - Understanding Modern Telecommunication
Tim Jordan - Cyberpower
McChensey et al (ed.) - Capitalism and the Information Age
E.M. Rogers - New Communication Technology

JMS 304: Broadcast Journalism (Theoretical & Practical)

Course Objectives: This course introduces students to the basics of broadcast journalism. Emphasis will be given on both the theoretical and practical aspects of the television and radio journalism. Students will learn the techniques of reporting, writing and editing news-stories for the radio and television media. It also sheds light on the growth and development of the broadcast media. Under this course, students will prepare content for television or radio.

Course Content: Growth and development of radio and television; basics of television and radio reporting; types of bulletin; techniques of broadcast news writing; spot coverage; interviewing; news presentation; talk-shows, commercials and news, television and radio news production, terminology; National Broadcast Policy and freedom of broadcasting.

Practical: Practical work will be done by the course teacher on the basis of the contents taught under this course.

*Mark Distribution: The total 70 marks of the course-end final examination will be distributed into two parts--40 for a paper-based written examination and 30 for a practical examination.

Books Recommended:

W. A. Weed - Electronic Journalism
Brown and Jones - Radio and Television News
J. Herberts - The Techniques of Radio Journalism
Gerals Milleison - Television Production

JMS 305: Online Journalism (Theoretical & Practical)

Course Objectives: This course teaches students the basic theoretical aspects of online journalism. Following completion of the course, the students will be able to write, upload and develop online news stories and packages and build news portals. Under this course, the students will create an online news-portal and upload necessary content on it.

Course Content: Basics of online news-reporting; news structure; exploring credible web sources; basics of web publishing; planning and designing a news site; techniques of uploading and publishing online news-portal content – texts, photos, graphics, audio and video; the state of online journalism in Bangladesh; and the internet as a powerful medium of communication.

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

*Marks Distribution: The total 70 marks of the course-end final examination will be distributed into two parts -- 40 for a paper-based written examination and 30 for a computer-based practical test.

Books Recommended:

Mike Ward - Journalism Online

Randy Reddick - The Online Journalist

Lisa C. Miller - Power Journalism: Computer Assisted Reporting

JMS 306: Development Communication (Theoretical)

Course Objectives: This course provides the perspectives on development and examines the relationship between communication and development. It takes a critical look at the field of development communication in the national and international contexts.

Course Content: Definition of development communication; role of communication in development; historical overview of development communication; diffusion of innovation; current status of development communication; 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; and relationships between power, communication and development.

Books Recommended:

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

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

M. Golam Rahman - Communication Issues in Bangladesh

R. C. Hornick - Development Communication

JMS 307: Statistics for Communication Research (Theoretical)

Course objectives: This course has been designed to help the students learn the usages of statistics in the field of communication research. Completing the course, the students will be able to process data using different technique of statistics.

Course content: Definition of research, statistics, social research, use of statistics in quantitative and qualitative communication research, basic descriptive and inferential statistics for communication research, measures of central tendency and variance, correlations, hypothesis tests, analysis of variance, and network analysis. Statistical computing relevant to communication research.

Recommended books:

M Nurul Islam- *An Introduction to Statistics and Probability*

Allen Edwards - *Statistical Methods*

Prem S.Mann –*Introductory Statistics* (9th edition)

Joseph H. Healy- *Statistics: A Tool for Social Research*

Douglas Lind, William Marchal, Samuel Wathen- *Statistical Techniques in Business and Economics* (17th edition)

JMS 308: Political Processes and Institutions (Theoretical)

Course Objectives: This course deals with the concepts of the political processes, structures of political powers, and the holistic approaches to contemporary political theories and media-politics relationships.

Course Content: Conceptualising political processes; structures of power; political culture; political socialization; political participation; elections in the political process; political organisations; overview of some contemporary political theories; 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

Simon Cottle (ed) - Ethnic Minorities and the Media

FINAL YEAR

JMS 401: Audio-Visual Production (Theoretical & Practical)

Course Objectives: This course gives students an elaborate idea about the theoretical and practical aspects of the video technologies, production processes as well as aesthetical sense needed in audio-visual content generation.

Course Content: Development of video; characteristics of video; introduction to video camera and operation techniques; pre-production, production and post-production; 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; and aesthetics of production.

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into following areas -- paper-based written test 40 and practical examination 30.

Books Recommended:

Clara Degen (ed) - Understanding and Using Video

D.H. Weaver - Videotext Journalism: Teletext, Videotext and the News

Ingrid Weigand - Professional Video Production

Stinson - Video: Communication and Production

JMS 402: Social Media Culture (Theoretical)

Course objective: This course will explore the key contemporary developments in the networked digital media environment to understand the changes in the society and culture.

Course content: emergence of social media, internet revolution, different social media, social media economics, social media and the society, generation gap, social media as the fifth estate, social media and conventional media, social media and politics, rumor and social media

Books recommended:

Christian Fuchs- Social Media, a critical introduction

Christian Fuchs and Marisol Sandoval- Critique, Social Media and the Information Society

Ray Poynter: The Handbook of Online and Social Media Research

Derirdre K. Breakenridge: Social Media and Public Relations

JMS 403: Specialised Reporting (Theoretical & Practical)

Course Objectives: The main objective of this course is to provide students with key concepts in specialized reporting. It offers students in this specialization the basic understanding of issued-based reporting. Issues may range from education to drug problems.

Course Contents: Crime, drug addiction, health issues including emerging threats like HIV and cancer epidemic, social media, war crimes trial, immigration, food adulteration, indigenous communities, conflicts, human rights, pollution, gender, culture etc.

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into following areas -- paper-based written test 40 and practical examination 30.

Books Recommended:

Tim Harrower - Inside Reporting: A Practical Guide to the Craft of Journalism

Bill Kovach and Tom Rosenstiel - The Elements of Journalism, Revised and Updated 3rd Edition: What Newspeople Should Know and the Public Should Expect

JMS 404: Advertising (Theoretical & Practical)

Course Objectives: This course is designed to help students learn the basic theories of advertising and techniques of preparing advertisements for the print, broadcast and online media. The techniques of creating advertisements for the social campaigns or services will also be discussed.

Course Content: Growth and development of advertising; basics of creative writing; writing for advertisements; art of copywriting; advertising plans and strategies; functions and types of ads; preparation of posters, brochures,

folders; radio and television commercials; plans and strategies for media campaigns of products and services; social ads; nature and feature of advertising industry; and functions of advertising agency.

* Marks Distribution: The total 70 marks of the course-end final examination will be distributed into the two parts - paper-based written examination 40, and making advertisements (practical) 30.

Books Recommended:

Wright and Warner - Advertising

Sandage and Frybarger - Advertising Theory and Practice

Woodrow Wirsing - Principles of Advertising

JMS 405: Gender and Media (Theoretical)

Course Objectives: This course introduces students to the gender issues and scopes for the media to deal with the issues. It discusses how the media ensure gender equality while presenting related news content. It further gives the students idea about the concept of gender sensitivity.

Course Content: Male dominated knowledge production and portrayal by the media; feminist theoretical contributions to culture and media studies; historic representation of women in the media content; correcting distortions and creating alternatives; contemporary constructions of woman and man; and women in culture and democracy.

Books Recommended:

J. Berger - Ways of Seeing

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

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

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

JMS: 406 Global Media System (Theoretical)

Course Objectives: This course gives students a conceptual idea of international communication and about the structures and functions of the global media. Analytical discussions will be conducted on the role and motives of the world media about various socio-political, economic and cultural issues, which concern the international communities.

Course Content: Regional communication; digital divides; global media convergence; homogenisation; global media flow and contra-flow; structure and policy of top global media; global issues and the role of the media; war and conflict, images and constructions of the power-structure and the media; global conflicts over natural resources; human rights and global media; cultural construction, gender relations, politics of identity and the media.

Books Recommended:

Daya Kishan Thussu (ed.) - International Communication: A Reader

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

Geoffrey Reeves - Communication and the Third World

ELECTIVE COURSES

The following are elective courses. Students will choose three courses from JMS 411 to JMS 417

JMS 411: Photojournalism (Theoretical & Practical)

Course Objectives: This course is designed to introduce students to the techniques of photography. Emphasis is given on the theoretical and practical aspects of photography as a unique medium of communication.

Course Content: Overview of the history of press photography; nature and scope of photojournalism; 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; and prospects and problems of photojournalism as a profession.

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

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed into two parts -- paper-based written examination 20 and practical test 15.

Books Recommended:

W. D. Morgan - The Encyclopaedia and Photography

M. J. Langford - Advanced Photography

JMS 412: Public Relations and Campaign (Theoretical and Practical)

Course Objectives: This course teaches public relations (PR) as a distinct field of study. It covers some preliminaries and applications of public relations.

Course Content: 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.

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed into two parts -- paper-based written examination 20 and practical test 15.

Books Recommended:

S.M. Cutlip - Public Relations

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

R. Simon - Perspective in Public Relations

JMS 413: Graphic Communication (Theoretical & Practical)

Course Objectives: This course covers the theoretical aspects of graphic communication, design, and production of graphic materials. It helps the students learn the techniques and art of producing graphic content and design for the print, online and broadcast media.

Course Content: Basics of 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.

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed in the following areas -- paper-based written examination 20 and computer-based practical examination 15.

Books Recommended:

Eric Miller - Graphic Design Guide

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

W. J. Bowman - Graphic Communication

JMS 414: Business Journalism (Theoretical & Practical)

Course Objectives: This course is designed to help the students learn the techniques and methods of business and economic reporting.

Course Content: Budget; stock market; stock exchange; major business and industrial issues; SME issues; monetary and fiscal policy; central bank; readymade garments; banking; and business and consumers.

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed in the following areas -- paper-based written examination 20 and practical examination 15.

Books Recommended:

Terri Thompson (ed.) - Writing About Business

Keith Hayes - Business Journalism: How to Report on Business and Economics

JMS 415: Sports Journalism (Theoretical & Practical)

Course Objectives: This course is designed to help students learn the skills of sports reporting. It also discusses the relationship among the modern sports, business, and globalisation.

Course Content: Style of sports reporting; scopes of sports reporting; opportunities and limitations of sports reporting; sports as the money generating weapon; reporting international sports competition; reporting cricket, football, hockey, tennis and athletics; promoting local games and sports of Bangladesh; and sports and nationalism.

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed in the following areas -- paper-based written examination 20 and practical examination 15.

Books Recommended

Phil Andrews - A Practical Introduction

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

JMS 416: Public Communication (Theoretical)

Course Objectives: This course teaches students an integrated approach to communication that includes critically analyzing situations, managing information, and crafting messages that work in an increasingly global society.

Course Content: Trans-disciplinary theories, methods, and tools in preparation for supporting sustainable and ethical community-based public policies and communications; public policy theories; communication contexts – cultural, social and political; campaign design and production; medial liaison and writing; and organizational communication management.

Books Recommended:

Roderick P. Hart, Gustav W. Friedrich, Barry Brummett - Public Communication

Stuart Price – Discourse Power Address: The Politics of Public Communication

JMS 417: Radio Journalism (Theoretical & Practical)

Course Objectives: This course teaches students the fundamentals of radio journalism. The students will learn the techniques of developing radio stories and radio documentaries. They will also learn the editing skills required to develop a radio story.

Course Content: Exploring the field of radio journalism; types of stories; techniques of writing scripts for radio stories and documentary; use of sound; future of radio journalism in Bangladesh; assessing the present state of radio journalism in Bangladesh; and exploring the scope of community radio journalism in Bangladesh.

*Marks Distribution: The total 35 marks of the course-end final examination will be distributed in the following areas -- paper-based written examination 20 and practical examination 15.

Books Recommended:

Paul Chantler and Peter Stewart - Basic Radio Journalism

Robert McLeish and Jeff Link - Radio Production

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