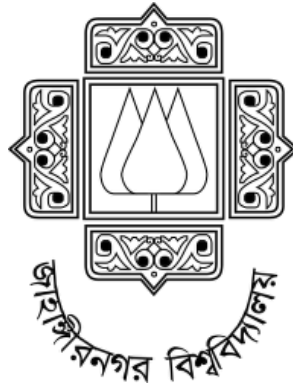


Syllabus

Master of Social Science (MSS)

Academic Sessions:2020-2021, 2021-2022, 2022-2023, 2023-2024



Department of Journalism and Media Studies
Jahangirnagar University, Savar, Dhaka 1342, Bangladesh

Program Overview

The Master of Social Science (MSS) in Journalism and Media Studies is an intensive and updated program. One of the major goals of this program is to deliver theoretical understanding and practical knowledge to the students on the diverse aspects of journalism, media, and communication. This one-year program also encourages students to learn scientific research methods to investigate critical social events and communication climates.

Since the media industry operates its activities in a complex reality, this master's program focuses on offering an insight to the graduates over the present era's ever-changing contexts of the global media and communication practices. In line with that, this program introduces students to the key actors, functions, and perspectives of the digital media and communication landscape. Besides, it promotes creative thinking by the students and generates opportunities for them to hone their skills to produce creative projects independently.

Upon successful completion of the course, the graduates are expected to develop a sound command over the critical analytical abilities to examine the complicated interactions amongst the media, power, culture, and society at large.

Program Structure

The MSS in Journalism and Media Studies is a one-year program. Examinations take place at the end of an academic session. Students are required to complete 30 credits carrying 750 marks in one academic year. The students who are enrolled in this master's program are divided into two groups: General Group and Thesis Group.

The students of the **General Group** will study nine (9) courses: five (5) compulsory courses and four (4) elective courses. The students who will be registered under the **Thesis Group** will study a total of nine (9) courses: four (4) compulsory courses, four (4) elective courses, and a thesis. The students who will be enrolled under the **Thesis Group** will not study the compulsory course -- JMS 502: Communication Research (Theoretical).

The students will choose elective courses from two (2) streams: Stream A for *Journalism*, and Stream B for *Media Studies*. All students will also participate in a viva voce of 50 marks at the end of the program.

Distribution of Courses, Marks & Credits

This one-year master's degree program carries a total of 750 marks.

Course Type	General Group		
	Number	Marks	Credits
Compulsory	5	500	20
Elective	4	200	8
Viva voce	-	50	2
Total	9	750	30

Course Type	Thesis Group		
	Number	Marks	Credits
Compulsory	4	400	16
Elective	4	200	8
Thesis	1	100	4
Viva voce	-	50	2
Total	9	750	30

Unit of Courses & Marks Distribution

This program offers two types of courses: Full unit and Half unit.

Unit	Tutorial	Final Exam	Full Marks
Full	20	80	100
Half	10	40	50

Evaluation & Grading

The performance of the students will be evaluated on a 4-point grading scale. After completion of an academic session, they will receive a GPA (Grade Point Average).

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

All courses in this program are divided into two main modules: compulsory and elective.

Compulsory Courses. The General Group students must study five (5) compulsory courses offered by the department; and the Thesis Group students must study four (4) compulsory courses offered by the department. Each of the compulsory courses is a full unit and a 4-credit course.

Elective Courses. Every student will choose four elective courses – two (2) each from Stream A (Journalism) and Stream B (Media Studies) offered by the department. The following conditions will be applicable in this regard.

- Elective courses will be offered based on the number of students showing interest to participate in the courses. At least 15 students should be registered in each elective course.
- However, the Academic Committee of the department, if necessary, will make the final decision regarding the offer and distribution of the elective courses in an academic year.

Course Code & Title	Unit	Credits	Marks
<i>Compulsory Courses</i>			
JMS 501: Theory of Media and Communication (Theoretical)	Full	4	100
JMS 502: Communication Research (Theoretical & Practical)	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
<i>Elective Courses: Stream A (Journalism)</i>			
JMS 511: Climate and Environmental Journalism (Theoretical & Practical)	Half	2	50
JMS 512: Multimedia Journalism (Theoretical & Practical)	Half	2	50
JMS 513: Data Journalism (Theoretical & Practical)	Half	2	50
JMS 514: Peace and Conflict Journalism (Theoretical & Practical)	Half	2	50
JMS 515: Editorial and Feature Writing (Theoretical & Practical)	Half	2	50
JMS 516: Arts and Entertainment Journalism (Theoretical & Practical)	Half	2	50
<i>Elective Courses: Stream B (Media Studies)</i>			
JMS 521: Film Studies (Theoretical & Practical)	Half	2	50
JMS 522: Digital Platforms: Critical and Cultural Analysis (Theoretical)	Half	2	50
JMS 523: Television Studies (Theoretical & Practical)	Half	2	50
JMS 524: Media Advocacy (Theoretical & Practical)	Half	2	50
JMS 525: Communication Policy (Theoretical & Practical)	Half	2	50
JMS 526: Health Communication (Theoretical)	Half	2	50
<i>Thesis</i>			
JMS 555: Thesis	Full	4	100
<i>Viva Voce</i>			
Viva Voce	Half	2	50

Compulsory Courses

JMS 501: Theory of Media and Communication

Course Objectives

This course will introduce students to the core theories of communication and media studies. Some theories are classical and interdisciplinary, and some are new-age communication theories to help students unraveling the theoretical formation of digital communication.

Course Content

Metatheory; Social Judgement Theory; Medium Theories; Marxist Theory of Media; Functionalist Theory; Face-Negotiation Theory; Communication Accommodation Theory; Muted Group Theory; Standpoint Theory; Genderlect Style; Co-Cultural Theory; Media Equation Theory; Frankfurt School; Critical Theories of Media; Political Economy of Mass Media; Political Economy of New Media; Debates Over Media Effects; Other relevant theories.

Recommended Readings

1. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage.
2. Griffin, E. M., Ledbetter, A., & Sparks, G. (2018). *A first look at communication theory* (10th ed.). McGraw-hill.
3. West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (6th ed.). McGraw-Hill.
4. Littlejohn, S. W., & Foss, K. A. (Eds.). (2009). *Encyclopedia of communication theory*. Sage.
5. Laughey, D. (2007). *Key themes in media theory*. McGraw-Hill.
6. Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: Foundations, ferment, and future* (6th ed.). Cengage Learning.
7. Herman, E. S., & Chomsky, N. (2002). *Manufacturing consent: The political economy of the mass media*. Pantheon.
8. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of human communication* (11th ed.). Waveland Press.
9. Fuchs, C. (2014). *Social media: A critical introduction*. Sage.
10. Castells, M. (2009). *Communication power*. Oxford University Press.
11. Haidar, S. & Samin, S. (2015). *Gonojogajog Totto o Proyog*. Press Institute of Bangladesh.
12. Macnamara, J. R. (2003). *Mass media effects: a review of 50 years of media effects research*. University of Western Sydney.
13. Burger, R. H. (1987). The meese report on pornography and its respondents: A review article. *The Library Quarterly*, 57(4), 436-447.
14. McLawhorn, R. E. (2007). *Summary of the Report by the Attorney General's Commission on Pornography: Prepared by Richard E. McLawhorn Executive Vice President and General Counsel National Coalition Against Pornography, Inc.* *The Linacre Quarterly*, 74(4), 313-355.
15. Gayen, K. (2012). *Sohingsho gonomaddhom o shishumon: Provab gobeshonar ashi bochor*. *Social Science Journal, DU*.

* Marks Distribution: Tutorial (20) + Written Exam (80) = 100

JMS 502: Communication Research

Course Objectives

This course will teach students advanced media and communication research. Within the broad field of communication research, the course will deal with a few key scientific methodologies and research tools, along with some cutting-edge digital research techniques. This course will help students exploring the underlying knowledge behind social phenomena.

Course Content

Basic concepts in media research; Research paradigms; Research designs: Qualitative, Quantitative, Mixed-methods; Essential research tools; Coding/annotation; Content analysis; Semiotic analysis; Discourse analysis; Textual analysis; Exploratory and explanatory sequential method; Digital research methods: Netnography, computer-assisted textual analysis, online survey; Digital data harvesting; Statistics for social research: Univariate, Bivariate, & Multivariate analysis; Parametric and non-parametric tests of correlation/significance (Chi-square/Pearson/Spearman/Point-biserial/Eta Coefficient test), Temporal/time-frame analysis, Cluster analysis; Regression analysis; SPSS/STATA; Research ethics.

Recommended Readings

1. Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed-methods approaches (5th ed.). Sage.
2. Hansen, A., & Machin, D. (2019). Media and communication research methods (2nd ed.). Springer Nature Limited.
3. Deacon, D., Pickering, M., Murdock, G., & Golding, P. (2021). Researching communications: A practical guide to methods in media and cultural analysis (3rd ed.). Bloomsbury Academic.
4. Jensen, K. B. (Ed.). (2020). A handbook of media and communication research: Qualitative and quantitative methodologies (3rd ed.). Routledge.
5. Wimmer, R. D., & Dominick, J. R. (2011). Mass media research: An introduction (9th ed.). Wadsworth Cengage learning.
6. Ruddock, A. (2017). Exploring media research: Theories, practice, and purpose. Sage.
7. Bernard, H. R. (2012). Social research methods: Qualitative and quantitative approaches (2nd ed.). Sage.
8. Bennett, T., & Frow, J. (Eds.). (2008). The Sage handbook of cultural analysis. Sage.
9. Stokes, J. (2021). How to do media and cultural studies (3rd ed.). Sage.
10. Bryman, A. (2012). Social research methods (4th ed.). Oxford University Press.

* Marks Distribution: Tutorial (20) + Written Exam (40) + Research Paper (40) = 100

JMS 503: Advanced Reporting

Course Objectives

This course will help students learning advanced reporting techniques. As an essential part, they will be taught reporting types, beat reporting, and ethical guidance of reporting. The content of this course will reward students with more practical insights, which would eventually prepare them for professional journalism.

Course Content

Basics of advanced reporting; Report writing styles; In-depth reporting: investigative and interpretative; Science and technology reporting; Elections and political reporting; Human rights reporting; Gender reporting; Health reporting; Education reporting; Reporting on militancy and terrorism; Reporting on tourism and heritage; Reporting on international relations; Reporting on migration and refugee issues; Reporting on government; Reporting on corruption; Ethics in reporting.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. MacDougall, C. D., & Reid, R. D. (1987). Interpretative reporting. Macmillan Publishing Company.
2. Anderson, D. A. (1984). Contemporary news reporting. Random House.
3. Gaines, W. (1998). Investigative reporting for print and broadcast (2nd ed.). Wadsworth Publishing Company.
4. Copple, N. (1964). Depth reporting: An approach to journalism. Englewood Cliffs NJ Prentice-Hall.
5. Maguire, M. (2014). Advanced reporting: essential skills for 21st century journalism. Routledge.
6. Shaw, D. L., McCombs, M., & Keir, G. (1996). Advanced reporting: Discovering patterns in news events. Waveland Pr Inc.
7. Garrison, B. (1992). Advanced reporting: Skills for the professional. Routledge.
8. Keir, G., McCombs, M., & Shaw, D. L. (1991). Advanced reporting: Beyond the news events. Waveland Pr Inc.

* Marks Distribution: Tutorial (20) + Written Exam (50) + Practical (30) = 100

JMS 504: Advanced Editing

Course Objectives

This course will develop the understanding of the student regarding the news: how some pieces of information can be formed together as a news item, and how they can be polished, constructed, and decorated with what elements. Also, students will learn the essentials of writing a news story, which would prepare them for their professional life.

Course Content

Basics of advanced editing; Headline, intro, lead, caption; News structure; News treatment; Source; Craft of writing; Copyediting and proofreading; Layout and page makeup; Visual editing; Writing caption; Essential tools for editing; Future of editing; Ethical concerns.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Brooks, B. S., & Pinson, J. L. (2017). *The art of editing in the age of convergence* (11th ed.). Routledge.
2. Clark, R. P., & Scanlan, C. (2005). *America's best newspaper writing: A collection of ASNE prizewinners* (2nd ed.). Bedford.
3. Gilmore, G. (1990). *Modern newspaper editing*. Iowa State Pr.
4. Harris, J., Leiter, K. & Johnson, S. (1999). *The complete reporter: Fundamentals of news gathering, writing, and editing* (7th ed.). Pearson.
5. Minthorn, D., Jacobsen, S. & Froke, P. (Eds.) (2015). *Associated Press stylebook 2015 and briefing on media law*. Basic Books.
6. Ryan, W. & Conover, T. E. (2004). *Graphic communications today*. Delmar.
7. Winkler, M. (Ed.) (2014). *The Bloomberg way: A guide for reporters and editors*. Bloomberg Press.
8. Bleske, G. L. (2006). *America's Best Newspaper Writing*. *Newspaper Research Journal*, 27(1), 94-95.

* Marks Distribution: Tutorial (20) + Written Exam (50) + Practical (30) = 100

JMS 505: Media Management and Economics

Course Objectives

This course is designed to introduce students to the structures, policies, and management of different media organizations. They will learn the theories on management and economics, popular management styles in the media industries, and marketing processes of media commodities. This learning will have both practical and theoretical significance.

Course Content

Basics of media management and economics; Management theories; Unique characteristics of media companies; Missions and goals of media companies; Planning and decision making; Leadership; Media marketing; Market analysis; Product planning; Promotion; Human resource development for media houses; Financial management; Digital media management; Economics of the internet-based media; Online marketing strategies; Future of media management and economics.

Recommended Readings

1. Albarran, A. B. (2016). *The media economy* (2nd ed.). Routledge.
2. Herrick, D. F. (2012). *Media management in the age of giants: Business dynamics of journalism* (2nd ed.). University of New Mexico Press.
3. Albarran, A., Mierzejewska, B., & Jung, J. (Eds.). (2018). *Handbook of media management and economics* (2nd ed.). Routledge.
4. Doyle, G. (2013). *Understanding media economics* (2nd ed.). Sage.
5. Albarran, A. B. (2013). *Media economics*. *The International Encyclopedia of Communication*. Wiley.
6. Alexander, A., Owers, J. E., Carveth, R., Hollifield, C. A., & Greco, A. N. (Eds.). (2003). *Media economics: Theory and practice*. Routledge.
7. Cunningham, S., Flew, T., & Swift, A. (2015). *Media economics*. Red Globe Press.
8. Picard, R. G. (1989). *Media economics: Concepts and issues*. Sage.
9. Owers, J., Carveth, R., & Alexander, A. (2008). *An introduction to media economics theory and practice*. *Media economics: Theory and practice*, 3, 3-47.
10. Gomery, D. (1989). *Media economics: Terms of analysis*. *Critical Studies in Media Communication*, 6(1), 43-60.
11. Watanabe, N., Yan, G., & Soebbing, B. P. (2015). *Major League Baseball and Twitter usage: The economics of social media use*. *Journal of Sport Management*, 29(6), 619-632.

* Marks Distribution: Tutorial (20) + Written Exam (80) = 100

Elective Courses

Stream A: Journalism

JMS 511: Climate and Environmental Journalism

Course Objectives

This course aims at providing a holistic understanding of global and national environmental issues. Also, some key discussions like how journalism and media can play effective roles in preserving the environment and combating environmental degradations are included in this course.

Course Content

Basics of the environment; Environment in Bangladesh; Major national and global environmental issues; Air, water, sound, land, and light pollution; Deforestation; Wildlife; Critical areas: Forests, coastal areas, Sundarbans; River grabbing; Global warming; Climate change; Key environmental laws, treaties, bodies; Digital media and environment; Contemporary environmental measures and politics; Ethical concerns.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Caldwell, L. K. (1996). International environmental policy: From the Twentieth to the Twenty-First Century. Duke University Press.
2. Wyss, B. (2018). Covering the environment: How journalists work the green beat. Routledge.
3. Acharya, K., & Noronha, F. (Eds.). (2010). The green pen: Environmental journalism in India and South Asia. Sage.
4. Bodker, H., & Neverla, I. (2016). Environmental journalism. Routledge.
5. Sachsman, D. B., & Valenti, J. M. (Eds.). (2020). Routledge Handbook of Environmental Journalism. Routledge.
6. Eide, E., & Kunelius, R. (Eds.). (2012). Media meets climate: The global challenge for journalism. Göteborg: Nordicom.
7. Pezzullo, P.C., & Cox, R. (2021). Environmental communication and the public sphere. Sage.
8. Friedman, S. M. (2004). And the beat goes on: The third decade of environmental journalism. The environmental communication yearbook, 1, 175-187.
9. Schäfer, M. S., & Painter, J. (2021). Climate journalism in a changing media ecosystem: Assessing the production of climate change-related news around the world. Wiley Interdisciplinary Reviews: Climate Change, 12(1), 1-20.
10. Kunelius, R. (2018). A forced opportunity: Climate change and journalism. Journalism, 20(1), 218–221.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

JMS 512: Multimedia Journalism

Course Objectives

This course will be about new-age journalism with digital technologies. With a set of rigorous contents, the students of this course will learn about multimedia storytelling, the use of essential communication tools and techniques, and their ethical implications.

Course Content

Key concepts in multimedia journalism; A brief history of multimedia journalism; Multimedia journalism in Bangladesh; Tools used in multimedia journalism; Strategies for multimedia production and delivery; Generating ideas and researching contents; Exploring internet-based media forms; Interactive narratives for journalists; Journalism for internet-based media; Future of multimedia journalism; Ethical concerns.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Hernandez, R. K., & Rue, J. (2015). The principles of multimedia journalism: Packaging digital news. Routledge.
2. Bull, A. (2015). Multimedia journalism: A practical guide. Routledge.
3. Briggs, M. (2010). Journalism next: A practical guide to digital reporting and publishing. CQ Press.
4. Hill, S., & Lashmar, P. (2013). Online journalism: The essential guide. Sage.
5. Deuze, M. (2004). What is multimedia journalism?. Journalism studies, 5(2), 139-152.
6. MacGregor, P. (2003). Mind the Gap: Problems of Multimedia Journalism. Convergence, 9(3), 8–17.
7. Kartveit, K. (2020). How do they do it? Multimedia journalism and perceptions of the practice. Journalism, 21(10), 1468–1485.
8. Martyn, P. H. (2009). The Mojo in the third millennium: Is multimedia journalism affecting the news we see?. Journalism Practice, 3(2), 196-215.
9. Aumente, J. (2007). Multimedia journalism changes what universities teach. Nieman Reports, Cambridge, 61(3), 85.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

JMS 513: Data Journalism

Course Objectives

This course is endeavored to introduce students to some essential aspects of data journalism. From a global perspective, data journalism has become a changemaker. For that reason, the contents of this course include some new concepts and cutting-edge technologies of data journalism.

Course Content

Basic concepts in data journalism; A brief history of data journalism; Sources of data; Elements of data journalism; Essential tools and skills; Benefits and pitfalls of data journalism; Data journalism in Bangladesh; Stages in developing a data story; Cleaning and preparing data; Data visualization; Essential tools and techniques; Ethical concerns.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Mutsvairo, B., Bebawi, S., & Borges-Rey, E. (Eds.). (2020). Data journalism in the global south. Palgrave Macmillan.
2. Howard, A. B. (2014). The art and science of data-driven journalism. Columbia University.
3. Rogers, S. (2013). Facts are Sacred. Faber & Faber.
4. Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: How journalists can use data to improve the news. O'Reilly Media, Inc.
5. Stoneman, J. (2015). Does open data need journalism? University of Oxford.
6. Zion, L., & Craig D. (Eds.). (2015). Ethics for Digital Journalists. Routledge.
7. Stalph, F. (2018). Classifying Data Journalism: A content analysis of daily data-driven stories. Journalism Practice, 12(10), 1332-1350.
8. Brandão, R. F. (2019). Challenging data-driven journalism. Journalism Practice, 13(8), 927-930.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

JMS 514: Peace and Conflict Journalism

Course Objectives

Around the world, journalism plays an important role in representing and mediating conflicts and peace processes. This course is designed to provide some understanding of how conflict arises, what are the features of violence, and how the peace process can be initiated from a journalistic point of view.

Course Content

Key ideas in conflict journalism; How conflict starts and ends; Sources of violence; Understanding global, national, and local conflicts; Basic theories of conflict; Interests and needs and common grounds; Hatred and conflict; Conflict and social identities: Race, ethnicity, gender, religion, nationality; Violence and safety; Journalists as victims; Conflict and trauma; Limitations in conflict reporting; Peace; Reporting on conflict and peace-building issues; Ethical concerns.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Shaw, I. S. (2012). Human rights journalism: Advances in Reporting Humanitarian Interventions. Springer.
2. Howard, R. (2004). Conflict sensitive journalism: A handbook. International Media Support.
3. Galtung, J. (2009). Theories of conflict: Definitions, dimensions, negations, formations. Transcend.
4. McGoldrick, A., & Lynch, J. (2005). Peace Journalism: Conflict & Peacebuilding. Hawthorn Press.
5. Galtung, J. (2003). Peace journalism. Media Asia, 30(3), 177-180.
6. Kempf, W. (2007). Peace journalism: A tightrope walk between advocacy journalism and constructive conflict coverage. Conflict & communication online, 6(2).
7. Knightley, P. (2002). Journalism, conflict and war: An introduction. Journalism studies, 3(2), 167-171.
8. Tenenboim-Weinblatt, K., Hanitzsch, T., & Nagar, R. (2015). Beyond peace journalism: Reclassifying conflict narratives in the Israeli news media. Journal of Peace Research, 53(2), 151–165.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

JMS 515: Editorial and Feature Writing

Course Objectives

This course will assist students to understand the contemporary organizing and writing techniques of editorial and features for the news media. Besides print media, a special focus will be given to the emerging online media platforms.

Course Content

News, features, and editorials; Fundamentals of editorials; Fundamentals of features; Techniques of writing editorials; Techniques of writing features; Strategies for finding editorial ideas; Researching ideas; Social impact of editorials and op-eds; Practice of writing editorials and features; Locating credible sources; Persuasion techniques; Establishing an effective style and tone; Audiences of editorials and features.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Ramage, J. D., Bean, J. C., & Johnson, J. (2019). Writing arguments: A Rhetoric with Readings. Pearson.
2. Fink, C. C. (2004). Writing opinion for impact. Wiley.
3. Carrell, P. L., & Connor, U. (1991). Reading and writing descriptive and persuasive texts. *The Modern Language Journal*, 75(3), 314-324.
4. Carroll, P. (1999). Getting heard: Writing opinion pieces for the newspaper. *Creative nursing*, 5(4), 9-11.
5. Rose, M. (2010). Writing for the Public. *College English*, 72(3), 284-292.
6. Blundell, W. E. (1988). *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. Penguin.
7. Pape, S., & Featherstone, S. (2006). *Feature writing: A practical introduction*. Sage.
8. Hogarth, M. (2019). *Writing Feature Articles: Print, Digital and Online*. Routledge.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

JMS 516: Arts and Entertainment Journalism

Course Objectives

This course is designed to help students exploring opportunities in the fields of films, theatre, music, fashion, television, and lifestyle. In this course, students will learn the key techniques of writing and developing stories in the aforesaid fields, as well as achieve skills of creating new newsworthy ideas.

Course Content

Basic concepts in arts and entertainment; Popular global and national entertainment; Techniques of reporting films and entertainment issues; Celebrities; Research to develop new ideas; Media laws and ethics of entertainment journalism; Entertainment and advertisements; Entertainment and globalization.

Practical

The students will do practical work under this course as per the direction of and supervision by the course teacher/teachers. The materials submitted by the students as part of the completion of their practical work will be examined by both internal and external examiners.

Recommended Readings

1. Brokaw, F. (2013). *Beyond the Red Carpet: The World of Entertainment Journalists*. Read How You Want.
2. Winch, S. P. (1998). *Mapping the Cultural Space of Journalism: How Journalists Distinguish News from Entertainment*. Praeger.
3. Kristensen, N. N. (2010). The historical transformation of cultural journalism. *Northern Lights: Film & Media Studies Yearbook*, 8(1), 69-92.
4. Kristensen, N. N., & From, U. (2015). Cultural journalism and cultural critique in a changing media landscape, *Journalism Practice*, 9 (6), 760-772.
5. Kristensen, N. N. (2019). Cultural journalism—Journalism about culture. *Sociology Compass*, 13(6), e12701.
6. Conboy, M. (2014). Celebrity journalism—An oxymoron? Forms and functions of a genre. *Journalism*, 15(2), 171-185.
7. Turner, G. (2014). Is celebrity news, news?. *Journalism*, 15(2), 144-152.
8. Bolin, G. (2014). Television journalism, politics, and entertainment: Power and autonomy in the field of television journalism. *Television & New Media*, 15(4), 336-349.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Practical (15) = 50

Elective Courses
Stream B: Media Studies

JMS 521: Film Studies

Course Objectives

This course will provide the students a brief overview of film studies. The scopes will include both practical and theoretical aspects: from film theory to cinematography. Some key ideas, movements, persons, and industries will be discussed as well.

Course Content

Key concepts in film studies; Theories of the film; A brief history of film; Major movements; Films in Bangladesh; Films in the digital age; Film and globalization; Types of films; Film genres; Narrative; Basics of camera and filming; Editing; Film technologies; Major film industries; Film criticism.

Recommended Readings

1. Sikov, E. (2009). Film studies. Columbia University Press.
2. Petrie, D., & Boggs, J. M. (2011). The art of watching films: A guide to film analysis (8th ed.). McGraw-Hill Education.
3. Barsam, R., & Monahan, D. (2015). Looking at movies (5th ed.). WW Norton.
4. Bordwell, D., & Thompson, K. (2012). Film art: An introduction (10th ed.). McGraw-Hill Education.
5. Andrew, J. D. (1984). Concepts in film theory. Oxford University Press.
6. Lapsley, R., & Westlake, M. (2006). Film theory: An introduction (2nd ed.). Manchester University Press.
7. Raju, Z. H. (2014). Bangladesh Cinema and National Identity: In Search of the Modern?. Routledge.
8. Clayton, A., & Klevan, A. (2011). Introduction: the language and style of film criticism (pp. 13-38). Routledge.
9. Hoek, L. (2010). Unstable celluloid: Film projection and the cinema audience in Bangladesh. BioScope: South Asian Screen Studies, 1(1), 49-66.

* Marks Distribution: Tutorial (10) + Written Exam (40) = 50

JMS 522: Digital Platforms: Critical and Cultural Analysis

Course Objectives

This course is designed to provide the students in-depth understanding about the rise of digital platforms in the realm of media, communication and culture. It brings the scope to incorporate critical and cultural approaches to the digital platforms while assessing the economic, technological, political and cultural forces shaping them. This course further discusses a range of academic fields including public policy, political economy, science and technology, and specific contextual experiences of Bangladesh's media ecology.

Course Content

Historical development of digital platforms; Debates surrounding the concept of digital platforms; Digital technologies and platforms shaping media, communication, and culture; Major digital platforms including social media, video (television and film) sharing platforms, music, news, and games; Digital sociology; Potentials, limitations, and problems in digital platforms; Critical and cultural analysis of UGC; Economic and political aspects of digital contents and platforms.

Recommended Readings

1. Bhuiyan, A.J.M.S.A (2014). *Internet Governance and the Global South: Demand for a New Framework*, Palgrave Macmillan UK.
2. McChesney, W. Robert (2004). 'The Political Economy of International Communications', in Thomas, N. Pradip and Nain, Zaharom (eds), *Who Owns the Media: Global Trends and Local Resistances*, Penang, Southbonds.
3. Mosco, V. (2009). *The Political Economy of Communication*, 2nd edition. London: Sage.
4. Shoosmith, B., & Genilo, J.W. (2013) (eds) *Bangladesh's Changing Mediascape: From State Control to Market Forces*, UK: Intellect.
5. Wasko, J., Murdock, G., & Sousa, H. (eds) *The Handbook of Political Economy of Communications*, 1st edition, Blackwell Publishing Ltd.
6. Fuchs, C. (2014). *Social media: A critical introduction*. Sage.
7. Fuchs, C. (2007). *Internet and society: Social theory in the information age*. Routledge.
8. Fuchs, C. (2015). *Culture and economy in the age of social media*. Routledge.
9. Schroeder, R. (2018). *Social theory after the internet: media, technology and globalization*. UCL Press.

* Marks Distribution: Tutorial (10) + Written Exam (40) = 50

JMS 523: Television Studies

Course Objectives

This course aimed at providing students a comprehensive understanding of the functions, roles, and scopes of television as a media. Although the digital age has commenced around the world a few decades earlier, the appeal of television is yet to be diminished remarkably. From this aspect, this course will focus on not only the traditional studies of television but also its metamorphosis in the age of internet-based media.

Course Content

Basic concepts in television studies; A brief history of television; Technical components of television; Content, context, and casting; Television production: theory and practice; Social impact of television; Television and politics; Television and news; Television and education; Television and violence; Television and entertainment; Satellite and cable channels; Future of television.

Recommended Readings

1. Fiske, J. (2010). Television culture (2nd ed.). Routledge.
2. Wolff, M. (2017). Television is the new television: The unexpected triumph of old media in the digital age. Portfolio.
3. Thompson, E., & Mittell, J. (Eds.). (2020). How to watch television (2nd ed.). New York University Press.
4. Lotz, A. D. (2007). The television will be revolutionized. New York University Press.
5. Hartley, J. (1998). Uses of television. Routledge.
6. Williams, R. (2003). Television: Technology and cultural form (3rd ed.). Routledge.
7. Fiske, J. (2004). Reading television (2nd ed.). Routledge.
8. Newcomb, H. (Ed.). (2006). Television: The critical view (7th ed.). Oxford University Press.

* Marks Distribution: Tutorial (10) + Written Exam (40) = 50

JMS 524: Media Advocacy

Course Objectives

This course is designed to introduce students to the fundamentals of media advocacy. Media has been used globally as a tool for change. Thus, this course will motivate students to bring positive changes using effective use of media. In this regard, the course will provide them guidance with adequate knowledge and skills.

Course Content

Major concepts in media advocacy; Principles and approaches to advocacy; Advocacy and social change; Stakeholders and policymakers; Key public concerns in Bangladesh; Social media for advocacy; Designing a media advocacy project.

Project

As part of completing the practical part of this course, the students will work on a Media Advocacy Project following the direction given by the course teacher/teachers. The Projects submitted by the students will be examined by both internal and external examiners.

Recommended Readings

1. Daly, J. A. (2011). *Advocacy: Championing ideas and influencing others*. Yale University Press.
2. Farwell, J. P. (2012). *Persuasion and power: The art of strategic communication*. Georgetown University Press.
3. Sabatier, P. A., & Weible, C. M. (2007). The advocacy coalition framework: Innovations and clarifications. In *Theories of the policy process* (pp. 189-220). Routledge.
4. Curtis, C. P. (1951). The ethics of advocacy. *Stan. L. Rev.*, 4, 3.
5. Wallack, L. (1994). Media advocacy: a strategy for empowering people and communities. *Journal of Public Health Policy*, 15(4), 420-436.
6. Gibson, T. A. (2010). The limits of media advocacy. *Communication, Culture & Critique*, 3(1), 44-65.
7. Holder, H. D., & Treno, A. J. (1997). Media advocacy in community prevention: news as a means to advance policy change. *Addiction*, 92, S189-S199.
8. Servaes, J., & Malikhao, P. (2010). Advocacy strategies for health communication. *Public Relations Review*, 36(1), 42-49.

* Marks Distribution: Tutorial (10) + Written Exam (25) + Project (15) = 50

JMS 525: Communication Policy

Course Objectives

This course is designed to give students an overview of the current approaches and issues in communication policy formulation and planning at the organizational, national, and global levels. It will further enable the students to develop basic skills for critically analyzing and preparing communication policies.

Course Content

Communication and policy sciences; Models and approaches to communication policies and planning; Four theories model; Image and action; System analysis; Short- and long-term forecasting for communication technology planning; Economic analysis; Communication decision-making and evaluation strategies.

Recommended Readings

1. Gallagher, M., Mansell, R., & Raboy, M. (2011). The handbook of global media and communication policy. Wiley.
2. Puppis, M., & Just, N. (Eds.). (2012). Trends in communication policy research: New theories, methods and subjects. Intellect Books.
3. Iosifidis, P. (2011). Global media and communication policy: An international perspective. Springer.
4. Amato, J. D., Morris, S., & Shin, H. S. (2002). Communication and monetary policy. *Oxford Review of Economic Policy*, 18(4), 495-503.
5. Banks, S. (1993). Exploratory modeling for policy analysis. *Operations research*, 41(3), 435-449.
6. Mowlana, H. (1992). Communication policy and planning: An integrative approach. *Telematics and Informatics*, 9(2), 113-122.

* Marks Distribution: Tutorial (10) + Written Exam (40) = 50

JMS 526: Health Communication

Course Objectives

Public health is an important concern in the modern world. This course is designed to bridge health and media, allowing students to understand how media can play an effective role in developing the healthcare system. Digital health facilities such as telemedicine and health software will also be discussed in this course with importance.

Course Content

Key ideas in health communication; Design, implementation, and evaluation of health-related media campaigns; Media and public health; Theories of health communication; Digital health; Health informatics; Health communication campaigns.

Recommended Readings

1. Thomas, R. K. (2006). Health communication. Springer Science & Business Media.
2. Wright, K. B., Sparks, L., & O'hair, H. D. (2012). Health communication in the 21st century (2nd ed.). John Wiley & Sons.
3. Parvanta, C., Nelson, D. E., Parvanta, S. A., & Harner, R. N. (2010). Essentials of public health communication. Jones & Bartlett Publishers.
4. Tufte, E. R. (2006). Beautiful evidence. Graphics Press.
5. Schiavo, R. (2013). Health communication: From theory to practice (2nd ed.). Jossey-Bass.
6. Taylor, S. E. (2002). The Tending Instinct: How Nurturing is Essential to Who We Are and How We Live. Times Books.
7. Kreuter, M. W., & McClure, S. M. (2004). The role of culture in health communication. *Annu. Rev. Public Health*, 25, 439-455.
8. Rimal, R. N., & Lapinski, M. K. (2009). Why health communication is important in public health. *Bulletin of the World Health Organization*, 87, 247-247a.

* Marks Distribution: Tutorial (10) + Written Exam (40) = 50

Thesis

JMS 555: Thesis

- Students securing at least CGPA 3.50 in their BSS (Honours) program will be eligible to apply to undertake a thesis. However, the Academic Committee of the department will decide the enrolment of the total number of students under the Thesis Group in an academic session.
- Students will submit a research synopsis of not more than eight hundred (800) words before the Academic Committee of the department.
- The Academic Committee of the department will nominate supervisors for the students.
- The thesis submitted by the students must be original in nature. Any sort of plagiarism is prohibited. Plagiarism when proved will be penalized as per the University rules.
- The thesis submitted by the students should contain 20,000 to 25,000 words including references.