

Syllabus

Bachelor of Social Science (BSS - Honours) Programme in Journalism and Media Studies

(Academic Sessions: 2023-2024)

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

Syllabus

BSS (Honours) Programme in Journalism and Media Studies

(Academic Sessions: 2023-2024)

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.

Programme:

Required credits for graduation:

BSS in Journalism and Media Studies is a four-year (honours) degree programme. 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 (50 x 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 + vivavoce 50)	750 (courses 700 + vivavoce 50)	750 (courses 700 + vivavoce 50)	800 (courses 750 + vivavoce 50)	3,000 (courses 2,800 + vivavoce 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 GPA (Grade Point Average)—the average of the grade points in all the courses taken in the year. At the end of the four-year programme, students will receive a CGPA (Cumulative Grade Point Average), which shall be the average of the GPAs 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 Communication and 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

Compulsory courses: The following are the compulsory courses to be studied by the students.					
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.					
Course Code	Course Title	Nature	Unit	Credits	Marks
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
JMS 418	Digital Literacy and Fact-Checking	Theoretical & Practical	Half	2	50
	Viva-Voce	Oral	Half	2	50
				32	800

Total (Four Years)	Credits	120
	Marks	3,000

Description of Courses

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 Contents: 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: The Basic Course D. K. Berlo - The Process of Communication Raymond Williams – Communications Kenneth K. Sereno and C. David Mortensen - Foundations of Communication Theory*

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 Contents: 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 Contents: 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 socioeconomic, political and cultural contexts of the ancient and contemporary Bangla.

Course Contents: 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 subcontinent; 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 (Volume 1) Sirajul Islam (ed.) - History of Bangladesh (Volume 1-4) 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 Contents: 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 মামুদ - বাংলা লেখার নিয়মকানুন মাহবুবুল হক - বাংলা বানানের নিয়ম পবিত্র সরকার - বাংলা বানান সংস্কার: সমস্যা ও সমাধান মুনীর চৌধুরী - বাংলা ভাষার ব্যাকরণ*

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 Contents: 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. and 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 Contents: 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 interests of media institutions.

Course Contents: Introduction to communication and media theories; the early communication and media 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: *Werner J. Severin and James W. Tankard* - Communication Theories: Origins, Methods, and Uses in the Mass Media *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 Contents: 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 *William 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 Contents: 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 Contents: 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: *Brian Brooks, Floyd K. Baskette and Jack Sissors - 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 Contents: 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; cybercrime 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 Gazi Shamsur Rahman - Songbad Bishoyak Ain The Constitution of the People's Republic of Bangladesh 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, socioeconomic 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 Contents: 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 Contents: 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 (eds.)* - 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 Contents: 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 and 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 Contents: 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:

Tony Bennett, James Curran, Michael Gurevitch and Janet Wollacott (eds.) - Culture, Society and the Media

J. Curran, Michael Gurevitch and Janet Woollacott - 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 Contents: Purposes of mass media research; research design; research procedures; quantitative methods; sampling; survey; content analysis; qualitative methods; case studies; readership research; circulation studies; readability survey; 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 and 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 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; ICT policy of Bangladesh, and new world

information and communication order; laws related to telecommunications; impact of information revolution and information society; cyber culture; telecommunication systems and services in Bangladesh.

Books Recommended: *David Bell* - An Introduction to the Cybercultures *Herbert Dordick* - Understanding Modern Telecommunication *Tim Jordan* - Cyberpower *Robert D. McChesney, Ellen Meiksins Wood and John Bellamy Foster (eds.)* - Capitalism and the Information Age: the Political Economy of the Global Communication Revolution *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 Contents: Growth and development of radio and television; basics of television and radio reporting; types of bulletins; techniques of broadcast news writing; spot coverage; interviewing; news presentation; talk-shows, commercials and news, television and radio news production, terminologies; 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.

* 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 practical examination.

Books Recommended: *W. A. Weed* - Electronic Journalism *Donald E. Brown and John Paul 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 Contents: 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 contents – 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 Contents: 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; grassroots 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 contents: Definition of statistics, research and 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; network analysis; and statistical computing relevant to communication research.

Books Recommended: *M Nurul Islam- An Introduction to Statistics and Probability*
Allen Edwards - Statistical Methods
Prem S. Mann –Introductory Statistics
Joseph H. Healy - Statistics: A Tool for Social Research
Douglas Lind, William Marchal and Samuel Wathen - Statistical Techniques in Business and Economics

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 Contents: 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

COMPULSORY COURSES

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 Contents: 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 Jim 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 contents: Emergence of social media; internet revolution; different types of 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; and 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 the key concepts in specialized reporting. It offers students in this specialization of the basic understanding of issue-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: 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 Contents: 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: *John S. Wright and Daniel S. Warner - Advertising C. H. Sandage and Vernon Fryburger - 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 Contents: 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 and 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 Contents: Regional communication; digital divides; global media convergence; homogenisation; global media flow and contra-flow; structure and policy of the 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; and 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 Contents: 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 -- paperbased 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 Contents: Nature and process of public relations; methods of PR; applications of PR; PR and new technologies; differences in PR, promotion and 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 -- paperbased 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 Contents: 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 and 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 Contents: 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 Contents: 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 and 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 Contents: 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 and 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 Contents: 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*

JMS 418: Digital Literacy and Fact-Checking (Theoretical & Practical)

Course Objectives: Upon completion of this course, students will develop a comprehensive understanding of digital literacy and its significance in the modern information landscape, acquire critical thinking and analytical skills for evaluating information credibility and identifying misinformation, gain practical fact-checking skills to assess the accuracy of digital content, and explore ethical considerations related to digital information consumption and dissemination.

Course Contents: Introduction to Digital Literacy: Definition, Importance, and Evolution of Digital Literacy; Information Ecosystem: Understanding the Dynamics of Information Flow in the Digital Age; Information Disorder: Understanding the background of information disorders and identifying different types of information disorders and their impacts; Cybersecurity: Understanding fundamental concepts of online security and cybercrimes and their impacts; Online Privacy and Data Protection: Exploring the importance of privacy in the digital age, understanding data collection practices, and learning how to protect personal information online; Digital Citizenship: Promoting responsible and ethical behavior in the digital space, including respecting intellectual property, understanding online etiquette, and promoting a positive online community; Fact-checking and verification: Provide primary theoretical and ethical knowledge on fact-checking and verification; Hands-on Fact-Checking Exercises: Practical application of fact-checking skills on real-world examples; Digital Media Literacy: Navigating and analyzing digital media sources; Case Studies on Information Credibility: Analyzing real-world cases of misinformation and fact-checking outcomes; Tools for Digital Verification: Introduction to digital tools for verifying online content; Digital Content Verification: Techniques for verifying different types of digital content: text, video, audio, image, and AI content; Ethical Considerations: Examining ethical responsibilities in digital information consumption and sharing.

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

Books Recommended:

DiFonzo, N., & Bordia, P. (2007). *Rumor, Gossip and Urban Legends*. Diogenes.

Hornik, R. et al. (2019). *Get News Smart: A Guide to Understanding the Key Concepts of News Literacy*. The Center for News Literacy, Stony Brook, New York.

Leaning, M., & Laurin, A. (2016). *Media and Information Literacy: An Integrated Approach for the 21st Century*. Peter Lang Publishing.

Shu, K. et al. (2020). *Disinformation, Misinformation, and Fake News in Social Media: Emerging Research Challenges and Opportunities*. Springer Nature, Switzerland.

Silverman, C. (2020). *Verification Handbook: For Disinformation and Media Manipulation* (3rd Edition). European Journalism Centre, The Netherlands.

Tuchman, G. (1978). *Making News: A Study in the Construction of Reality*. Free Press.

Wiesinger, S. (2019). *Digital Literacy: A Primer on Media, Identity, and the Evolution of Technology*. Routledge.

Articles Recommended:

Breakstone, J., McGrew, S., Smith, M., Ortega, T., & Wineburg, S. (2018). *Why we need a new approach to teaching digital literacy*. Phi Delta Kappan, 99(6), 27-32.

<https://doi.org/10.1177/016146811912101102>

Haque, M, M. et al. (2019) Fact-checking Initiatives in Bangladesh, India, and Nepal: A Study of User Engagement and Challenges.

Pennycook, G., & Rand, D. G. (2021). The Psychology of Fake News. Trends in Cognitive Sciences, 25(5), 388-402. <https://doi.org/10.1016/j.tics.2021.02.007>

Wardle, C., & Derakhshan, H. (2017). *Information Disorder: Toward an interdisciplinary framework for research and policy making*. Council of Europe Report.

Wineburg, S., & McGrew, S. (2019). *Lateral reading and the nature of expertise: Reading less and learning more when evaluating digital information*. Teachers College Record, 121(11), 1-40.

<https://doi.org/10.1177/0031721718762419>

Online Resources Recommended:

Google Fact Check Tools:

<https://newsinitiative.withgoogle.com/resources/trainings/verification/googlefact-check-tools>

Hornik, R. (2016). 7 ways to spot and debunk fake news. Available at: <https://newsday.com/opinion/7-ways-to-spot-and-debunk-fake-news-t30239>

<https://pen.org/media-literacytoolkit>

Inskeep, S. (2016). A Finder's Guide To Facts. Available at:

<https://npr.org/2016/12/11/505154631/a-finders-guide-to-facts>

Pen.Org (2020). Media Literacy Toolkit. Available at:

Poynter: <https://poynter.org>

StopFake (2014). 13 online tools that help to verify the authenticity of a photo.

Available at: <https://www.stopfake.org/en/13-online-tools-that-help-to-verifytheauthenticity-of-a-photo/>

-End