



CURRICULUM

BSS (Honours)

2019-2020



Mass Communication and Journalism
Rajshahi University

CURRICULUM
BSS Honours
2019-2020 to 2022-2023



Department of Mass Communication and Journalism
Faculty of Social Science
Rajshahi University
Bangladesh

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Department of Mass Communication and Journalism

Faculty of Social Science

Rajshahi University

BSS (Honours) Curriculum

Sessions: 2019-2020 to 2022-2023

Vision of the Programme

The vision of the programme is to produce scholars and professional in the field of communication, media and journalism in Bangladesh. The programme envisages transforming of students learning into intellectual acuity and boosting up of their courage, conscience and commitment that they can bank on to think freely, act critically and react morally.

Mission of the Programme

The mission of the programme is to provide high quality education necessary to succeed as professionals and critical thinkers through excellence in research, education and practice for the students in the multicultural context of information age. We plan to provide students with interdisciplinary knowledge of society and legal and ethical aspects of journalism. The programme tends to prepare students with the essence of social responsibilities, to face the challenges of media, communication and new media. The end mission of the programme is to develop sensitivity on class, race, religion and gender differences.

Description of the Programme

BSS Honours in Mass Communication and Journalism is a four-year Programme designed for the students to provide with sound understanding of up-to-date knowledge, basic and advanced, of communication, media and journalism.

Focus of this programme is to combine theory, hands-on practice and journalism that will eventually enrich students with necessary skills and aptitude required for appropriate and complete professionals in any of the broader areas of communication, journalism, media and information management.

The curriculum is designed to render communication and journalism education of international standard integrating special considerations, needs and realities in the context of Bangladesh.

Programme Educational Objectives (PEOs)

1. To provide excellence in education on fundamental concepts, values and skills in journalism and communication.
2. To develop awareness and understanding of ethical and legal implications of communication and journalism.
3. To encourage research activities related to journalism and communication.
4. To maintain professional interaction with journalism and communication industry and professional associations for understanding the recent trends.
5. To maintain professional interaction with journalism and communication industry and professional associations to make them familiar with new knowledge and insights gained from the creative thinking and researches.
6. To invite feedback and guidance of students, parents and the alumni for continual improvement.
7. To use feedback and guidance of students, parents and the alumni for continual improvement.
8. to uphold the commitment to a free and independent press and the ethical practices of journalism as well as communication through effective participation in the national and international debate in journalism and communication issues as well as taking a stand whenever and wherever the right to a free and independent press is threatened.
9. to provide knowledge on historical and cultural aspects of race, class, religion, conflict and gender
10. To provide knowledge on the society, politics, culture and history of Bangladesh as well as of the world.

Programme Learning Outcomes (PLOs)

At the end of the programme the students will

1. acquire adequate knowledge on the fundamentals of media, journalism and communication essential for the profession in these fields.
2. apply the ethical and legal consideration in the professional arena
3. be fit for critical thinking to conduct research for offering new as well as innovative insights
4. get access to professional world through interaction with concerned alumni and employers

5. be vocal for free and independent media
6. be skilled to perform as a professional in the field of media, journalism and communication as well as in the greater arena of social science
7. be able to use their knowledge and skill for government and non-government organizations
8. be able to increase their level of tolerance, which will enable them to contribute in their profession as well as in the broader society.

Generic Skills/Graduate Profile (According to National Skills Framework of Bangladesh)

Many of the graduates are now working efficiently in almost all the leading national newspapers, such as *Prothom-alo*, *Samakal*, *Kaler Kantha*, *Ittefaq* etc. online news portals, television channel such as, *NTV*, *Jamuna TV*, *Somoy TV*, *Independent TV*, *Channel 24*, *Masranga TV*, *Channel I*, *ATN*, *ATN* news and many others. Many are working at radio channels, news agencies of the country and at different local news media.

Graduates of this department now serving in different Government offices, different private and public universities as faculty members, international organizations, multi-national companies, development sectors, NGOs and corporate houses at home and abroad is also considerable.

Curriculum Framework

Admission

Students shall be admitted in the First Semester of an academic year of the BSS (Honours) programme in Mass Communication and Journalism as per the university rules. An academic year means one academic session divided into two successive semesters.

Admission Eligibility

Students, passing the Secondary School Certificate (SSC) and Higher Secondary Certificate (HSC) or equivalent examinations from Bangladesh or from abroad, may be admitted to Mass Communication and Journalism of the Faculty of Social Science on such terms and conditions as may be determined by the University Admission Committee.

Admission Cancellation

- a) If a student remains totally absent from all classes without any Prior permission of the concerned authority for 04 (four) consecutive weeks or any period as may be specified by the university authority after the starting of the 1st year 1st semester classes, his/her admission shall be cancelled upon report from the chairman of the concerned department.

- b) Studentship of a student shall be cancelled if he/she is reported to have taken admission simultaneously in more than one department/institute of this University or in any other higher educational institution with an exception of Certificate/Diploma course.

Re-admission

- a) A student of the 1st year 1st Semester, failing to appear in the Semester Final Examination, shall be eligible for re-admission with the immediate next batch provided that the 'Admission Cancellation' clause is not applicable.
- b) A student, failing to appear in the Semester Final Examination due to the shortage of required attendance (below 60%), and/or the shortage of minimum class attendance marks (40%), and/or failure to pay the dues, shall have to re-admit to the same semester with the subsequent available batch.
- c) A student, failing to obtain minimum GPA (Grade Point Average) and respective minimum Earned Credit Points (ECP) for promotion from one semester to the next according to the 'Promotion Clause', shall have to re-admit to the same semester with subsequent available batch.
- d) A student, expelled for committing unfair means in the examination or any other reason as the case may be, shall have to re-admit in the same semester with the subsequent available batch, provided that the maximum time limit for that particular semester and for the whole programme does not exceed.
- e) On re-admission, grades earned by a student in the concerned semester, shall be cancelled automatically and the student shall have to retake all the course works (In-course/ Laboratory Practical/ Verbal Class Test/ Home Assignment/ Mid-term Examination/ Internship/ Project Work/ Research Monograph/ Research Project/ Field Work/ Viva-voce and Semester Final Examination) of that semester. Attendance of the student shall be counted from the date of his/her re-admission.
- f) A student shall be re-admitted for not more than 1 (one) time in a semester and for not more than 4 (four) times in the whole programme and shall be required to complete the programme within 6 (six) academic years including the original year of admission.
- g) For re-admission, a student shall have to apply within 02 (two) weeks immediately after the publication of result or a deadline specified by the department.
- h) On re-admission, the roll number of a student shall remain the same and every roll number shall carry with it the year of admission.

Dropping Out from BSS (Honours) in Mass Communication and Journalism Programme

- A re-admitted student failing to secure required GPA and Earned Credit Points (ECP) in a specific semester shall be dropped out of the BSS (Honours) Programme.
- A student, failing to clear F grade at next two consecutive semester examinations, shall be dropped out of the BSS (Honours) programme.
- A student, failing to complete all the eight semesters within six years, shall be dropped out of the BSS (Honours) programme.

Programme and Degree Programme

- The BSS (Honours) in Mass Communication and Journalism shall be of 4 (four) years duration divided into 8 (eight) Semesters. Every Semester shall be of 26 (twenty six) weeks of which 15 (fifteen) weeks for class teaching, 2 (two) weeks for mid-term/in-course examination, 02 (two) weeks for preparatory leave, 03 (three) weeks for holding the Semester Final Examination, and 04 (four) weeks for publication of results.
- The programme shall include taught course units, Field Work (if applicable), Internship/Project Work/Practical Research/Research Monograph courses, Seminar courses and Viva voce. The taught courses shall comprise of 39 (thirty nine) course units distributed as follows:

Semester and Year-wise Distribution of Courses and Credit Hours

Year	Semester	Courses	Total Credit Hours
1 st	First	04	12
1 st	Second	05	15
Seminar	Second	01	02
Viva-voce	Second	01	02
First Year's Total		9+1+1	31
2 nd	First	05	15
2 nd	Second	05	15
Seminar	Second	01	02
Viva-voce	Second	01	02
Second Year's Total		10+1+1	34
3 rd	First	05	15
3 rd	Second	05	15
Seminar	Second	01	02
Viva-voce	Second	01	02
Third Year's Total		10+1+1	34

4 th	First	05	15
4 th	Second	05	15
Internship/Project Work/ Research Monograph	Second	01	04
Viva-voce	Second	01	02
Fourth Year's Total		10+1+1	36
Grand Total		39+4+4	135

- c) For each course unit, there shall be 3 (three) lectures in every week and each course unit shall carry 3 (three) credit hours. Each class shall be of one hour duration. Laboratory practical or sessional shall carry at least one class-hour per week.
- d) Full marks in each course unit shall be 100.
- e) The detailed syllabi and programme curricula shall be prepared by the Department, endorsed by the Faculty and approved by the University. In addition, the Department may introduce non-credit courses (maximum two) the conduction of which shall be decided by the Department.
- f) The departments may rearrange the number of courses and their respective marks within the allocated total credit hours in each semester.

Degree

- a) The Bachelor programme in Mass Communication and Journalism under the Faculty of Social Science shall be composite programmes following the Semester System of learning, examination and evaluation. The degree shall be a terminal degree and be named as 'Bachelor of Social Science' with Honours or BSS (Honours) Degree.
- b) The name of the Degree under the Faculty of Social Science shall be BSS Honours in Mass Communication and Journalism.

Language of Instruction

The language of instruction for the BSS (Honours) in Mass Communication and Journalism programme under the Faculty of Social Science shall be either Bangla or English.

Evaluation

Performance of the students shall be evaluated in the following ways

1. (a) Under the Semester Ordinance students' evaluation shall be based on continuous assessment as well as evaluation of the Semester Final Examination. Of the full marks of each course unit, 10% shall be for class attendance, 20% for mid-term/in-course examination and home assignment or oral test/laboratory practical or sessional

examination, etc. A 4 (four) hours Semester Final Examination shall carry 70% marks for each course unit. At least two in-course tests of one class-hour each or one mid-term examination and one assignment/oral test shall be taken and assessed by the course teacher. Students' achievements in class participation, in-course test/mid-term examination and home assignment or oral test/laboratory practical or sessional must be made known to the students before the Semester Final Examination. The marks for class participation shall be counted as per the following table:

Attendance	Marks
90% and above	10
85% to below 90%	9
80% to below 85%	8
75% to below 80%	7
70% to below 75%	6
65% to below 70%	5
60% to below 65%	4

- (b) The scripts of the Semester Final Examination/Reports of Internship or Project Work or Research Monograph shall be examined by two examiners assigned by the Examination Committee from the 'Panel of Examiners' and the arithmetic mean of the marks given by the two examiners shall be awarded as the course marks.
- (c) If the marks given by the two examiners differ by 20% or more, the script(s) in question shall be examined by a third examiner and the arithmetic mean of the two nearest marks shall be taken. The third examiner shall be recommended by the Examination Committee from the 'Panel of Examiners' other than the members of the Examination Committee or the tabulators.
- (d) If a teacher is unable to examine the script or is restricted by the Examination Rules of the University, he/she shall not evaluate in-course tests, home assignments, and mid-term and Semester Final scripts.
- (e) In each course, total of (i) the marks awarded by Semester Final examiners (ii) the average of the in-course tests and home assignments or oral test/laboratory practical examinations or Sessionals, and (iii) class attendance marks awarded by the course teacher, shall be converted into Letter Grades as follows:

GRADING SYSTEM			
Marks Obtained	Letter Grade	Grade Point	Remarks
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	00	

2. (a) The result of Semester Final Examination shall be tabulated by three teachers recommended by the Examination Committee.
 (b) In the tabulation process, only the total marks of a course shall be rounded-up and the results shall be published in letter-grades and grade points.
3. (a) At the end of the 2nd Semester of every academic year, the Examination Committee shall hold a Viva-voce and the awarded marks vis-à-vis the grade shall be weighted by 2 (two) credit hours. For the four Viva-voce, a student shall be awarded four letter grades (equivalent to eight credit hours).
 (b) At every Second Semester, a student has to complete a Seminar course of two credit hours which shall be assessed or examined by two examiners and the average marks shall be awarded for the course.
4. After the completion of the 4th year 2nd Semester Final Examination, a student shall undergo an Internship/Project Work/Research Monograph and shall write a report which shall be handed in to the 4th year Examination Committee. The time duration for completing the Internship/Project Work/Research Monograph shall be determined by the Department. The Internship/Project Work/Research Monograph shall be guided by a teacher assigned by the Academic Committee and the report shall be evaluated by the two examiners recommended by the concerned Examination Committee.

Definition of Courses

Curriculum of the Department shall consist of four types of courses as follows:

- a) **Theoretical Courses:** Include class teaching, open discussion, academic task, etc.
- b) **Practical Course:** Include Lab Experiment/Internship/Research Monograph/Research Project/Project Work/Field Work and Case study.
- c) **Seminar Course:** Involve students/student groups selecting one or more study topics related to the taught courses, searching references and preparing a synopsis on at least one topic with a rich reference list. Each student/group of student shall be evaluated based on their synopsis presented and their understanding of the subject matter evaluated by two examiners. In proceeding with the Seminar course, students/ student groups shall be mentored by a teacher of the Department assigned by the Academic Committee.
- d) **Viva Voce:** Includes Oral Examination on taught courses after the end of each academic year.

Course Identification

Each course shall be designated with a course number by a Three/Four Letter Word for identifying the Department (e.g. MCJ for Mass Communication and Journalism.) followed by three numbers- (i) first one identifying the academic year (e.g. 1st year, 2nd year, etc.), (ii) second one for identifying the semester (e.g. 1st Semester or 2nd Semester) and (iii) third one for identifying the particular course number. A short representative course title shall be added beside the course number. For example, 'MCJ 108: Basics of Reporting' is a course of Mass Communication and Journalism taken in the 2nd semester of 1st year.

Class Attendance Requirements

The general University Rules shall be applied to the Mass Communication and Journalism of Social Science Faculty for class attendance requirements. Accordingly, a student shall have to attend at least 75% of classes, on the average, held in all courses to be eligible for appearing in the Semester Final Examination. However, the Chairman of the Department may recommend a student having average attendance between 60% to less than 75% for condonation on condition that he/she pays a fine as determined by the University Authority. In such case, the student shall be awarded class attendance marks only in the courses in which 60% or more attendance is achieved.

A student shall not be allowed to appear at the Semester Final Examination if his/her average class attendance is below 60% and in such case he/she shall have to re-admit to the next available batch.

The course teacher shall submit the class attendance register to the Chairman before the Semester Final Examination. The chairman of the Department shall monitor the class holding and attendance of the students.

Promotion

Keeping consistency with the spirit of the semester system, promotion from one semester to the next semester shall require a student to earn a minimum semester-wise GPA (except viva-voce grade) and a minimum semester-wise earned credit as follows:

Class Year	Minimum GPA	Minimum Credit Earned
1 st year 1 st Semester to 1 st year 2 nd Semester	2.00	09
1 st year 2 nd Semester to 2 nd year 1 st Semester	2.00	16
2 nd year 1 st Semester to 2 nd year 2 nd Semester	2.00	12
2 nd year 2 nd Semester to 3 rd year 1 st Semester	2.00	16
3 rd year 1 st Semester to 3 rd year 2 nd Semester	2.50	12
3 rd year 2 nd Semester to 4 th year 1 st Semester	2.50	16
4 th year 1 st Semester 4 th year 2 nd Semester	2.50	12
4 th Year 2 nd Semester	2.50	21

No student shall be allowed to get promotion if he/she does not appear in the Viva-voce or does not complete the Seminar course. Students, failing to clear up the University dues of the semester shall not be promoted and allowed for admission to the next semester.

Degree Requirements

For the Degree of BSS (Honours) in Mass Communication and Journalism, a student shall be required to earn (i) 138 credit hours including Viva-voce weighted 8 credit hours and an Internship/Project Work/Field Work/Research Monograph/Research Project/Practical Research weighted 4 credit hours, (ii) CGPA of 2.50 and fulfill all requirements of the programme within a maximum of six academic years including the year of first admission. For the BSS (Honours) Degree no grade from any source other than that of the prescribed 138 credit hours shall be considered. A student having F Grade in any course shall not get the Degree.

Improvement of Grades

- A student obtaining F grades in the 1st through 8th Semester shall be required to improve/clear the grade within two years by appearing in the concerned Semester Final Examination. But if a student with an F grade in

a course obtains a grade less than 'B-' (D, C and C+) in the first improvement examination, he/she shall not be allowed to appear in any further improvement examination in that course.

- b) A student earning less than 'B-' (D, C and C+) grade in a course in the 1st through 8th Semester shall be allowed to improve course grade. A student may choose maximum two courses (in each semester) to improve the grade by appearing at the concerned Semester Final Examination once only within next two years. If the grade point obtained in the improvement examination is lower, then the earlier obtained grade point shall stand. However, a student must complete the programme within six academic years. Conducting examination and publishing results shall not be hampered due to course improvement of those students.
- c) At the end of the BSS (Honours) in Mass Communication and Journalism programme a student may choose to improve the CGPA with the next available batch by appearing at the maximum of 4 theoretical courses of 4th year with grade earned less than 'B-'. A student, seeking this improvement, shall be allowed to appear at such an examination only once. However, no improvement shall be allowed after the expiration of six academic years from the beginning.
- d) If a student remains absent in any course of the Semester Final Examination, his/her grade shall be considered as F and he/she shall be required to sit for improvement examination for that course within two years by appearing in the concerned Semester Final Examination.
- e) No improvement shall be allowed in the In-course test/Home assignment/Oral test/Laboratory practical examination/Sessional/Mid-term examination as well as in the Internship/Field Work/Project Work/Research Monographs/Research Project/Practical Research and Viva-voce. For the improvement of grade in a course, the student shall apply to the concerned department at least 2 (two) weeks before the starting of the Semester Final Examination.

Publication of Result

The Controller of Examinations subject to the approval of the Vice-Chancellor shall publish the semester-wise and final results and thereafter send a copy of the Result Sheet(s) to the Chairman of the concerned Department. Published results shall be manifested in the following ways:

- a) The Semester Final Result Sheet shall show the Letter Grade (LG) and Grade Point (GP) in each course, secured Grade Point Average (GPA) and Earned Credit Points (ECP).

- b) The Final Result Sheet shall show Letter Grade (LG) and Grade Point (GP) in each course including Internship/Project Work/Research Monographs and Viva-voce, Total Grade Points secured, Cumulative Grade Point Average (CGPA), Earned Credit Points (ECP) and interpretation of the result.
- c) Both in the semester-wise and final results numerical marks shall not be shown. The numerical marks vis-a-vis each course shall be documented in the Tabulation Work Sheets and shall be preserved by the Chairman of the Examination Committee.
- d) The Controller of Examinations shall publish the cumulative result of the BSS (Honours) programme in Mass Communication and Journalism and shall provide the transcript showing course-wise LG, GP, ECP and CGPA) of the students.

Computation of the Grade Point of Average (GPA)

Grade Point Average (GPA) is the weighted average of Grade Points in all the courses passed/completed by a student. If a student has passed/completed 6 (six) courses in a Semester securing credits C_1, C_2, C_3, C_4, C_5 , and C_6 , and his/her secured Grade Points (vis-a-vis the LGs) are G_1, G_2, G_3, G_4, G_5 , and G_6 , respectively then his/her GPA in a particular Semester is given by:

$$GPA = \frac{\sum C_i G_i}{\sum C_i}$$

Suppose a student has completed six courses in a Semester and obtained the following grades:

Course	Credit	Letter Grade	Grade Point
MCJ 201	3	A-	3.5
MCJ 202	3	B	3.0
MCJ 203	3	A	3.75
MCJ 204	3	B+	3.25
MCJ 205	3	B-	2.75
MCJ 206	2	A+	4.0

Then the GPA of the student shall be computed as follows:

$$GPA = \frac{(3+3.5) + (3+3.0) + (3+3.75) + (3+3.25) + (3+2.75) + (2+4.0)}{3+3+3+3+3+2} = 3.338$$

The CGPA shall be computed in the same way taking all the courses in the 1st Semester through the 8th Semester of the BSS (Honours) programme.

Adoption of Unfair means

If any student adopts unfair means in any course of the Semester Final Examination or in Mid-term/In-course/Home Assignment, the invigilator/teacher shall report in writing to the Chief Invigilator/Chairman of the

Examination Committee for onward transmission to the Disciplinary Board of the University for taking action as per the University Rules.

Dean's Merit List

A list of meritorious students who have been awarded the BSS (Honours) Degree with CGPA of at least 3.85 shall be included in the Dean's Honour List of the year.

Administration

Respective statutory authorities of the university shall design the syllabi, allocate courses among the teachers to be taught, constitute examination committee and the panel of examiners as per the rules of the university.

At the beginning of a semester:

- a) A course teacher shall provide the students with a course outline indicating the contents and the text books to be followed, probable dates of In-course tests and Home Assignments/Oral tests.
- b) The chairman of the Department shall prepare an academic calendar indicating 15 weeks of class teaching, 2 (two) weeks for Mid-term/ In-course examination, 2 weeks of preparation for examination, 3 weeks of examination and 4 weeks for the publications of the results of the Semester, and report to the Controller of Examinations. However, the Dean of the Faculty of Social Science shall ensure that the programme of the Department of Mass Communication and Journalism be implemented in due time.
- c) The examination committee shall recommend two question setters and two script examiners including the course teacher for each course and moderate the question papers, hold semester final examinations, and viva-voce.
- d) The printing of questions and publication of result shall be done by the examination committee in cooperation with the controller of examinations as per the university rules.
- e) The chairman of the examination committee shall submit the examination result to the chairman of the department including a grade-sheet, a list of students recommended for promotion to the next semester and a list of teachers showing their involvements in the examination works. For the publication of semester-wise and consolidated results, the chairman of the examination committee shall submit the tabulation books and list of students recommended for promotion to the Controller of Examinations of the university.

- f) The course teacher shall publish the results of the Mid-term/In-course tests and Home Assignment/Oral test within 10 working days of the date of holding and submit the Mid-term/average In-course and Home Assignment/Oral test marks to the chairman of the examination committee before the semester final examination starts. Tabulation work shall be started only after all the marks are received by the Chairman. Modification of submitted marks shall not be allowed.
- g) Within the framework of these rules and the rules of the university, the Academic Committee of the Department of Mass Communication and Journalism may adopt policies for strengthening the academic and co-curricular activities of the Department.



Department of Mass Communication and Journalism
Faculty of Social Science
Rajshahi University

BSS (Honours) Curriculum at a Glance

Sessions: 2019-2020 to 2022-2023

Number of Years: 4	Course Final Exams 70% of Written Courses
Number of Semesters: 8	In-course Exams 20% of Written Courses
Number of Courses: 39 (3 credits in each course)	Viva-voce: 100X4=400
	Seminar: 100x3=300
Number of seminars: 3 (2 credits in each seminar)	Internship/project work/ Research
Internship/project work/ Research	Monograph: 100x1=100
Monograph: 1 (4 credits)	Class Attendance: 10% of each course
Number of Viva-Voce: 4 (2 credits each)	3 and 4 credit unit consist of 100 marks
Total Marks Allotted: 4700	Two credit unit consists of 100 marks
Total Credits: 135	

1st Year First Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 111	Fundamentals of Communication	3	100
MCJ 112	Fundamentals of Journalism	3	100
MCJ 113	Bangladesh Studies	3	100
MCJ 114	Bangla Writing Skills for Communication and Journalism	3	100

1st Year Second Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 121	Origin and Development of Journalism	3	100
MCJ 122	Contemporary World Affairs	3	100
MCJ 123	Social and Economic Institutions	3	100
MCJ 124	Basics of Reporting	3	100
MCJ 125	English Writing Skills for Communication and Journalism	3	100
MCJ 126	Seminar	2	100
Viva-Voce		2	100

2nd Year First Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 211	Interpersonal Communication	3	100
MCJ 212	Mass Media in Bangladesh	3	100
MCJ 213	News Writing and Editing-1	3	100
MCJ 214	Media Ethics and Laws	3	100
MCJ 215	Computer Applications	3	100

2nd Year Second Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 221	Mass Communication	3	100
MCJ 222	News Writing and Editing-II	3	100
MCJ 223	Social Media Studies	3	100
MCJ 224	Business Communication	3	100
MCJ 225	Photojournalism	3	100
MCJ 226	Seminar	2	100
Viva-Voce		2	100

3rd Year First Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 311	Communication and Development	3	100
MCJ 312	Video Production	3	100
MCJ 313	Feature and Creative writing	3	100
MCJ 314	Media Anthropology	3	100
MCJ 315	Business & Economic Journalism	3	100

3rd Year Second Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 321	Communication Research Methodology	3	100
MCJ 322	Society & Politics in Bangladesh	3	100
MCJ 323	Design, Printing and Publishing	3	100
MCJ 324	Radio Journalism	3	100
MCJ 325	Sports Journalism	3	100
MCJ 326	Seminar	2	100
Viva-Voce		2	100

4th Year First Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 411	Film Making	3	100
MCJ 412	Advanced Research Methodology	3	100
MCJ 413	Global Communication	3	100
MCJ 414	Television Journalism	3	100
MCJ 415	Political Communication	3	100

4th Year Second Semester

Course No.	Course Title	Credits	Marks Allotted
MCJ 421	Communication and Society	3	100
MCJ 422	Online Journalism	3	100
MCJ 423	Public Relations and Image Management	3	100
MCJ 424	Media Economics and Management	3	100
MCJ 425	Facts, Alternative Facts and 'Fake News'	3	100
MCJ 426	Internship/Project work/Research Monograph	4	100
Viva-Voce		2	100

Department of Mass Communication and Journalism

Faculty of Social Science

Rajshahi University

BSS (Honours) Curriculum

Session: 2019-2020

First Year First Semester

MCJ 111 Fundamentals of Human Communication

Objectives and Summary

This course will discuss the core concepts of human communications, the dynamics and evolution of communication processes and will bring the students in touch with the classic thoughts of the scholars who enrich this area of higher studies. This part of the course will introduce the basic concepts, definitions and models of human communication and analyze the nature, scope, purpose, role, types, levels, process, functions and effects of and barriers to communication and discuss the fundamental concepts and theories of perception and listening.

Specific objectives of this course is given below:

1. to give a clear ideas of human communication
2. make students understand on the types and functions human communication
3. to provide the primary knowledge on the basic relationships and theories of relationships
4. to introduce students on communication-experts worldwide
5. to explore how to communicate in various sphere.

Course Learning Outcomes (CLOs)

At the end of the course students will

1. achieve clear ideas on fundamentals of human communication
2. be able to explain the definitions and approaches to human communication
3. know the process and models of human communication
4. be understood on listening, perception and barriers to communication
5. be able to analyze overall different concepts related human communication
6. able to know the differences among various form of human communication.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Contents	Teaching-Learning Strategies
Week 1	Definition of approaches to human communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 2	Types of Communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 3	Non-Verbal and Verbal Communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 4	Models of Communication and functions of communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 5	1st Incourse	Written Test
Week 6	Listening and communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 7	Perception and communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 8	Interaction in communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 9	Barriers to human communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 10	2nd Incourse	Written Test
Week 11	Rhetorical communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 12	Language, meaning and communication	Lecture Question and Answer Participatory Discussion Open Discussion
Week 13	Presentation	
Week 14	Presentation	
Week 15	Final Exam	

Reading Lists

Wodak, Ruth and Greg Myers (2005) *Language, Communication and the Economy*, John Benjamins North America, USA.

Taylor, Shirley and Alison Lester (2009) *COMMUNICATION: Your Key to SUCCESS*, Marshall Cavendish International (Asia) Private Limited, 1 New Industrial Road, Singapore.

DeVito, Joseph A., (2007) *Essentials of Human Communication*. Pearson Education, Inc., NY.

Pearson, Judy C., Paul E. Nelson, Scott Titsworth, Angela M. Hosek (2010) *Human Communication*, McGraw Hill

Knapp, Mark L., Judith A. Hall, Terrence G. Horgan (2013). *Nonverbal Communication in Human Interaction*, Wadsworth Publishing.

Jess K. Alberts, Thomas K. Nakayama, Judith N. Martin (2019) *Human Communication in Society*, Pearson Publishing Co. Inc.

Adler. Ronald B. George Rodman (2006) *Understanding Human Communication*, Oxford University Press.

Wolvin, Andrew D. (2010). *Listening and Human Communication*. Wiley-Blackwell.

Sherwyn, P. Morreale, Brian H. Spitzberg, J. Kevin Barge (2007) *Human Communication: Motivation, Knowledge, and Skills*. Cengage Learning publishing. Thomson Wadsworth

Carey, W. James (2009) *Communication as Culture: Essays on Media and Society*, Routledge, NY

Walter R. Fisher, (1987) *HUMAN COMMUNICATION AS NARRATION*, University of South Carolina Press.

Babe, Robert E. (2015) *Wilbur Schramm and Noam Chomsky meet Harold Innis: media, power, and democracy*, Lexington Books.

Marshall McLuhan, Quentin Fiore (2005) *The Medium is the Massage*, Gingko Press Inc.CA.

MCJ 112 Fundamentals of Journalism

Course Objectives and Summary

This course enable students to be well grounded in understanding the key concepts and the structure, process, function and implications of journalism. Its deal the concepts, definitions and different aspects of journalism, news, objectivity, difference between literature and journalism, difference between print and electronic journalism, pressures on the press, newspaper pages and contents, and journalistic jargons; works and contributions of journalism-pioneers will also be thoroughly discussed. It puts emphasis on newspapers addressing its roles, responsibilities and basic issues of ethics in journalism. This course gives a brief view of journalism as practised in television, radio, online and new media. The purpose of this course familiarizes the students with the world of journalism.

Specific objectives of this course is given below, which will help students

1. to understand the basic concepts of journalism
2. to familiarize different aspects of news
3. to establish introductory knowledge of journalism in Bangladesh and abroad
4. to inform ethics of journalism
5. to understand the concepts of new journalism
6. to interpret pressures on the press

Course Learning Outcomes (CLO)

At the end of the course the students will

1. acquire fundamental knowledge of journalism
2. define news from different aspects
3. be able to analyze the trend of journalism in Bangladesh and abroad
4. be able to acquire the idea about ethical issues in journalism
5. recognize the pressures on the press
6. be fit to apply journalistic jargons and newspaper content during their practical works

Class Schedule, Course Contents and Teaching-Learning Strategies

Class schedule	Course content	Teaching-Learning Strategies
Week 1	Concepts of journalism	Lecture Open discussion Debate
Week2	Trends and problems of journalism in Bangladesh	Lecture Open discussion Group work Debate
Week 3	Concepts of news	Lecture Debate Open discussion Individual work
Week 4	Journalistics jargons	Lecture Open discussion Group work
Week 5	1st In-course	
Week 6	Quality of journalist	Lecture Open discussion
Week 7	Pressures on press	Lecture Open discussion Debate
Week 8	Ethics of journalism	Lecture Open discussion

		Debate
Week 9	What is objectivity	Lecture Open discussion Debate
Week 10	2nd In-course	
Week 11	Difference between literature and journalism	Lecture Open discussion
Week 12	Yellow Journalism & Online journalism	Lecture Group discussion Debate Individual work
Week 13	Concept of television and radio Programmes	Lecture Group presentation
Week 14	Works and contributions of journalism-pioneers	Lecture Open discussion
Week 15	Final Exam	

Reading List

Text Books

Ahuja, B N (1998), *Theory and Practice of Journalism*, Surjeet Publications, Delhi.

Schmuhl, Robert (edited) (1989), *The Responsibilities of Journalism*, Affiliated East-West Press Pvt Ltd.

Bromly, Michael (1994), *Journalism*, Hodder & Stoughton, USA.

Kamath, M V (1980), *Professional Journalism*, Vikas Publishing House, New Delhi.

Bond, F Fraser (1961), *An Introduction to Journalism : A Survey of the Fourth Estate in All Forms*, The Macmillan Company. New York.

Hester, Albert L. & Lan, Wai (edited) (1987), *Handbook for Third World Journalists*, The Center for International Mass Communication Training and Research, The University of Georgia.

পাল, তারাপদ (১৯৭২), *ভারতের সংবাদপত্র* (১৭৮০-১৯৪৭), সাহিত্য সদন, কলকাতা।

সালাম, শেখ আবদুস সালাম (২০১১), *বাংলাদেশের গণমাধ্যম ও সাংবাদিকতায় আলোকিতজনেরা*, মওলা ব্রাদার্স, ঢাকা।

Reference Books & Journals

বাংলাদেশে সাংবাদিকতা : সংবাদ লিখন, শৈলী ও কাঠামো : ড. প্রদীপ কুমার পাণ্ডে ও মো. আমিনুল ইসলাম মামুন, আ-আল (২০১৩), 'মগজে কারফিউ : কোনটাকে বলি সংবাদ', *মিডিয়া সমাজ সংস্কৃতি : যোগাযোগ পত্রিকার নির্বাচিত প্রবন্ধ*, ফাহদিল হক ও আ-আল মামুন (সম্পা.), আগামী প্রকাশনী, ঢাকা।

মামুন, আ-আল (২০০৩), 'মিডিয়া ও ক্ষমতার মিথোজীবিতা : গণতান্ত্রিক ব্যবস্থার সহায়ক নাকি হুমকি', *যোগাযোগ*, সংখ্যা ৫ ফাহদিল হক (সম্পা.), ঢাকা বিশ্ববিদ্যালয়, ঢাকা।

চৌধুরী, শামীমা (২০১৭), 'হলুদ সাংবাদিকতা ও আমাদের গণমাধ্যম', *নিরীক্ষা*, ২১তম সংখ্যা, বাংলাদেশ প্রেস ইনস্টিটিউট, ঢাকা।

চৌধুরী, আবুল আহসান (২০১১), 'গ্রামবার্তা প্রকাশিকা : গ্রামীণ সমাজের নিভীক মুখপত্র', নিরীক্ষা, ১৯১তম সংখ্যা, বাংলাদেশ প্রেস ইনস্টিটিউট, ঢাকা।

বানু, আরজুমন্দ আরা (২০১১), 'গ্রামবার্তা প্রকাশিকা : গ্রামীণ সাংবাদিকতার অগ্রদূত', নিরীক্ষা, ১৯১তম সংখ্যা, বাংলাদেশ প্রেস ইনস্টিটিউট, ঢাকা।

MCJ 113 Bangladesh Studies

Course Objectives and Summery

This Course has been designed to help the students in obtaining comprehensive idea about the history, culture and heritage of Bangladesh. It will also introduce students to the society and politics, specially the political history of Bangladesh, for example, ancient period, Muslim period, British period, Pakistan Period, emergence of Bangladesh, proclamation of independence, Language Movement, Liberation war, Nation building in the new state, Bangladesh politics; the ideals, philosophy and amendments of Bangladesh constitution.

Specific objectives of this course is given below

- 1) To establish comprehensive idea about the history, culture and heritage of Bangladesh
- 2) To provide in-depth knowledge on the major political events that shaped Bangladesh as an independent sovereign state.
- 3) To improve their understanding on political, economic and social development of Bangladesh.
- 4) To increase understanding on the challenges and potentials of Bangladesh in shaping its peaceful and sustainable future.

Course Learning Outcomes (CLO)

At the end of the course the students will

- 1) Attain in-depth knowledge about the, social, political and economic history of Bangladesh from the ancient period to present.
- 2) Be able to understand the social, political and economic condition of the country.
- 3) Be able to understand the democratic governance and political conditions in the post- independent Bangladesh
- 4) Be able to analyze and explain the challenges and potentials of Bangladesh in shaping its peaceful and sustainable future.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-Learning Strategies
Week 1	Origin and Development of the name of 'Bangla'	Lecture, Open Discussion, Group Work, Debate
Week 2	History of socio-economic conditions of	Lecture, Open Discussion, Group Work, Debate

	the Ancient Bangal.	
Week 3	Evolution of the idea of nationalism in Bengal.	Lecture, Debate, Open Discussion
Week 4	Chronological history of the birth of Bangla language	Lecture, Debate, Open Discussion
Week 5	Anthropolitical Identity of Bangalee	
1st In-course		
Week 6	The Partition of Bengal in 1947	Lecture, Group Discussion
Week 7	History of Bangladesh from the year of 52- 71 (Major Political Events including language movement and proclamation of independence).	Lecture, Open Discussion
Week 8	Overall democratic governance and political conditions in the post-independent Bangladesh	Lecture, Presentation
Week 9	History of permanent settlement and its influence on social structure and livelihood of Bangladesh	Lecture, Open Discussion
2nd In-course		
Week 10	History of Rivers of Bangladesh and its contribution on social, cultural and economic life of the people.	Lecture, Debate
Week 11	Renaissance in Bengal: Myth and Reality	Lecture, Group Discussion
Week 12	Changes in land system of Bengal	Lecture Group Presentation
Week 13	Different Movements for example, 'Shantal Bidroho' 'Tevaga Andolon' etc.	Lecture, Open Discussion

Week 14	History of Civilization	Lecture, Open Discussion, presentation
Week 15	Challenges and potentials of Bangladesh	Lecture, Open Discussion, presentation
Final Exam		

Reading List

রায়, নীহাররঞ্জন (১৩৫৬), বাঙ্গালীর ইতিহাস, আদি পর্ব, দেজ পাবলিশিং, ১৩ বঙ্কিম চ্যাটার্জি স্ট্রিট, কলকাতা-৭০০০৭৩।

রায়, অজয় (২০১৭), বাঙলা ও বাঙালী, জাতীয় সাহিত্য প্রকাশ, ড. কুদরত-ই-খোদা সড়ক, কাঁটাবন, ঢাকা-১২০৫।

সাংকৃত্যায়ন, রাহুল (২০০৯), ভোলগা থেকে গঙ্গা, তরফদার প্রকাশনী, ২/৩ প্যারিদাস রোড, বাংলাবাজার, ঢাকা-১১০০।

আল্ হেলাল, বশীর (১৯৮৫), ভাষা-আন্দোলনের ইতিহাস, বাংলা একাডেমী, ঢাকা।

উমর, বদরুদ্দীন (১৯৯৫), ভাষা আন্দোলন প্রসঙ্গ কতিপয় দলিল, বাংলা একাডেমী, ঢাকা।

সুর, ড. অতুল (১৯৭৬), বাংলার সামাজিক ইতিহাস, জিজ্ঞাসা পাবলিকেশনস প্রাইভেট লি., কলকাতা।

চৌধুরী, সিরাজুল ইসলাম ও আবুল হাসনাত (১৯৯১), নব্বই-এর অভ্যুত্থান, মুক্তধারা পাবলিশার্স, ঢাকা।

হোসেন, হোসেনউদ্দীন (২০০৬), বাঙলার বিদ্রোহ ১ম খণ্ড (৬০০-১৯৪৭), বিদ্যা প্রকাশ, বাংলাবাজার ঢাকা।

হোসেন, হোসেনউদ্দীন (২০০৬), বাঙলার বিদ্রোহ ২য় খণ্ড (১৯৪৭-১৯৭১), বিদ্যা প্রকাশ, বাংলাবাজার ঢাকা।

আবেদীন, এম. জয়নুল (১৯৯৪), 'প্রাচীন বাংলার সামাজিক ও অর্থনৈতিক চিত্র', আইবিএস জার্নাল ১৪০০: সংখ্যা ১, রাজশাহী বিশ্ববিদ্যালয়।

সমাজ কাঠামো : তত্ত্বীয় ও পদ্ধতিগত একটি নিরীক্ষণ : বদরুল আলম খান।

সমাজ বিজ্ঞান : স্যামুয়েল কোনিগ (রঙ্গলাল সেন অনুদিত)।

বাংলাদেশ : সমাজ সংস্কৃতি, সভ্যতা : আনোয়ারুল ইসলাম।

বাংলাদেশের রাজনীতি ও রাজনৈতিক দল : আমজাদ হোসেন।

বাংলাদেশের রাজনীতি : সংঘাত ও পরিবর্তন : আবুল ফজল হক।

বাংলাদেশের রাষ্ট্র ও সমাজ : অনুপম সেন।

রক্তাক্ত বাংলা : মুক্তধারা।

পূর্ব বাংলার ভাষা আন্দোলন ও তৎকালীন রাজনীতি : বদরুদ্দীন উমর।

বাংলাদেশ ধর্ম ও সমাজ : বদরুল আলম খান।

বাংলাদেশের সামাজিক স্তরবিন্যাস : রঙ্গলাল সেন।

আমার দেখা রাজনীতির পঞ্চাশ বছর : আবুল মনসুর আহমদ।

হাজার বছরের বাঙালি সংস্কৃতি : গোলাম মুর্শিদ।

বাংলার সামাজিক ইতিহাসের ধারা : বিনয় ঘোষ।

১৯৭১: ভেতরে বাইরে : এ কে খন্দকার।

পাকিস্তানের জন্ম-মৃত্যু দর্শন : যতীন সরকার।

একাত্তরের ডায়েরী : সুফিয়া কামাল।

বাংলাদেশের মুক্তিযুদ্ধ : মুহম্মদ হাবিবুর রহমান।

The dynamics of Bangladesh Society: Studies in Agrarian Social Structure: Andre Bataille

Changing Society in India, Pakistan and Bangladesh: Nazmul Karim

History of Bangladesh: Willem Von Schandell

Bengal Divided: Hindu Communalism and Partition, 1932-1947: Joya Chatterjee.

MCJ 114 Bangla Writing Skills for Communication and Journalism

Course Objectives and summary

This course is designed to help students develop their Bangla writing skills especially relevant to journalism and communication. In this venture emphasis will be given upon identifying common mistakes in spelling, usage of words, sentence construction etc. in writing. It will also discuss the origin and development of Bangla language, development of Bangla prose and its present state, Bangla grammar with all its details, art of composition and translation.

It is being observed that Bangla is the native language and most of the students of our undergraduate programme have been taught Bangla as a compulsory subject in their primary, secondary and higher secondary levels for almost twelve years. It is unfortunate that a big number of students cannot express their ideas correctly in Bangla. Moreover, incorrect or substandard Bangla is being used very often in mass media. So the students of this programme should learn correct and standard Bangla to express their ideas and opinions in mass media. This is the background of initiation of this course.

The main objective of this course is to help students develop their Bangla writing skills especially relevant to journalism and communication. Other objectives of this course is given below which are:

- 1) to make clear the introduction of Bangla prose in newspapers and the role Bangla prose in the development Bangla language.
- 2) to get clear idea on Bangla vocabulary to help the students in understanding the use of various Bangla words and the rules of spelling.
- 3) to recognize the ongoing anarchies in Bangla spelling that help to overcome the complications.
- 4) to perceive the role of Bangla Academy, Kolkata University and other institutions in revision of spelling of Bangla words.
- 5) to identify the misuse of Bangla words by mass media and to learn the proper use of those words.
- 6) to apply the methods of using correct spelling.
- 7) to learn the proper use of Bangla punctuations.

- 8) to familiarize with the Bangla terminologies.
- 9) to enhance the skills of translation and transliteration.
- 10) to introduce the standard rules of writing research papers in Bangla.

Course Learning Outcomes (CLO)

At the end of the course the students will

- 1) get clear idea on the introduction of Bangla prose in newspapers and the role Bangla prose in the development Bangla language.
- 2) be well-known with Bangla vocabulary which will help understanding the use of various Bangla words and the rules of spelling.
- 3) be able to recognize the ongoing anarchies in Bangla spelling that will help to overcome the complicacies.
- 4) comprehend the role of Bangla Academy, Kolkata University and other institutions in revision of spelling of Bangla words.
- 5) be skilled to identify the misuse of Bangla words by mass media and learn the proper use of those words.
- 6) be familiar with the methods of using correct spelling.
- 7) be capable in proper use of Bangla punctuations.
- 8) be familiar with the Bangla terminologies.
- 9) be skilled in translation and transliteration.
- 10) be efficient to use the standard rules of writing research papers in Bangla.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	বাংলা ভাষার ইতিহাস	Lecture Open discussion
Week 2	বাংলা বর্ণ-পরিচয় ও উচ্চারণ	Lecture Open discussion Practical works
Week 3	বাংলা শব্দভাণ্ডার	Lecture Open discussion Group discussion
Week 4	বাংলা বানান-বিতর্ক ও বানান-সংস্কার এবং বাংলা একাডেমির ভূমিকা	Lecture Group discussion Debate
Week 5	গণমাধ্যমে শব্দের অপপ্রয়োগ	Lecture Open discussion
1st In-course		
Week 6	ভুল বানান, শুদ্ধ বানান	Lecture Open discussion Practical works

		Field works
Week 7	গত-বিধান	Lecture Practical works
Week 8	সমাসবদ্ধ শব্দ	Lecture Group discussion Practical works
Week 9	যতিচিহ্নের ব্যবহার	Lecture Open discussion Debate Practical works
Week 10	ইংরেজি থেকে বাংলায় সংবাদ ভাষান্তরের ক্ষেত্রে বিবেচ্যসমূহ	Lecture Group discussion Practical works
2nd In-course		
Week 11	পরিভাষা	Lecture Open discussion Practical works
Week 12	প্রতিবর্ণীকরণ	Lecture Open discussion Practical works
Week 13	প্রায় সমোচ্চারিত শব্দগুলোর বানান	Lecture Open discussion Practical works
Week 14	বাংলায় গবেষণামূলক লেখালেখির ক্ষেত্রে অনুসরণীয় নীতিমালা	Lecture Open discussion Practical works
Week 15	বাংলা ভাষা বিষয়ক প্রবন্ধসমূহ।	Lecture Open discussion Practical works
Final Exam		

Reading list

হায়াৎ মামুদ, বাংলা লেখার নিয়মকানুন।

মাহবুবুল হক, বাংলা বানানের নিয়ম।

বাংলা বানান-অভিধান (বাংলা একাডেমি)।

ডক্টর মুহম্মদ শহীদুল্লাহ, বাংলা ভাষার ইতিবৃত্ত।

সংবাদপত্রে বাংলাভাষা (গ্রেস ইনস্টিটিউট অব বাংলাদেশ-পিআইবি)।

প্রথম আলো ভাষারীতি।

পবিত্র সরকার, বাংলা লেখার সহজ পাঠ।

ড. হায়াৎ মামুদ ও ড. মোহাম্মদ আমীন, প্রমিত বাংলা লেখার নিয়মকানুন।

মোহাম্মদ আমীন, বাংলা বানানে ভুল: কারণ ও প্রতিকার।

First Year Second Semester

MCJ 121 Origin and Development of Journalism

Course Objectives and summary

Journalism is a modern practice. It is an evolving practice as well; from the beginning technological transformations have especially impacted upon its mode of operation and the medium it used. Journalism, as we know today, emerged only when society in Europe started to become industrialized, mass education became essential and democratic norms started to emerge in the society. Though journalism is a product of the economic order of capitalism and the ideological mode of modernity, it has a rich and diverse genealogy dating back to the ancient and medieval civilizations. The Babilonians, the Greeks, the Chinese, the Arabs and the Romans have their own contributions which finally culminated in modern printing press. One aim of this course is to delineate those pre-modern developments that helped in the emergence of modern press. From the early days of printing press, journalism in the contemporary has been heavily transformed. Thus, the other aim of this course is to locate historical trajectories that modern journalism travelled from the mass printing press to the age of internet, when user generated journalism become everyday practice and social media takes the lead in breaking news. The media - newspapers, radio, television, the Internet - play an increasingly important part in our lives. It is therefore important to understand the changing role of the media in the past as well as in the present. Since journalism is a social practice, its development and deployment, its ownership and economy, its ideology and operations are not isolated from other social practices. For example, emergence of mass printing press played a catalytic role in developing civil society, mass society, mass culture as well as democratic norms and institutions. Finally, this course will try to relate historical development of modern journalism with the broader social history. By combining History with Journalism, via this course, students will gain an intellectual and wide-ranging academic foundation, develop a critical understanding of the past and contemporary issues and learn the skills and knowledge to pursue a successful career in journalism and related fields.

Objectives of the course

- 1) to discuss the interplay between technologies and the development of journalism.
- 2) Understand the FOUR role of modern journalism.
- 3) Understand and discuss the emergence and role of free press.
- 4) Identify strength and weakness of media convergence.

- 5) Understand and discuss nexus of media industrial complex.
- 6) Discuss the Shift of Journalism practice after digitalization and world wide web.

Course Learning Outcomes (CLOs)

At the end of the course the students will be able to

- 1) recognize historical processes that shaped Journalism as we practice today.
- 2) Will understand historical role journalism played in society.
- 3) Will be able to understand and discuss the technological transformations and their impact upon the practice of journalism.
- 4) Historically understand the development and practice of journalistic values and related protocols.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Practice of writing, early precursors of paper and publicity	Lecture Open discussion
Week 2	Gutenberg and the printing revolution	Lecture, open discussion, group work
Week 3	Photography and the emergence of visual elements and photo journalism	Lecture, open discussion, group work
Week 4	Telegraph and telephone and the spread of journalism and printing press, transformation of the social relations	Lecture, open discussion, group work
Week 5	1st In-course	TEST/Assignment
Week 6	Emergence of modern Journalism and press practices	Lecture, open discussion, group work
Week 7	Mass Press in USA and its impact on the society	Lecture, open discussion, group work
Week 8	Press in Colonial India, Bangla press and practices	Lecture, open discussion, group work
Week 9	Radio and the shift in journalistic practice	Lecture, open discussion, group work

Week 10	2 nd In-course	TEST/Assignment
Week 11	A social history of television, revolution in news practice	Lecture, group discussion
Week 12	Global Newsroom: Convergences and diversities in the globalization of Television news	Lecture Group discussion
Week 13	Internet and the new journalism practices	Lecture Open discussion
Week 14	A feminist history of Journalism and press	Lecture Open discussion
Week 15	Changing Ownership pattern and the press, from family ownership to corporate conglomerates	Lecture Open discussion
Final Exam		

Reading list

Brian Winston (1998). *Media Technology and Society: A history from Telegraph to the Internet*. London: Routledge.

Doug Underwood (2013). *The Undeclared War between Journalism and Fiction*. New York: Palgrave Macmillan.

Robert Hassan and Thomas Sutherland (2017). *Philosophy of Media: A Short History of Ideas and Innovations from Socrates to Social Media*. New York: Routledge.

James Curran (2011). *Media and Democracy*. New York: Routledge.

James Curran (2002). *Media and Power*. New York: Routledge.

James Curran and Jean Seaton (2009). *Power Without Responsibility*. New York: Routledge.

James Curran, Natalie Fenton and Des Freedman (2012). *Misunderstanding the Internet*. New York: Routledge.

Jane L. Chapman and Nick Nuttall (2011). *Journalism Today: A Themed History*. West Sussex, UK: Wiley-Blackwell.

José van Dijck (2013). *The Culture of Connectivity: A Critical History of Social Media*. London: Oxford University Press.

Kate Nelson Best (2017). *The History of Fashion Journalism*. London: Bloomsbury Academy.

Maria DiCenzo, Lucy Delap and Leila Ryan (2011). *Feminist Media History: Suffrage, Periodicals and the Public Sphere*. New York: Palgrave-Macmillian.

Martin Conboy (2004). *Journalism: A Critical History*. London: Sage Publications.

Peter Dahlgren and Colin Sparks (1993). *Communication and Citizenship: Journalism and the Public Sphere*. London: Routledge.

Andrew Griffith (2015). *The New Journalism, The New Imperialism, and The Fiction of The Empire, 1870-1900*. New York: Palgrave-Macmillian.

Marshall McLuhan, *Understanding media*.

Raymond Williams, *Television*.

Mark Dueze (2006). "Liquid Journalism". "Journalism and Modern Times: An interview with Zygmunt Bauman"

"A History of Journalism". <https://www.g-wlearning.com/journalism/9914/ch01/pdf/history.pdf>

"A Brief History of Journalism: How We Arrived to Where We Are"<https://www.universalclass.com/articles/writing/journalism-a-brief-history.htm>

MCJ 122 Contemporary World Affairs

Course Objectives and Summary

Our world is more integrated and interconnected than ever before. At the same time, persistent tensions and conflicts continue to arise within and between world's societies. In this perspective in recent times this course curriculum is very important for students.

This course analyses political, historical, geographical, economic and strategic factors that underline conflict and cooperation among nation-states international organisation and other political actors in the international system. The students in contemporary world affairs gain an understanding that the world is composed of interrelated economic, political, religious, cultural and ecological systems. The goal of this course is to provide students with the clear knowledge of present world situation by the help of the books, internet and current news sources.

Specific objectives of this course is given below:

- 1) to establish fundamental knowledge of the contemporary world affairs
- 2) to understand the functions of leading countries role in policy formulation
- 3) to explore and critically evaluate the international organizations activities

- 4) to demonstrate basic understanding of the foundation theories of recent world affairs
- 5) to analyse current world situation by applying prominent theories
- 6) to apply the knowledge gained through this course in their practical life

Class Schedule, Course Contents and Teaching-Learning Strategies

Class schedule	Course content	Teaching-learning strategies
Week 1	Concept of world affairs	Lecture Open discussion
Week2	current events	Lecture Open discussion
Week 3	Global politics and policies	Lecture Debate Open discussion
Week 4	Global internal relations & disputes	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Foreign policy	Lecture Group discussion
Week 7	Global health	Lecture Group discussion
Week 8	human rights	Lecture Open discussion
Week 9	international law migration/refugees	Lecture Group work
Week 10	2nd In-course	
Week 11	Global challenges: terrorism and peace making	Lecture Group work
Week 12	Importance of organizations	Lecture Group discussion
Week 13	Different war history	Lecture Group presentation
Week 14	Weapons of mass destruction	Lecture Open discussion
Week 15	Final Exam	

Reading list

আন্তর্জাতিক সম্পর্ক লেখক- ড. অমলেন্দু মুখোপাধ্যায়, দ্বিতীয় সংস্করণ, ২রা ফেব্রুয়ারি, ২০০৪।

আন্তর্জাতিক সম্পর্ক- গৌরীপদ ভট্টাচার্য্য, ৫ম সংস্করণ- ১৯৯১

আন্তর্জাতিক সম্পর্কের ইতিহাস- প্রফুল্ল কুমার চক্রবর্তী ও সিদ্ধার্থ গুহরায়, দ্বিতীয় সংস্করণ, ২০০২।

শ্রীলঙ্কার তালিম ইলম্ (দক্ষিণ এশিয়ায় 'জাতি রাষ্ট্র' এর সংকট), আফতাব পারভেজ, প্রকাশ- ফেব্রুয়ারি-২০১৭।

The world since 1945 "A history of international relations by wayne C.Mc Williams & harry Piotrowski, eighth edition. Based on internet, papers and online journal.

MCJ 123 Social and Economic Institutions

Course Objectives and summary

This course will introduce students to the social and economic institutions, its origin and development in general. It will discuss the roles, functions and dysfunctions of social and economic institutions in Bangladesh, the constraints and challenges they are facing in the streams of changing perspectives. International financial institutions e.g. IMF, GATT, WTO, ADB, World Bank and national institutions like Bangladesh Bank, different commercial banks, Grameen Bank and NGOs in Bangladesh will be discussed in relation to the social and economic development of the country. Also share market, stock exchange, Five-Year Plans, budget and administrative systems in Bangladesh will be critically discussed. In addition, the student will be oriented to the concepts of development, development models and paradigms.

Specific objectives of this course is given below:

- 1) to provide students knowledge about social and economic institutions
- 2) to acquaint the students with social and economic institutions of Bangladesh
- 3) to facilitate students to understand the functions and dysfunctions of social and economic institutions in Bangladesh.
- 4) to explore and critically evaluate the role of social and economic institutions in development.
- 5) to orient the students with the concept of development, sustainable development, development models and paradigms
- 6) to prepare the students for writing reports on budget, share market and related areas.

Course Learning Outcomes (CLOs)

Upon successful completion of this course, the students will be able to

- 1) acquire knowledge about social and economic institutions
- 2) recognize the function of social and economic institutions

- 3) be able to analyze and explain the role of social and economic institutions in development
- 4) to apply the knowledge through this course in their real experiences including personal and professional lives
- 5) be able to write reports on budget, share market
- 6) be skilled to formulate a comprehensive economic plan for government and non-government organizations.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Description of social and economic institutions of Bangladesh	Lecture Open discussion
Week 2	Functions of social and economic institutions	Lecture Open discussion
Week 3	Foreign aid	Lecture Debate Open discussion
Week 4	Concepts of development, sustainable development, development models and paradigms	Lecture Debate Open discussion
Week 5	Micro credit in social and economic development	Lecture Debate Open discussion
1st In-course		
Week 6	Climate change and social institutions	Lecture Group discussion
Week 7	Human resource development	Lecture Open discussion
Week 8	Functions of Bangladesh Bank	Lecture Group work
Week 9	Default loans	Lecture Open discussion
Week 10	Budget	Lecture Debate
2nd In-course		
Week 11	NGO and rural development	Lecture Group work
Week 12	Good governance in	Lecture

	banking sector	Group discussion
Week 13	Development process in Bangladesh	Lecture Group presentation
Week 14	Sustainable development in agriculture	Lecture Open discussion
Week 15	World Bank & Share market	Lecture Debate Group discussion
Final Exam		

Reading list

উন্নয়ন জিজ্ঞাসা : আনিসুর রহমান

সমাজ ও উন্নয়ন : তুলনামূলক সংবীক্ষণ : হাসানুজ্জামান

বাজেট সহজেই বুঝি : আতিউর রহমান ও দিলরুবা ইয়াসমিন চৌধুরী

বাজেট সহজ পাঠ : আতিউর রহমান ও শাহ্ মাহবুব আলম

রাজনীতি অর্থনীতি জার্নাল : পঞ্চম সংখ্যা, ১৯৯৯

সমাজ নিরীক্ষণ : সংখ্যা ৫৫, ১৯৯৫

লোক প্রশাসন সাময়িকী : ৮ম সংখ্যা, মার্চ ১৯৯৭

বাংলাদেশের অর্থনীতি : মঞ্জুর মুরশেদ

বাংলাদেশ অর্থনৈতিক সমীক্ষা : ১৯৯৭

সাপ্তাহিক ২০০০ : ৫ নভেম্বর ২০১০

Economic Development in the Third World: Michael P Todaro

People's Self Development: Anisur Rahman

Journal of Social Development: Vol-11, No-1 (1996)

Social Science Journal, Rajshahi University: No-20, (2016), No-19 (2015)

MCJ 124 Basics of Reporting

Course Objectives and Summary

This course will orient the students with concepts of news gathering and writing. It will discuss about the reporter and reporting section of newsroom, elements of news, news senses, news values, news sources, news arithmetic, and techniques of newsgathering, interviewing, news story structure, intro writing. It will also discuss different types of straight-jacket news stories. Emphasis will be given on practical works such as information collection, report writing, mixed pyramid structure news writing etc. The students will learn how to report road accident, clash, public speech, human chain, obituary, simple social and cultural events. The course helps the students recognize the central features of news and how to get background information.

Specific objectives of this course is given below, which will help students

- 1) to provide Introductory knowledge about reporting section and newsroom
- 2) to understand news elements, news values and news sources
- 3) to apply the knowledge systematically gathering information
- 4) to utilise the methods of interview
- 5) to use information in writing news.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of reporting section and newsroom
- 2) explain news and basic news elements
- 3) be able to use the techniques of reporting
- 4) be fit to apply the different techniques of interview for information gathering
- 5) be skilled in writing news, at least three different news structures

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Concept of reporting section & newsroom	Lecture Open discussion
Week 2	Concept of news and news elements	Lecture Open discussion Debate
Week 3	News sense	Lecture Debate Open discussion
Week 4	News value	Lecture Debate Open discussion
Week 5	News sources	Lecture Open discussion
Week 6	1st Incourse	
Week 7	Seven steps of reporting process	Lecture Open discussion Practical
Week 8	Different types of news structure	Lecture Open discussion Practical
Week 9	Different types of news lead & lead writing	Lecture Group discussion Lead analysis Practical

Week 10	Interviewing for information gathering	Lecture Open discussion Individual work Practical
Week 11	2nd Incourse	
Week 12	Quotes and attribution for news writing	Lecture Open discussion Practical
Week 13	Obituary news & Press conference covering media	Lecture Open discussion Group presentation Practical
Week 14	Journalistic error	Lecture Open discussion
Week 15	Final Exam	

Reading List

Hester, Albert L. & Lan, Wai (edited) (1987), *Handbook for Third World Journalists*.

Kamath, M V (1980), *Professional Journalism*, Vikas Publishing House, New Delhi.

Brooks, Brian S. et al (198), *News Reporting and Writing*, St. Martin Press, New York.

Warren, Carl (1959), *Modern News Reporting*, Harper and Brothers, New York.

Clayton, C. C (1947), *News Reporting Today*, The Odyssey Press, USA.

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রাজী, আর (২০১৬), *সাংবাদিকতা*, ভাষাচিত্র, ঢাকা।

গাইন, ফিলিপ (সম্পা.) (২০০৫), *রিপোর্টিং গাইড*, সেড, ঢাকা।

আজাদ, আবুল কালাম মুহম্মদ (২০১৮), *খবরের আগে খবরের পরে*, প্রথমা প্রকাশন, ঢাকা।

কুররাতুল-আইন-তাহমিনা (২০১৩), *চর্চা করুন খবর লিখুন : পাঁচরঙা যুক্তি পরামর্শ*, প্রথমা প্রকাশন, ঢাকা।

সিদ্দিকী, আরশাদ ও ইসলাম, জাহিদুল (সম্পা.) (২০০৪), *সংবাদপত্রে ফিচার : শব্দে আঁকা জনজীবন ছবি*, ম্যাস্-লাইন মিডিয়া সেন্টার, ঢাকা।

নিউটন, সেলিম রেজা (২০১৩), ‘বাজারের যুগে সাহিত্য ও সাংবাদিকতার আবহু-আম্মু সমাচার অথবা বাংলাদেশে বিদ্যমান মহাজনি মুদ্রণের পলিটিকাল ইকোনমি’, *মিডিয়া সমাজ সংস্কৃতি : যোগাযোগ পত্রিকার নির্বাচিত প্রবন্ধ*, ফাহদিল হক ও আ-আল মামুন (সম্পা.), আগামী প্রকাশনী, ঢাকা।

মামুন, আ-আল (২০১৩), ‘মগজে কারফিউ : কোনটাকে বলি সংবাদ’, *মিডিয়া সমাজ সংস্কৃতি : যোগাযোগ পত্রিকার নির্বাচিত প্রবন্ধ*, ফাহদিল হক ও আ-আল মামুন (সম্পা.), আগামী প্রকাশনী, ঢাকা।

MCJ 125 English Writing Skills for Communication and Journalism

Course Summary and Objectives

This course aims at developing students' ability and skills in English language especially relevant to communication and journalism. The importance of learning English particularly in this age of global competition will be duly focused. Basic English grammar in details will be taught and students will be facilitated to enrich their vocabulary. Evaluative classes will be arranged to assist students develop the art of reading, free-hand writing, speaking, and translating. Reading skills will focus on guessing word and sentence meaning, scanning, skimming, general comprehension, and summarizing. Similarly, writing skills will cover writing correct sentences, generating ideas, planning, and writing in an organized way with special reference to communication and journalism. Focus will be on techniques of paragraph and essay development. The course will also provide practice in speaking skills. Topics examined here will include parts of speech, tense, sentences, change of voice, word structure, conversion of words, articles, preposition, the phrase, the clause, direct and indirect speech, analysis of sentences, paragraph writing, composition writing, report writing, techniques of developing English vocabulary, use of words in a news story, translation of a news story from Bangla to English and vice-versa. Emphasis will be given on practical exercises of different topics in this course. Finally, the goal of this course is to provide students with the knowledge and skills in English so that they can identify their weaknesses in English, can write correctly and think logically as well as can apply these skills in the field of communication and journalism.

Specific objectives of this course are

- 1) to understand the importance of learning English particularly in the age of global competition
- 2) to develop students' ability and skills in English language
- 3) to orient students' with basic English grammar
- 4) to strengthen English vocabulary of students
- 5) to improve the reading, free-hand writing, speaking, and translating skills of the students
- 6) to provide students' with the knowledge and skills in English to apply in the field of communication and journalism

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) understand the importance of learning English in communication and journalism particularly in the age of global competition
- 2) be able to develop their capacity and skills in English language
- 3) acquire adequate knowledge on basic English grammar
- 4) be able to enrich their vocabulary
- 5) develop their reading, free-hand writing, speaking, and translating skills
- 6) be fit to apply the insights of this course in the field of communication and journalism

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-Learning Strategies
Week 1	The importance of learning English in communication and journalism particularly in the age of global competition, parts of speech	Lecture Open discussion Debate
Week 2	Articles, sentences	Lecture Class work Debate Quiz
Week 3	Tense, the phrase	Lecture Class work Debate Quiz
Week 4	The clause, change of voice	Lecture Class work Debate Quiz
Week 5	1st In-course	
Week 6	Direct and indirect speech, preposition	Lecture Class work Debate Quiz
Week 7	Techniques of developing English Vocabulary	Lecture Group work Class work Debate

Week 8	Techniques of listening (understanding of native speaker's dialogue)	Lecture Class work Audio listening test
Week 9	Art of Speaking (Ice-breaking and description of various situations, dialogue sessions, stress and intonations, IPA; Basics of English Pronunciation (English letters, words, diphthongs and trip thongs. etc.)	Lecture Class Presentation
Week 10	2nd In-course	
Week 11	Writing techniques of paragraphs and Composition (topic sentence, body of the paragraph, use of transitions and linkers)	Lecture Class Presentation Free hand writing
Week 12	Report writing and use of words in a news story (use and presentation of information, graph, chart, direct statement, quotation etc.)	Lecture Free hand writing Class Presentation
Week 13	Translation of a news story from English to Bangla	Lecture Class work
Week 14	Translation of a news story from Bangla to English	Lecture Class work
Week 15	Final Exam	

Reading List

Albright Joe L. & Langan, (10th Edition). *College Writing Skills with Readings*. McGraw Hill Education.

Berry, T.E. (1976). *Common Mistakes in English Usage* (1st Edition). India: McGraw Hill.

Brown, K. & Susan, H.(2001). *Writing Matters* (10th edition). UK: Cambridge University Press.

Davis, Nacy, B. (1973). *Vocabulary Improvement*. McGraw Hill.

Field, Marion. (1998). *Improve Your Written English*, How to Books, Oxford.

Fitikides, T.J.(1963). *Common mistakes in English* (5th edition). UK: Longman.

Fox, W. (2003). *Writing the news* (3rd edition). India: Surjeet Publications.

Graham, Steve and Hebert, Michael. (2010). *Writing to Read: Evidence for How writing Can Improve Reading*, Alliance for Excellent Education, New York.

Greenberg, K.L., & Wiener, H.(1994). *The Advancing Writer, Book-2*. USA: Harper Collins College Publishers.

Helen, M. (1956). *Writing and Selling Feature Articles*.(3rd edition). USA: Prentice-Hall.

Imhoof, M. & Hudson, H. (2013). *From Paragraph to Essay* (5th edition). Hong Kong: Longman.

Islam, Jahurul. (2003). *A B C of English Grammar*. Aligarh Library. Dhaka.

Langan, John (2005). *College Writing Skills* (Sixth Edition), McGraw-Hill, New York.

Nesfield, J.C. (1906). *Manual of English Grammar and Composition*. MacMillan Company, London.

Oxford Supplementary Skills: Speaking Elementary Book (1987). Oxford University Press.

Peng, Cheong Wal, & Murphy, Andrew.(2007). *Advanced Vocabulary for 'O' Level*. Royal Publishing House: Singapore.

Rich, S. (1995). *The Flexible Writer* (2nd edition). USA: Allyn and Bacon.

Singleton, John and Luckhurst, Mary (Eds.). (1996). *The creative writing handbook: techniques for new writers*, Macmillan, New York.

Soars, Lizz and Soars John, *Headway Series* (Pre-intermediate and Intermediate Level), Oxford University Press.

Thomson, A.J. & Martinet.(1986). *A Practical English Grammar*. Oxford University Press.

<https://learnenglish.britishcouncil.org>

<https://www.speakconfidentenglish.com>

<https://www.ef.com>

Seminar

Decision will be made by the academic committee of the Department.

Viva-voce

The concerned examination committee will conduct the Viva-voce as per the scheduled time.

Second Year First Semester

MCJ 211 Interpersonal Communication

Course Objectives and Summary

This course will study the preliminaries of interpersonal and group communication. It includes ways to improve interpersonal communication skills, verbal and nonverbal dimensions, theories of interpersonal communication, theories of persuasion, learning theories, self in interpersonal interaction, interpersonal relationship, self disclosure and dyadic communication. It will also study the types, procedures and formats of group communication, members and leadership in group communication, conflict management, nature and approaches to organizational communication, communication networks and communication flow in organization. The course will also explore different approaches of public speaking which aim to enhance learning on self-concept, human interaction, human understanding, collective behavior, presentation of information and so forth.

Specific objectives of this course are given below where this course will help students:

- 1) to establish introductory knowledge of interpersonal, speech and group communication
- 2) to understand the function and applicability of verbal communication, active listening and feedback
- 3) to critically identify and evaluate theoretical and empirical approaches to understand audience, leadership, communication networks
- 4) to apply the knowledge gained through this course to increase ability to listen, understanding others views, circumstances, conflict management and leadership
- 5) to apply the knowledge on team building, persuasion, networking and motivating others, sustaining family and friends' relationship
- 6) to apply the learnings in fluent public speaking and communication
- 7) to gain insights of public speaking, interpersonal and group communication

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of interpersonal and group communication
- 2) gain fundamental knowledge of speech communication
- 3) recognize the function and applicability of interpersonal, group communication and public speaking
- 4) be able to analyze and explain theoretical and empirical approaches to understanding interpersonal, group communication and public speaking
- 5) be fit to apply the insights of the course in students' personal and professional lives

- 6) be skilled to critically evaluate the interpersonal, group communication and public speaking
- 7) to gain insights into networking, leadership and speaking without fear

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Concept of Interpersonal communication and it's effectiveness	Lecture Open discussion Debate
Week 2	Interpersonal communication in family	Lecture Open discussion Group work Debate
Week 3	Concept and characteristics of dyadic communication	Lecture Debate Open discussion
Week 4	Concept and characteristics small group communication	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Evolution, characteristics and development of self concept	Lecture Group discussion
Week 7	Friendship in interpersonal communication and it's management	Lecture Open discussion
Week 8	Communication apprehension, impacts and techniques for reduction	Lecture PPT content analysis
Week 9	Audience classifications and analysis	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Speech communication	Lecture Debate
Week 12	First speech techniques and tools	Lecture Group discussion
Week 13	Informative speech steps and techniques	Lecture Group presentation
Week 14	Credibility in speech communication	Lecture Open discussion
Week 15	Final Exam	

Reading list

Devito, J.A. (2010). *Essentials of Human Communication*. New York: Pearson Education.

Kelley, H.H., Thibaut, J.W. (1978). *Interpersonal Relations: A theory of interdependence*. New York: Wiley.

Ralph. W. Jr. (1934). *Interpersonal Speech Communication: Principles and practices*, Prentice-Hall.

Barker, L. L. (1996), *Communication*, Pearson Education.

Devito, J.A. (1978). *Communicology: An Introduction to the Study of Communication*. Harper & Row Limited

Brooks, D. W. & Heath, R. W. (1993), *Speech Communication*. Brown publishers.

MCJ 212 Mass Media in Bangladesh

Course Objectives and Summary

This course intends to develop an in-depth understanding of the students about mass media in Bangladesh. Mass media encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context is the major indicator of social mind, national culture and economy. In Bangladesh mass media system has a long history and at its every phase of development struggled to surface new promises for the people. During the last couple of years the expansion of mass media that replaces mostly the old structures is characterized with new visions, professionalism and aggressive competition. Despite diversity in ideological frames mass media in Bangladesh have been functioning to shape up its politics, society and economy towards a positive direction. To explain Bangladesh media as an institution –its history, ideological frames, business, functioning and impacts on different horizons this course will explore researches, observations, relevant theories and experiments.

Specific objectives of this course is given below:

- 1) to provide students knowledge about mass media in Bangladesh
- 2) to acquaint the students with the origins and development of mass media in Bangladesh
- 3) to understand the functions of mass media
- 4) to explore and critically evaluate the role of mass media.
- 5) to equip the students with the theoretical understanding and methodological tools and techniques so that they can explain media related issues in Bangladesh;
- 6) to develop expertise of the students to enable them to formulate communication policies for individual media houses and the government.

Course Learning Outcomes (CLOs)

Upon successful completion of this course, the students will be able to

- 1) acquire depth knowledge about mass media in Bangladesh
- 2) knowledgably discuss the origins and development of mass media in Bangladesh
- 3) recognize the function of mass media
- 4) be able to analyze and explain the role of mass media
- 5) be fit to apply theoretical understanding and methodological tools and techniques in their professional lives
- 6) be skilled to formulate communication policies for individual media houses and the government

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Hicky's Gazette History of Bangla Journalism	Lecture Open discussion
Week 2	Fundamental functions of mass media in Bangladesh	Lecture Debate Open discussion
Week 3	State of mass media in Bangladesh	Lecture Debate Open discussion
Week 4	Environment and media in Bangladesh	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Agriculture and media in Bangladesh Health and media in Bangladesh	Lecture Group discussion
Week 7	Media and elections in Bangladesh	Lecture Group work
Week 8	Satellite television in Bangladesh	Lecture Open discussion
Week 9	Autonomy of Bangladesh Television and Bangladesh Betar.	Lecture Debate
Week 10	2nd In-course	
Week 11	Films of liberation war of Bangladesh Corporate culture and	Lecture Group work Group discussion

	mass media in Bangladesh	
Week 12	Ethics of journalism and newspapers of Bangladesh Risks in journalism in Bangladesh	Lecture Group presentation Open discussion
Week 13	Role of mass media in national development	Lecture Debate
Week 14	Community radio in Bangladesh	Lecture Group discussion
Week 15	Final Exam	

Reading list

ভারতের সংবাদপত্র	:	তারাপদ পাল
বাংলা সংবাদপত্র ও বাঙ্গালীর নবজাগরণ	:	ড. পার্থ চট্টোপাধ্যায়
সম্মুখ সমরে কলকাতার সংবাদপত্র	:	ড. নন্দলাল ভট্টাচার্য
বাংলাদেশের সংবাদপত্র	:	সুব্রত শংকর ধর
বাংলা সাময়িকপত্র	:	ব্রজেন্দ্রনাথ বন্দ্যোপাধ্যায়
সংবাদ বিষয়ক আইন	:	গাজী শামসুর রহমান
বাংলাদেশের শাসক শ্রেণীর সংকট	:	আলী রীয়াজ
ছাপাখানার ইতিকথা	:	ফজলে রাব্বি
একাত্তরের রণাঙ্গন	:	শামসুল হুদা চৌধুরী
গণবিচ্ছিন্ন গণমাধ্যম	:	আলী রীয়াজ
আধুনিক ভারতে সাংবাদিকতা	:	রোল্যান্ড ই. উলসলে
বাংলা সাময়িকপত্র ১৯৭২-১৯৮১	:	শামসুল হক
সাময়িকপত্রে জীবন ও জনমত	:	মোস্তফা নুরউল ইসলাম
স্বাধীন বাংলা বেতার কেন্দ্র	:	বেলাল মোহাম্মদ
বাংলাদেশের চলচ্চিত্র	:	মীর্জা তারেকুল কাদের
বাংলা মুদ্রণ ও প্রকাশনার গোড়ার কথা	:	মুহাম্মদ সিদ্দিক খান
দুই শতকের বাংলা মুদ্রণ ও প্রকাশনা	:	চিন্তরঞ্জন বন্দোপাধ্যায় (সম্পাদিত)
সাংবাদিকের কথায় বাংলাদেশের মুক্তিযুদ্ধ	:	শক্তি চট্টোপাধ্যায় (সম্পাদিত)
বাংলাদেশের স্বাধীনতা যুদ্ধের দলিলপত্র (৬ষ্ঠ খণ্ড)	:	হাসান হাফিজুর রহমান (সম্পাদিত)
বাংলাদেশের স্বাধীনতা সংগ্রাম	:	রফিকুল ইসলাম
উনিশ শতকের পূর্ব বাংলার সংবাদ ও সাময়িকপত্র	:	মুনতাসির মামুন (সম্পাদিত)
ভারতীয় সংবাদপত্রের ইতিহাস	:	বংশী মান্না
ঢাকা বিশ্ববিদ্যালয় পত্রিকা	:	ডিসেম্বর ১৯৭৮, ৮ম সংখ্যা
সমাজ নিরীক্ষণ	:	নভেম্বর ১৯৯৬
আইবিএস জার্নাল	:	১০ সংখ্যা, ১৪০৯
A History of Press in India	:	S Natarajan
The Press and Politics in India	:	Prem Narain

The History of Indian Journalis	:	Mohit Moitra.
Press in Pakistan	:	S M A S Feroze
Indian Press	:	Margarita Burnes
Communication Issues in Bangladesh	:	M Golam Rahman
Rajshahi University Studies Part C	:	Vol-14 (2006), Vol-15 (2007), Vol-12(2004), Vol-9 (2001), Vol-11 (2003).
Social Science Journal, Rajshahi University	:	No-20 (2016), No-7 (2002), No-22 (2019), No-18 (2013).

MCJ 213 News Writing and Editing-I

Course Objectives and Summary

News Writing and Editing-I course will provide students the opportunity to learn how to collect relevant information efficiently, to size up a story, boil it down, frame it in a meaningful context and write tight, accurate and compelling accounts, often at considerable speed. The course's readings, discussions, exercises and assignments are designed to help develop news judgment and other critical thinking skills. Students will learn to be prepared to work hard, as if in a newsroom. They will delve deeper into news reporting and interviewing techniques by practicing reporting and writing on a variety of common types of news stories. Student will examine the legal provisions and ethical considerations that govern the practice of journalism. Student will cover the craft of writing and editing the news, writing and editing news leads, handling details and using background information to add impact to a story. Students will learn how to be economical with words, and use quotes and other attributions professionally. By the end of this course students will develop the ability to write and edit fair and balanced accounts of important issues, while at the same time cultivating a healthy skepticism of the material widely published as 'news'.

Course Learning Outcomes (CLOs)

This course will help students

1. Learn the basics of news gathering, news writing and editing.
2. Develop an appreciation for how the news educates the public.
3. Examine the role of the journalist in a democratic society.
4. Identify and appreciate depth, balance, transparency, and accountability in news coverage (and also to identify and expose shallowness, bias, opacity, and elitism).
5. Meet deadlines while producing quality work for a general readership.

6. Learn the legal provisions and ethical considerations associated with editing and production.
7. Learn how to cover news and edit the news as a professional journalist.
8. Help students to develop the skills to think critically about the news.
9. The student will demonstrate the ability to write concise, informative headlines and leads for print and digital publications.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Press conference theory and covering a conference	Lecture Open discussion Field work
Week 2	Steps to follow for conducting interview for print and electronic media	Lecture Open discussion Group work Field work
Week 3	Duties of sub editor	Lecture Open discussion
Week 4	Ethics and legal issues for writing and editing news	Lecture Open discussion
Week 5	1st In-course	Test/Assignment
Week 6	Beat reporting	Lecture Group discussion
Week 7	Follow up story	Lecture Open discussion
Week 8	Quotes and attributions theory and news lead writing	Lecture Group work Practice
Week 9	Types of Headline and writing	Lecture Newspaper content analysis Practice
Week 10	2nd In-course test	Test/Assignment
Week 11	Fire-Accident- Disaster Reporting	Lecture Open discussion Practice
Week 12	Agriculture Reporting and news writing	Lecture Group Presentation
Week 13	Gender Issues on Reporting and Editing	Lecture Open discussion
Week 14	News writing and editing from press release	Lecture Group work practice
Week 15	Final Exam	

Reading list

Writing the News: A Guide for Print Journalists, 3rd ed. (2001) Fox, Walter, Iowa State University Press.

News Writing and Reporting for Today's Media, 6th ed. (2003) Itule, Bruce D. and Douglas A. Anderson, McGraw-Hill.

The Complete Reporter (2000) Leiter, Kelly, Julian Harriss and Stanley Johnson, Allyn and Bacon.

Making Important News Interesting: Reporting Public Affairs in the 21st Century (2006) Parks, Perry, Marion Street Press.

News Reporting and Writing 4th edition (1992) Brian S. Brooks, George Kennedy, Daryl R. Moen, Don Ranly. The Missouri Group, St. Martin's Press.

Reporting (1978) M.V. Charnley . Holt, Rinehart and Winston

Modern News Reporting (1959) Carl Warren, Third Edition, Harper & Row Publishers

How to Report and Write the News (1961) Laurence R. Campbell, Ronald E. Wolseley, Prentice-Hall.

Editing The Day's News (1956) George C. Bastian, Leland D. Case, Floyd K. Baskette, Fourth Edition, The Macmillan Company.

News Editing Third Edition (1980) Bruce H. Westley, Houghton Mifflin Company.

Women and Media (1998), Editor Nayeemul Islam Khan, BCDJC.

কৃষি সাংবাদিকতা (২০১৬), সম্পাদনা : আবু জাফর মো. শফিউল ভূঁইয়া, চন্দ্রাবতী একাডেমি।
জেভার মিডিয়া এন্ড জার্নালিজম (২০০২), সম্পাদনা : নাইমুল ইসলাম খান, বি সি ডি জে সি, ঢাকা।

MCJ 214 Media Ethics and Laws

Course Objectives and Summary

This course will look at the influence, responsibility of press emphasizing upon the factors that affect the functioning of journalism such as truth, lies, manipulation, temptation, bias, fairness, power and value systems. At the same time border, privacy, women's children, minority religion, technology ethics etc. Freedoms and responsibilities of mass media practitioners and institutions will be explored within the framework of ethical theories, values, codes of ethics, moral development, professionalism, institutional constraints. The course will also examine the corporate threat on public service journalism and emergence of the needs of reframing ethics and laws relating to journalism and media operation.

This course will also give an overview of the laws relating to the mass media especially in Bangladesh. It will touch upon various laws and acts about defamation, decency and morality, contempt of court, parliament, copyright, media employees, official secrecy, press council, censorship, declaration and registration, advertising etc. and will discuss the socio-economic aspects of media laws. Furthermore, this course will attempt to orient the students to the constitution of Bangladesh and its amendments concerning the practice of journalism.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of media related laws and ethical considerations of journalism.
- 2) Learn to apply the ethical and legal consideration in their professional arena.
- 3) be aware and vocal for free and independent media.
- 4) Learn methods for making ethical decisions within media content.
- 5) Be aware of right to information and learn to collect information from government and non government organizations within the legal framework.
- 6) Gain familiarity with contemporary scholarly analysis of ethical and legal issues related to media.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Philosophical framework of ethics	Lecture Open discussion
Week2	Journalism ethics and standards	Lecture Open discussion Group work
Week 3	Contemporary scenario of ethical journalism practice in Bangladesh	Lecture Open discussion Group work
Week 4	Freedom of speech	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Libel and defamation	Lecture Open discussion
Week 7	Contempt of court	Lecture Open discussion
Week 8	Copyright	Lecture

		Open discussion
Week 9	Obscenity	Lecture Open discussion
Week 10	Sedition	Lecture Open discussion
Week 11	2nd In-course	
Week 12	ICT and Digital Security Act	Lecture Open discussion
Week 13	Control over internet	Lecture Open discussion
Week 14	Right to information	Lecture Open discussion
Week 15	Final Exam	

Reading list

বাংলাদেশের সংবিধান	
সংবাদ বিষয়ক আইন	: গাজী শামসুর রহমান
বাংলাদেশের সংবিধান	: গাজী শামসুর রহমান
বাংলাদেশের সংবিধান দণ্ডবিধির ভাষ্য	: গাজী শামসুর রহমান
Mass Media Laws and Regulations in Bangladesh	: A N M Gaziul Hoque
সাংবাদিকতা : নীতি শৈলী শৈথিল্য	: ড. সুধাংশু শেখররায়

MCJ 215 Computer Applications

Course Summary

This course aims to acquaint the students with computer technologies relevant to communication and journalism. This course will discuss different technologies, its implications and use. Major areas to be covered in this course are computer, internet, telecommunications, communication satellite, new media etc.

Recommended Books

Satellite Communication	: Robert M Gagliardi
New Communication	
Technologies and the Public Interest	: Moarjorie Ferguson
Understanding Media	: Marshall McLuhan
Cable Communication	: T F Baldwin and D S mavoy
The New Communication	: Frederick Williams
বাংলাদেশের উন্নয়নে আধুনিক প্রযুক্তি	: গোলাম কাউসার জোয়ার্দার

Second Year Second Semester

MCJ 221 Mass Communication

Course Objectives and Summary

This course traces the broader spectrum of mass communications and their impact on society & culture. More specifically, it includes topics like book publishing, magazine, newspaper, sound recording, radio, television, film, cable and satellite, internet and social media, advertising & public relations, journalistic practice, media laws and ethics etc. The course analyses the historical evolutions of mass communication industries as well as their present landscapes. In this course, students are exposed to relevant understanding on audience, contemporary research findings & debates, dominant theories, national & international media perspectives, media & violence, freedom & control and many other issues. The aim of this course is to provide students not only the latest knowledge & values but necessary backgrounds so that they can be able to update themselves and understand their surroundings through the optics of mass communication.

Specific objectives of this course is given below:

- 1) To make introductory understanding on mass communication process and mass media industries
- 2) To understand the basic functions of mass communication.
- 3) To help students learn about the power and impact of mass media on society and culture.
- 4) To go through the basic theories of mass communication.
- 5) To understand the history and development of different types and components of mass communication.
- 6) To enhance students' knowledge of media freedom, regulations and ethical issues.
- 7) To understand the political economy of mass media
- 8) To be able to distinguish various media based on their characteristics, users and effects.
- 9) To be critically able to analyze the present and the future media landscape.

Course Learning Outcomes (CLOs)

After the completion of the course students will be able to:

- 1) Develop basic knowledge, purpose and relevance of mass communication.
- 2) Recognize the function and applicability of Mass Communication
- 3) Identify and explain models and theories through knowledge of current issues.
- 4) Develop ability to reflect and react on national and international mass communication perspectives.

- 5) Demonstrate evaluations of regulations and ethics applied to mass communication.
- 6) Demonstrate critical thinking of media's impact on daily lives.
- 7) Evaluate and predict media technologies and trends.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Introduction and Importance of Mass Communication	Lecture Open discussion Group work
Week 2	Functions Mass Communication	Lecture Open discussion
Week 3	Effects on Individuals, Society and Culture	Lecture Debate Open discussion
Week 4	Models and Theories	Lecture Group Presentation Open discussion
Week 5	1st In-course	
Week 6	Print Media: Evolution and Trends	Lecture Open discussion
Week 7	Radio, Television and Film	Lecture Multimedia Open discussion
Week 8	Advertising and Public Relations	Lecture
Week 9	New Media Trends	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Media Laws and Ethics in Digital Age	Lecture Debate Open Discussion
Week 12	Media and Minorities	Lecture Multimedia Open discussion
Week 13	Media/Information Economics	Lecture Open discussion
Week 14	Technology and Future	Lecture Group presentation
Week 15	Final Exam	

Reading list

Cassata, Mary B. & Asante, Molefi K. (1979). *Mass Communication: Principle and Practice*. New York: McMillan Publishing Co.

McLuhan, Marshall (1994) *Understanding Media: The Extension of Man*. Massachusetts: The MIT Press.

McLuhan, Marshall (1967). *The Medium is the Message: An Inventory of Effects*. London: Penguin Books.

DeFleur, Melvin L. & Dennis, Everette E. (1985). *Understanding Mass Communication*. Massachusetts: Houghton Mifflin Company.

Merrill, John C., Lee, John & Friedlander, Edward Jay (1990). *Modern Mass Media*. New York: HarperCollins, Publishers, Inc.

Baran, Stanley J. & Davis, Dennis K. (2009). *Mass Communication Theory: Foundation, Farment, & Future*. Stanford: Cengage Learning.

Deffeur, Melvin L. & Larsen, Otto N. (1958). *The Flow of Information: An Experiment in Mass Communication*. New York: Harper & Brothers.

Lowery, Shearon A. & DeFleur, Melvin L. (1988). *Milestone in Communication Research*. New York: Longman.

Schramm, Wilbur, Jack Lyle, and Edwin B. Parker. (1963). *Television in the Lives of Our Children*. Stanford: Stanford University Press.

Schramm, Wilbur (1973). *Men, Messages and Media: A Look at Human Communication*. New York: Harper & Row.

MCJ 222 News Writing and Editing-II

Course Objectives and Summary

This course will make students capable of writing investigative, interpretative reports as well as to understand all aspects of writing depth report. Students will get theoretical and practical knowledge of writing crime news, human interest news, and news from press release and hand out. The students will learn to edit and/or re-write news, edit news photographs and write captions. In this course students will be capable to edit news leads, headlines also. The goal of this course is to equip students with the theoretical knowledge and practical experience of writing some types of news stories and editing news.

Specific objectives of this course is given below:

- 1) to understand the concept of depth news, crime and human interest news stories; to make students capable of writing depth news;
- 2) to give practical knowledge of writing crime and human interest news;

- 3) to develop student's skill of news editing, writing good news leads and headlines by editing those;
- 4) to prepare students for their upcoming journalistic career.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of depth news, crime and human interest news stories;
- 2) be capable of writing depth news;
- 3) prepare themselves to write crime and human interest news stories;
- 4) be able to edit news leads, headlines and finally edit and re-write news stories, edit news photographs and write caption, write compiled news stories;
- 5) be able to show their journalistic competency for their future professional career.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Depth reporting	Lecture Open discussion
Week 2	Investigative reporting	Lecture Open discussion Group work
Week 3	Interpretative reporting	Lecture Open discussion Group work
Week 4	Issues for reporting crime	Lecture Debate Open discussion
Week 5	1st In-course	Written TEST/Presentation
Week 6	News editing and re-writing	Lecture Group discussion
Week 7	Editing news photograph and writing caption	Lecture, Open discussion, Group work
Week 8	Writing human interest news-stories	Lecture, Newspaper human interest story analysis
Week 9	Writing compiled news stories	Lecture, Group work
Week 10	2nd In-course	Written TEST/Presentation

Week 11	Writing investigative report	Practical work Debate
Week 12	Writing interpretative report	Practical work Debate
Week 13	Writing feature	Practical work Debate
Week 14	Editing of news lead	Practical work Debate
Week 15	Editing of headline News re-writing	Practical work Debate
Final Exam		

Reading list

Baskette, Floyd F. et al. (1982). *The Art of Editing*. NY: Macmillan.

Bastian, George C. (2018). *Editing the Day's News*. Forgotten Books.

Fleming, Carole et al. (2006). *An Introduction to Journalism*. Sage. London, New Delhi.

Campbell, Laurence R. and Ronald E. Wolseley. (1961). *How to Report and Write the News*. Prentice-Hall.

Charnley, Mitchell V. (1959). *Reporting*. Holt, Rinehart and Winston.

Crowell, Alfred A. (1975). *Creative News Editing*. W. C. Brown.

Cunning, Robert. (1968). *The Technique of Clear Writing*. McGraw-Hill.

Garst and Bernstein. (1964). *Headlines and Deadlines*. Columbia University Press.

Gibson, Martin L. (1984). *Editing in the Electronic Era*. Iowa State University Press.

Gilmore, Gene. (1990). *Modern Newspaper Editing*. Iowa State Press.

Harris, Julian & Stanley Johnson. (1981). *The Complete Reporter*. MacMillan Publishing Company.

Kamath, M. V. (1986). *Professional Journalism*. Stosius Inc/Advent Books Division.

Metzler, Ken. (1985). *News Gathering*. Pearson College Division.

Mott, Fox et al. (1969). *New Survey of Journalism*. Barnes & Noble, Inc.

Rivers, William L. (1964). *The Mass Media: Reporting, Writing and Editing*. Harper; Underlined, spine Lean edition.

Westley, Bruce H. (1980). *News Editing*. Houghton Mifflin School.

Warren, Carl. (1934). *Modern News Reporting*. Harper & Bros.

আশরাফ, খোন্দকার আলী। (২০০৫) *সংবাদপত্রের স্টাইল শিট*, ম্যাসলাইন মিডিয়া সেন্টার ঢাকা।

আল আমিন, শামীম। (২০০৭) *গণমাধ্যম ও সাংবাদিকতা*, কথাপ্রকাশ, ঢাকা।

করিম, ফওজুল। (১৯৯৩) *ফটো সম্পাদনা লে-আউট ও ডিজাইন*, বাংলাদেশ প্রেস ইনস্টিটিউট, ঢাকা।

পাণ্ডে, ড. প্রদীপ কুমার ও আমিনুল ইসলাম। (২০০৩) *সংবাদ লেখা: শৈলী ও কাঠামো*, ঢাকা: শ্রাবণ।

ফয়েজ, সিকান্দার। (২০০১) *সংবাদ: লেখা ও সম্পাদনা*, ঢাকা: বাংলা একাডেমী।

রায়, সুধাংশু শেখর। (১৯৯৫) *রিপোর্টিং*, ঢাকা: বাংলা একাডেমী।

রায়, ড. সুধাংশু শেখর। (২০১৮) *সাংবাদিকতা, সাংবাদিক ও সংবাদপত্র*, ঢাকা: পলল প্রকাশনী।

রাজী, খ. আলী আর, মঞ্জুরুল ইসলাম ও নাসিমুল ইসলাম খান। (১৯৯৭) *সাংবাদিকতা: প্রথম পাঠ*, ঢাকা: বিসিডিজেসি।

রায়, নীরোদ। *ফটো সাংবাদিকতা, দে'জ পাবলিশিং, কলকাতা, ভারত।*

গাইন, ফিলিপ (সম্পাদিত)। (২০০৫) *রিপোর্টিং গাইড*, সেড, ঢাকা।

রীয়াজ, আলী। (১৯৯৪) *অনুসন্ধানী ও ব্যাখ্যামূলক রিপোর্টিং হ্যান্ডবুক*, বিসিডিজেসি, ঢাকা।

দিনা, তাহমিনা হক ও রাহাত মিনহাজ। (২০১৯) *মাধ্যম সাক্ষরতা: সাংবাদিকতার প্রথম পাঠ*, পলল প্রকাশনী, ঢাকা।

MCJ 223 Social Media Studies

Course Objectives and Summary

This course explores social media for an understanding of social, cultural and political issues. This course is designed to provide students with an overview of social media from the point of view of researchers, activists, politicians, journalists and critics. It will explore the history, profile and philosophy of social media with a particular focus on Bangladesh reality. The students will learn about the social media enabled complex and transnational lives we lead. Along with that social media's impact on contemporary culture, society and politics will be analyzed. Topics examined here will include conceptual and theoretical perspectives, news consumption, fake news, political participation, online engagement and online identity formation, celebrity studies and ethical issues related to social media. The goal of this course is to provide students with the knowledge and discernment to deliver and execute social media related ideas effectively in academic and non-academic contexts.

Specific objectives of this course is given below:

- 1) to introduce elementary knowledge of social media
- 2) to understand the function and applicability of social media
- 3) to critically identify and evaluate theoretical and empirical approaches to understanding social media
- 4) to apply the knowledge gained through this course in their real life experiences.

- 5) to explore and critically evaluate online activities.
- 6) to gain insights into news posted and consumed through social media
- 7) to encourage students to take part in social media activism

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of social media
- 2) recognize the function and applicability of social media
- 3) be able to analyze and explain theoretical and empirical approaches to understanding social media
- 4) be fit to apply the insights of this course in their personal and professional lives.
- 5) be skilled to critically evaluate the online engagement, online identity, online movement and online communities.
- 6) to gain insights into social media news contents as well as consumptions.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course content	Teaching-learning strategies
Week 1	Concept of social media	Lecture Open discussion Group work Debate
Week 2	Evolution of social media	Lecture Open discussion Group work Debate
Week 3	Social media and online engagement	Lecture Debate Open discussion
Week 4	Online communities	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Identity and social media	Lecture Group discussion
Week 7	Producing and consuming news	Lecture Open discussion
Week 8	Entertainment and celebrity	Lecture Social media content analysis

Week 9	Digital Labour	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Social media activism	Lecture Debate
Week 12	Politics and social media	Lecture Group discussion
Week 13	Censorship & Surveillance	Lecture Group presentation
Week 14	Online harassment/ bullying/trolling/	Lecture Open discussion
Week 15	Final Exam	

Reading list

Boyd, D., & Ellison, N. (2008). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13, 210-230.

Boyd, D. (2014). *It's complicated: The social lives of networked teens*. New Haven: Yale University Press.

Byam, N. K. (2015). *Personal Connections in the Digital Age*. Cambridge: Polity.

Dijck, J. V. (2013). *The Culture of Connectivity: A critical history of social media*. Oxford: Oxford University.

Fuchs, C. (2014). *Social media: A critical introduction*. Los Angeles: Sage publications.

Kurtin, K. S., O'Brien, N., Roy, D., & Dam, L. (2018). The Development of Parasocial Relationships on YouTube. *The Journal of Social Media in Society*, 7(1), 233-252.

Marwick, A. E. (2015). Instafame: Luxury Selfies in the Attention Economy. *Public Culture*, 27(1), 137-160.

Miller, Vincent (2008) New Media, Networking and Phatic Culture. *Convergence: The International Journal of Research Into New Media Technologies*, 14 (4), pp. 387-400.

Trottier, D., & Fuchs, C. (Eds.). (2015). *Social Media, Politics and the State: Protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and YouTube*. New York: Routledge.

Turkle, S. (2011). *Alone together: Why we expect more from technology and less from each other*. New York: Basic Books.

MCJ 224 Business Communication

Course Objectives and Summary

This course helps students build the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills. It will cover designing, writing and revising of reports, articles, manuals, procedures, proposals, correspondence, web pages including the use of graphics. This course will also help to develop business communication skills, including the memo, letter, email, writing and presentation skills and the ability to effectively participate in and chair meetings. Students will also develop skills in resume writing and study the strategies and techniques needed for success in interviews.

The specific objectives of this course are

1. to provide an overview of prerequisites to business communication.
2. to provide an outline to effective organizational communication.
3. to understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
4. to understand the importance of specifying audience and purpose and to select appropriate communication choices.
5. to participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
6. to understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Course Learning Outcomes (CLOs)

1. Understand the importance of being an effective business communicator in today's changing workplace.
2. Write e-mails, memos, and business letters with different tones and for different purposes
3. Write a polished resume and cover letter and effectively prepare for and participate in interviews
4. Communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles.
5. Deliver an effective oral business presentation.
6. Create a professional, public-facing business message and compose effective business correspondence
7. Utilize analytical and problem solving skills appropriate to business communication.
8. Participate in team activities that lead to the development of collaborative work skills.

9. Select appropriate organizational formats and channels used in developing and presenting business messages.
10. Compose, revise and supervise accurate business documents using computer technology.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Understanding the foundations of business communication	Lecture Open discussion Group work Debate
Week 2	How to persuade an employer to hire you	Lecture Open discussion Group work Debate
Week 3	The role of technological advancement in business	Lecture Debate Open discussion
Week 4	Business letters, research and report writing	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Conducting productive business and professional meetings	Lecture Group discussion
Week 7	Develop and practice presentation skills	Lecture Open discussion
Week 8	Principles and techniques of effective writing	Lecture Open discussion
Week 9	Proposal, business plans and special reports	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Team and Intercultural Communication	Lecture Debate
Week 12	Planning and Interpreting Visual Displays	Lecture Group discussion
Week 13	Listening: The Difference between Success and Failure	Lecture Group presentation
Week 14	Techniques for different occasions	Lecture Open discussion
Week 15	Final Exam	

Reading list

Bennie, Michael (2009): *A Guide to Good Business Communication*, How To Content, UK.

Bisen, Vikram and Priya (2009): *Business Communication*, New Age International (P) Limited, 4835/24, Ansari Road, Daryaganj, New Delhi – 110002.

Chambers, K. Dennis (2008): *The entrepreneur's guide to writing business plans and proposals*, Praeger Publishers, 88 Post Road West, Westport, London.

Coley, Soraya M. and Cynthia A. Scheinberg (2000): *Proposal Writing*, Sage Publications, Inc., Thousand Oaks, California 91320

Feinberg, Lilian O, (1982). *Applied Business Communication*, Alfred Publishing Co., Inc. Sherman Oaks, California 91403, USA.

Fournier, Myra and Spin, Jeffrey. (2006). *Encyclopedia of Job-Winning Resumes*, The Career Press, Inc, Franklin Lakes, NJ, USA

Freed, Richard C., Joseph D. Romano and Shrevin Freed (2011): *Writing Winning Business Proposals*, The McGraw-Hill Companies, Inc., USA

Graaf, Shenja Van Der and Yuichi Washida (2007): *Information communication technologies and emerging business strategies*, Idea Group Publishing (an imprint of Idea Group Inc.) 701 E. Chocolate Avenue, Suite 200, USA

Krizan, A. C. "Buddy", Patricia Merrier, Joyce Logan, and Karen Williams (2008): *Business communication*, Seventh Edition, Thomson South-Western, Canada.

Locker, Kitty O., and Kienzler, Donna S. (2013). *Business and administrative communication*, McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Inc., 1221, Avenue of the Americas, New York, NY, 10020

McKinney, Anne (2002). *Real-resumes for media, newspaper, broadcasting & public affairs jobs: including real resumes used to change careers and transfer skills to other industries*, (ed.), PREP publishing 1110th Hay Street, Fayetteville, NC 28305, USA

Miner Jeremy T. and Lynn E. Miner (2008): *Proposal Planning & Writing*, Fourth Edition, GREENWOOD PRESS, Westport, Connecticut • London

Newman, Amy and Scot Ober (2013): *Business Communication: In Person, In Print, Online*, South-Western, Cengage Learning, USA.

Overton, Rodney (2007): *Business Communication*, Martin Books Pty Ltd, Australia.

Philbin, Alice and John W. Presley (1989): *Technical Writing: Method Application and Management*, Delmar, the University of California.

Shwom, Barbara and Lisa Gueldenzoph Snyder (2016): *Business communication: polishing your professional presence*, Third edition, Pearson Education Inc, USA. P.(4-73).

MCJ 225 Photojournalism

Course Summary

This course will discuss the concept of photojournalism and its importance in communication, types of photography, photojournalism, history of photojournalism, characteristics of a news photograph; working path of a photojournalist; manipulation in photojournalism; photograph and copyright; law and ethics; paparazzi, the emergence of photojournalism and its effect on society; photographic jargons and about famous photojournalists.

Special importance will be given on some practical works like knowing camera basics; photographic composition, rule of thirds; various ways of taking good photograph, describing a picture with captions, its criteria and writing style, selecting photograph, editing, cropping, blow-up etc.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) Learn the function and applicability of photographs as tools of visual storytelling.
- 2) Be skilled to use camera and related equipments.
- 3) Acquire fundamental knowledge of Photojournalism from historical and professional perspective.
- 4) Be skilled in the editorial process of news photo.
- 5) Gain familiarity with the ethical issues related to Photojournalism.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Introduction to photojournalism as a tool of visual storytelling	Lecture Open discussion
Week 2	Introduction to light and camera	Lecture Open discussion Group work
Week 3	Basic components of camera	Lecture Open discussion Practical work

Week 4	Camera lenses	Lecture Open discussion Practical work
Week 5	1st In-course	
Week 6	Exposure triangle and camera metering	Lecture Group work Practical work Field work
Week 7	Exposure triangle and camera metering	Lecture Group work Practical work Field work
Week 8	Framing and composition	Lecture Group work Practical work Field work
Week 9	Framing and composition	Lecture Field work
Week 10	Editing news photo	Lecture Group work Practical work
Week 11	2nd In-course	
Week 12	Ethics of photojournalism	Lecture Open discussion Group work
Week 13	History of photojournalism	Lecture Group discussion
Week 14	Caption writing	Lecture Group work Practical work
Week 15	Final Exam	

Seminar

Decision will be made by the academic committee of the Department.

Viva-voce

The concerned examination committee will conduct the Viva-voce as per the scheduled time.

Reading list

Photojournalism: The Professionals` Approach : Kenneth Kobre'

Photographic Know-How	:	R.W. Darker, C. Eng, MIERE, FRPS
150 Years of Photojournalism Photography	:	Nick Yapp
	:	Herry Horenestien, Russell Hart
A Journey through Bangladesh	:	Anwar Hossain
আধুনিক ফটোগ্রাফী	:	মনজুর আলম বেগ
ফটো সাংবাদিকতা	:	নীরোদ রায়
আজকের চিত্র সাংবাদিকতা	:	শ্যামল বসু
ছবি - আলোর ভাষা	:	আজিজুর রহমান পিউ
ফটোগ্রাফীর টুকিটাকি	:	তোহিদুন নবী
ফটো সম্পাদনা - লে- আউট ও ডিজাইন	:	ফওজুল করিম
দি বেসিক্স অব ফটোগ্রাফী	:	মো. রফিকুল ইসলাম

Third Year First Semester

MCJ 311 Communication and Development

Course Objectives and course summary

The change in information and communication technologies that the world experiences today has opened up new opportunities for development and social change. In the information and media intensive social environment, people's freedom in enhancing their inner potentials, taking part in deciding their development goals, locating their wealth and resources and executing their development plans is gradually expanding using the power of media and communication. Development communication is on the way to take a new shape and this course reads it with a promise of imparting all its knowledge, techniques and experiences to its students. Keeping this evolving premise in mind, this course critically examines the concepts of development, development communication and its history, different paradigms of development and their communication approaches. This course will also discuss media's role in different areas such as national development, agricultural development, fighting terrorism and mitigating the impacts of climate change. As a part of this course the students will get hands-on experience in preparing development communication message and materials. Also it will teach the students the art of communication strategy formulation for planned social change. To complete the course each student will have to submit a term paper on the model of development communication of an NGO working in Bangladesh.

Specific objectives of this course are given below:

1. To introduce the students to the concepts of development and development communication;
2. To discuss the history of development communication;
3. To explain development paradigms and their communication approaches;
4. To interpret the role of mass media in socially important issues;
5. To teach the art of formulating communication message and materials development and building communication strategy for planned social change;
6. To engage students to understand the experiences of development communication in Bangladesh;

Course Learning Outcomes (CLOs)

At the end of the course the students will

1. Understand development and development communication;
2. Know the history of development communication;

3. Be able to identify development paradigms and analyze development communication approaches under different paradigms;
4. Get insights into the role of mass media on different issues which are socially important;
5. Be competent in preparing communication message, material and strategy development;
6. Be able to trace out development communication models being practiced by NGOs in Bangladesh;

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Concept of development Concept of development communication	Lecture Open discussion Group work Debate
Week 2	Why studying development communication in Bangladesh History of development communication	Lecture Open discussion Group work Debate
Week 3	Concepts and constituents of development communication	Lecture Debate Open discussion
Week 4	Dominant paradigm of development and its communication process	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Dependency paradigm of development and role of communication	Lecture Group discussion
Week 7	Alternative paradigm of development and its communication approaches	Lecture Open discussion
Week 8	Development communication message, material and strategy	Lecture Social media content analysis
Week 9	Role of mass media in National development	Lecture Open discussion
Week 10	2nd In-course	

Week 11	Role of mass media in agricultural development in Bangladesh	Lecture Debate
Week 12	Role of mass media in mitigating the impacts of climate change in Bangladesh	Lecture Group discussion
Week 13	Role of mass media in fighting terrorism in Bangladesh	Lecture Group presentation
Week 14	Writing a term paper on development communication model of an NGO in Bangladesh	Lecture Open discussion
Week 15	Final Exam	

Reading list

Introduction to development Communication: Ila Virginia C. ongkiko

Mass Media and National Development: Wilbur Schramm

Development Communication: Reframing: Thomas I McPhail

Communication and Development: Y V L Rao

Communication and Change in The Last Ten Years: Daniel Lerner and Wilbur Schramm

Communication and Change in Developing Countries: Schramm and Lerner

Communication and Development: A Critical Perspective: Everette M Rogers

The Passing of Traditional Society: Daniel Lerner

Science of Human Communication: Wilbur Schramm

Communication Policy for National Development: Majid Teherenjan

Perspectives on Development Communication: K S Nair and S A White

Communication Issues in Bangladesh: M Golam Rahman

Rethinking Development Communication: Neville Jayaweera & Sarath Amunugama (ed).

MCJ 312 Video Production

Course Objectives and Summary

The course is designed to give students a sound understanding of the process, techniques and aesthetics of video production. They will learn the technology, art and practices involved in effective visual storytelling. They, for this purpose, will be provided with the opportunity of shooting and editing from both a theoretical and practical perspective ranging from pre to post production, from idea and planning to final output of video content. Students will also get hands-on instruction with camera and editing software, lighting and sound equipment. Students will be required to work in various production roles both in front of and behind the camera.

Specific objectives of this course is given below:

1. Develop an understanding of the video content and related technologies.
2. Gain knowledge of video production and how they relate to storytelling
3. Be familiar with the glossary of video production.
4. Be able to make more informed career choices related to video production.

Course Learning Outcomes (CLOs)

Through readings, instruction, practice, and projects, at the completion of this course students will

1. develop skills in contemporary video technology
2. learn video camera operation, camera stabilization techniques, lighting, audio and other production equipment
3. efficiently write scripts and create storyboards
4. resourcefully plan and shoot video
5. be able to work individually and as part of a team demonstrating technical and creative methods to shoot and edit a video sequence.
6. skillfully run editing software preferably *Adobe Premier* producing video content
7. gain a greater understanding of storytelling in narrative and non-narrative visual productions.
8. achieve critical appreciation for the aesthetics of sound, image and overall production;

Course Content

1. Introduction and orientation on visual storytelling
2. Aesthetics for visual production
3. Camera basics and techniques, shots and angles, composition, art direction and video file formats

4. Format and Scripting, Writing for nonfiction video, Outline and format the script as digital document, compose and storyboard script
5. Lighting for studio and non-studio work
6. Digital audio production -utilize various audio file formats, download Internet audio files from open-source sites, record and edit voice narration, utilize multiple audio tracks in a project
7. Editing and post-production work. Editing audio and video using non-linear editing software.
8. Work on video projects (individual and group)
9. Project screening

Reading List

Screenwriting (NTC Publication group, Illinois, USA): Raymond Frensham

The Technique of Television production (Focal Press, London): Gerald Mllerson

Television Production (McGraw-Hill Publishing Company, New York): Alan Wurtzel and Stephen Acker

MCJ 313 Feature and Creative Writing

Course Summary

The purpose of this course is to introduce students to the art and craft of writing feature and creative stories, commonly found in magazines, newspapers, newsletters, and various genres of Web sites. This course discusses how to prepare a manuscript for feature article, the structure of a feature article and the stylistic approach that writers employ that make a feature story vivid and compelling. It will explore a variety of feature and creative stories that range from profiles, travel and human interest to adventure, history and hobbies. This course will also examine the functions of a feature article in the creation of public awareness on issues and events in society and how feature and creative writing indirectly contribute to the growth and development of society.

Course Learning Outcome (CLOs)

After successful completion of this course, students will be able to

- 1) Explain the characteristics of feature writing
- 2) Distinguish between and write different types of features
- 3) Employ various research techniques while gathering information, including human sources, documents, and online sources
- 4) Integrate various creative non-fiction storytelling techniques into feature stories

- 5) Organize a feature story using necessary elements and tie them together with a clear and compelling focus
- 6) Learn to constructively critique and be critiqued.
- 7) Understand and analyze the influence of feature writing and magazines on newspapers and web.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	What is feature? Difference between news and feature	Lecture Open discussion Group work Debate
Week 2	Types of feature stories	Lecture Open discussion Group work Debate
Week 3	Generating fresh story ideas	Lecture Brain storming Open discussion
Week 4	Planning a feature story	Lecture Open discussion
Week 5	1st In-course	
Week 6	Gathering materials for the story	Lecture Group discussion In and out of class assignment
Week 7	Handling quotes, numbers and attribution; principles of good description	Lecture Open discussion News media content analysis
Week 8	Organizing materials, structuring the feature, writing lead, body and ending	Lecture Group discussion In and out of class assignment
Week 9	2nd In-course	
Week 10	Writing for magazine	Lecture In and out of class assignment Group presentation
Week 11	Writing column	Lecture In and out of class

		assignment Group presentation
Week 12	Art of reviewing: Books – Music – Art – Theatre – Films – Television	Lecture In and out of class assignment Group presentation
Week 13	Writing non-fiction: life story	Lecture In and out of class assignment Group presentation
Week 14	Writing non-fiction: travel story	Lecture In and out of class assignment Group presentation
Week 15	Final Exam	

Reading list

Alexander, L. (2003) *Beyond the Facts: A Guide to the Art of Feature Writing* (2nd ed) Shelley Printers Delhi.

Friedlander I, Edward J & Lee J (1988) *Feature Writing for Newspapers and Magazines*, Harper and Row, New York.

Hall, C.(1999) *Writing Features & Interviews*, How to Books Ltd.

Hannessy, B. (2004) *Writing Feature Articles: A Practical Guide to Methods and Markets*. 3rd ed. Focal press Burlington.

Ricketson, M.(2004) *Writing Feature Stories: How to research and write newspaper and magazine articles*, Allen & Unwin.

MCJ 314 Media Anthropology

Course Objectives and Summary

The daily interaction with media, from newspapers, radio, television to mobile technologies, is shaping and reshaping the lives of every individual. This course examines the emerging media practices in national and international levels. Also the diverse forms of impact it has on government and non-government institutions, public and private lives will be analysed. This course introduces students to anthropological approaches in mass media with the blend of past and present theories and practices. Some of the topics that will be studied are the fundamental concepts of anthropology of media, understanding audiences, visual ethnographies, cultural anthropology, public sphere and news anthropology. The course on

media anthropology is designed to enable students to comprehend the way media functions and how it actually should function.

This course will help students

- 1) establish understanding of the function of media
- 2) analyze and understand the impact of media
- 3) critically engage theoretical approaches to media
- 4) develop research and analytical skills

Course Learning Outcomes (CLOs)

At the end of the course the students will be able to

- 1) recognize and interpret the fundamental understanding of media anthropology
- 2) assess the social and cultural impact of media
- 3) apply conceptual and theoretical approaches to media
- 4) successfully exercise their research and analytical skills related to media

Class Schedule, Course Contents and Teaching-Learning Strategies

Class schedule	Course content	Teaching-learning strategies
Week 1	Concept of anthropology	Lecture Open discussion Group work
Week 2	Concept of media anthropology	Lecture Group work
Week 3	Global media practice	Lecture Debate
Week 4	Anthropology of news and journalism	Lecture Group presentation
Week 5	1st In-course	
Week 6	Publishing industry	Lecture Open discussion
Week 7	Culture of advertising	Lecture Open discussion Debate
Week 8	Audience	Lecture Open discussion
Week 9	Media fandom and audience subcultures	Lecture Group discussion Debate
Week 10	2nd In-course	

Week 11	Visual ethnography	Lecture Group discussion Photo/video presentation
Week 12	Cultural anthropology	Lecture Group discussion
Week 13	Critical understanding of film and television industry	Lecture Group discussion Photo/video presentation
Week 14	Cultural politics and nation-states	Lecture Open discussion
Week 15	Final Exam	

Reading List

Arno, A. (2009). *Alarming Reports: Communicating Conflict in the Daily News*. New York: Berghahn Books.

Askew, K., & Wilk, R. R. (Eds.). (2002). *The Anthropology of Media: A Reader*. Wiley Blackwell: Oxford.

Bräuchler, B., & Postill, J. (Eds.). (2010). *Theorising Media and Practice*. New York: Berghahn Books.

Croteau, D., Hoynes, W., & Milan, S. (2012). *Media/Society: Industries, Images, and Audiences*. Los Angeles: Sage publications.

Ginsburg, F. D., Abu-Lughod, L., & Larkin, B. (Eds.). (2002). *Media Worlds: Anthropology on New Terrain*. Berkeley: University of California Press.

Hesmondhalgh, D., & Toynbee, J. (Eds.). (2008). *The Media and Social Theory*. London: Routledge.

Peterson, M. A. (2004). *Anthropology and Mass Communication: Media and Myth in the New Millennium*. New York: Berghahn Books.

Rothenbuhler, E., & Coman, M. (Eds.). (2005). *Media Anthropology*. Thousand Oaks: Sage.

Sullivan, J. L. (2013). *Media Audiences: Effects, Users, Institutions, and Power*. Los Angeles: Sage.

Wahl-Jorgensen, K., & Hanitzsch, T. (Eds.). (2009). *The Handbook Of Journalism Studies*. New York: Routledge.

Websites

<https://johnpostill.com/>

<http://societyforvisualanthropology.org/>

<http://mediatedcultures.net/category/presentations/>

MCJ 315 Business and Economic Journalism

Course Summary

This course is for students who wish to learn the techniques of business and economic journalism. Students will develop competencies in financial information-gathering and writing, and demonstrate those skills by preparing articles for publication. This course will provide students the knowledge needed to learn about corporate financial statements, understand company hierarchies, and grasp the essentials of business strategy. They will also learn about the securities markets, global trade, and key economic principles and barometers. More than any other beat, covering business and economics requires not only an understanding of complex numbers, but also the ability to use data and a compelling narrative to tell the reader something they need to know and that will impact their wallet. Students will practice through in-class and out-of-class writing assignments.

Course Learning Outcome (CLOs)

By the end of this course, students will be able to

1. Understand the importance of business and economic journalism.
2. Utilize the spot news model to produce breaking business news.
3. Utilize the feature model to produce business features that make a vivid point.
4. Report and write basic company stories, market commentaries and economic indicator stories.
5. Source and research business and economic stories and topics and evaluate corporate press releases.
6. Exercise proper ethical and legal judgments in preparation of news story.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	What is business and economic journalism History of economic journalism	Lecture Open discussion Group work Debate
Week 2	News sources and news story types	Lecture Open discussion Group work Debate
Week 3	Interviewing	Lecture Participatory role play News media content analysis
Week 4	Challenges for Economic Journalism	Lecture Debate Open discussion
Week 5	1 st In-course	

Week 6	Ethical Norms for Economic Reporter	Lecture Group discussion
Week 7	Basic principles	Lecture Open discussion
Week 8	Elements of a good business story	Lecture Open discussion
Week 9	State of Bangladesh economy	Lecture Open discussion Group presentation
Week 10	2nd In-course	
Week 11	Covering Government and economic policy	Lecture Group discussion In-class and out of class writing assignment
Week 12	Covering banking, finance and companies	Lecture Group discussion In-class and out of class writing assignment
Week 13	Covering commodities and agriculture	Lecture Group discussion In-class and out of class writing assignment
Week 14	Covering international Trade And globalization and it's relevance for Bangladesh	Lecture Group discussion In-class and out of class writing assignment
Week 15	Final Exam	

Reading list

Hayes, Keith (2014) Business Journalism: How to Report on Business and Economics, Apress.

Kazem, Halima (2013) Business and Economic Reporting Covering the Broad Economy, San Jose State University Afghanistan Journalism Enhancement and Education Project

Pani, Pandeli (2017) Introduction to Business and Economic Journalism, Friedrich Naumann Foundation for Freedom

Roush, Chris (2010) Show Me the Money: Writing Business and Economics Stories for Mass Communication, Routledge

Thompson, Terry (2001) Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, Columbia University Press.

Third Year Second Semester

MCJ 321 Communication Research Methodology

Course Objectives and summary

The purpose of this course is to introduce the tools and techniques of social science research. This will assist students in developing and employing research knowledge required to study the diverse field of communication and media. They will learn about various qualitative and quantitative methods. As a part of this research methodology course, the students will be acquainted with citation styles, ethics of research and writing techniques of literature review, abstract/proposal, book reviews. These tools and techniques will help to organize, design, conduct and write an empirical research work. Therefore, the students will acquire the adequate knowledge to conduct a scholarly as well as market oriented research.

This course will help students

- 1) understand the need and importance of research
- 2) develop research questions
- 3) learn and apply different research techniques
- 4) evaluate each research method with its own sets of strength and weakness
- 5) acquire the knowledge about the various steps involved in research process
- 6) interact with a researcher who conducts research and trains researchers in the field of media and journalism

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire a basic understanding of research
- 2) identify research problems and raise valid questions
- 3) learn the techniques to find answers to those questions
- 4) gain insights into research methods
- 5) be able to write research abstract, proposal and book reviews
- 6) be equipped with the skill of writing a short research paper
- 7) gain knowledge through the interaction with guest expert

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Concept of research and stages of research	Lecture Open discussion Guest lecture: TBD

Week 2	Literature review	Lecture Review a research paper
Week 3	Citation style and plagiarism	Lecture Class task (to cite different types of documents & identify plagiarism)
Week 4	Sampling	Lecture Open discussion
Week 5	1st In-course	
Week 6	Questionnaire	Lecture Class work to create a questionnaire
Week 7	Survey	Lecture Open discussion
Week 8	Interview	Lecture Field work
Week 9	Focus group	Lecture Field work
Week 10	2nd In-course	
Week 11	Case study	Lecture Guest lecture: TBD
Week 12	Ethnography	Lecture Group discussion
Week 13	Ethics in research	Lecture Group discussion
Week 14	How to write an abstract, proposal and book review	Lecture Open discussion
Week 15	Final Exam	

Reading List

Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The Craft of Research*. Chicago: The University of Chicago Press.

Gerring, J. (2012). *Social Science Methodology: A Unified Framework*. Cambridge: Cambridge University Press.

Hansson, T. (Ed.) (2008). *Handbook of Research on Digital Information Technologies: Innovations, Methods, and Ethical Issues*. Hershey: IGI

Hargittai, E., & Sandvig, C. (Eds.). (2015). *Digital Research Confidential: The Secrets of Studying Behavior Online*. Cambridge: The MIT Press

Lester, J. D., & James D. Lester, J. (2015). *Writing Research Papers: A Complete Guide*. England: Pearson

Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Boston: Pearson Education.

Schutt, R. K. (2019). *Investigating the Social World: The Process and Practice of Research*. California: Sage.

Snee, H., Hine, C., Morey, Y., Roberts, S., & Watson, H. (Eds.). (2016). *Digital Methods for Social Science: An Interdisciplinary Guide to Research Innovation*. UK: Palgrave Macmillan.

MCJ 322 Society and Politics in Bangladesh

Course Objectives and Summary

Major aim of this course is to map historical processes and the struggle of the people living in the riverine delta who formed a new nation-state of Bangladesh. In consonance with this broader aim, topics of this course will evolve around the social and political dynamics that shaped its people, society and the state. Thus, scope of this course is not limited to the social and political trajectories in post-independence Bangladesh, but it will take a longer view and look back into the historiographical materials dealing with colonial and pre-colonial Bengal. Longer view will incorporate issues like early settlement in the Bengal delta, Brahminic doctrine and dominance, caste system and its impact, social stratification, Buddhism, agricultural extension and conversion to Islam, syncretistic tradition of Islam, Sufism, Baishnavism, Sri Chaitanya and the continuation of Nadiya tradition through Bauls and Fakirs. Colonial encounter, as happened in majority of the world outside Europe, has much deeper and irreversible impact on the social and political landscape of contemporary Bangladesh. No doubt, the modern politics, governance and new form of social classes and categories which were invented and introduced in this period still haunts our present. Thus, issues from this crucial phase will include, though not limited to, the introduction of colonialism and plunder, the peasant society and revolts, shift in agrarian relations, permanent settlement, modern education and the rise of Bengali middle class, identity politics, religious and linguistic nationalism, the myth of renaissance in Bengal, partition of Bengal, and the rise of Bengali Muslim middle class and the political divide. Although colonialism formally ended in this subcontinent in 1947, for the people of Bangladesh it was continuing for another 22 years with other means when Pakistan was formed incorporating Eastern Bengal (now Bangladesh) into its fold. Struggle of the people culminated in a liberation struggle in 1971 and ultimately formed a new nation-state of Bangladesh. This course will focus on the struggle for liberation incorporating topics like language movement,

reinvention of Bangali nationalism, and the genocide perpetrated in 1971. Contemporary Bangladesh society is traversed by populist as well as majoritarian politics, statist and non-state violence and extremist ideologies. This course will incorporate issues and events from the contemporary to illuminate on the state of affairs we are living now.

This course will help students

- 1) to understand society and politics in Bangladesh, its past, present and possible future trajectories.
- 2) to understand broader historical processes and social changes that shaped religious, cultural and political behaviours of the people.
- 3) to make informed decision regarding social and political conflicts, contestations, and mobilizations.
- 4) to contextualize as well as historicize media behaviour, especially those which are related to politics and social issues.
- 5) to take part in developing a tolerant and plural society.

Course Learning Outcomes (CLOs)

At the end of the course the students will be able to

- 1) recognize historical processes that shaped society and polity in Bangladesh.
- 2) better understand and analyze behaviour of the people, and social and political institutions in Bangladesh.
- 3) Work better as a journalist or other professional and to help develop a better society and political culture.
- 4) understand the political modernity and its impact on contemporary society.
- 5) assess the on set of colonialism in our society.
- 6) historically conceive and understand the Bangladesh revolution.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Geography and life practices- Early settlement/Bangla, Bangali and Bangali-ness	Lecture Open discussion
Week 2	Kautilya and social structure in ancient India	Lecture, open discussion, group work
Week 3	Buddhism and Brahminism	Lecture, open discussion, group work
Week 4	Rise of Islam in Bengal frontier, Emergence of	Lecture, open discussion, group

	Bangla as a modern language system, Islamic syncretistic tradition	work
Week 5	1st In-course	Test/Assignment
Week 6	Sufism and Sufi literature	Lecture, open discussion, group work
Week 7	Nadiya tradition- Sri Chaitanya and Faqir Lalon	Lecture, open discussion, group work
Week 8	Village life in Bengal from the notebook of Karl Marx	Lecture, open discussion, group work
Week 9	Land revenue, permanent settlement and its impact	Lecture, open discussion, group work
Week 10	2nd In-course	Test/Assignment
Week 11	Renaissance in Bengal/peasant revolts	Lecture, group discussion
Week 12	Construction of Identity and difference in the 1930's	Lecture Group discussion
Week 13	Race, nation and nationalism/Bangladesh: state of the nation	Lecture Open discussion
Week 13	Islamism and its limit as a political Ideology	Lecture Open discussion
Week 14	Extrajudicial killing and violence as a political practice	Lecture Open discussion
Week 14	Shahbag movement and Justice for war crimes	Lecture Open discussion
Week 15	Final Exam	

Reading list

- বাঙালী জাতির পরিচয় [১. ড. আহমদ শরীফ। বাংলা, বাঙালী ও বাঙালীত্ব। পৃ. ৫-৩২।
২. রমেশচন্দ্র মজুমদার, বাংলা দেশের ইতিহাস (আদি পর্ব) পৃ. ১২-১৯। ৩. ড. অতুল সুর। বাঙালী জীবনের নৃতাত্ত্বিক রূপ।]
- ‘কৌটিল্যের অর্থশাস্ত্রে প্রাচীন ভারতের সমাজকাঠামো’ [ডঃ রঙ্গলাল সেন, সমাজকাঠামো: পুঁজিবাদ ও সমাজতন্ত্র।]
- ‘বাংলার সূফী-সাধনা ও সূফী-সাহিত্য’ [ভূমিকা। আহমেদ শরীফ। বাংলার সূফী সাহিত্য। সময় প্রকাশন। ঢাকা ২০০৩।]
- ‘বেনের মেয়ে’। হরপ্রসাদ শাস্ত্রী।
- বাংলার ভাবান্দোলন: শ্রীচৈতন্য ও লালন
- ‘হিন্দুসমাজ ও বৈষ্ণবধর্ম’ [হিন্দুসমাজ ও বৈষ্ণবধর্ম। দীনেশচন্দ্র সেন।]

৭. 'ইসলাম ও বাংলার সংস্কৃতিসমন্বয়'। [বিনয় ঘোষ। বাংলার নবজাগৃতি। ওরিয়েন্ট লংম্যান। কলিকাতা ১৯৭৯। Asim Roy, Syncretistic tradition of Islam in Bengal]
৮. “বঙ্গে ‘লৌকিক ইসলাম’-এর উদ্ভব”, বঙ্গে সুফী প্রভাব, ডঃ মুহম্মদ এনামুল হক (ঢাকা: রয়ান পাবলিশার্স ২০১৫), পৃ. ১৪১-১৫৯।
৯. ‘বাংলার গ্রাম-সমাজ প্রসঙ্গে কার্ল মার্কস’। [পার্থ চট্টোপাধ্যায়। ইতিহাসের উত্তরাধিকার। আনন্দ পাবলিশার্স লিমিটেড। কলকাতা ২০০০।]
১০. ‘জাত-জাতি-জাতীয়তা’। [পার্থ চট্টোপাধ্যায়। ইতিহাসের উত্তরাধিকার। আনন্দ পাবলিশার্স লিমিটেড। কলকাতা ২০০০।]
১১. ‘বাংলার নবজাগৃতি একটি অতিকথা’। [বিনয় ঘোষ। বাংলার নবজাগৃতি। ওরিয়েন্ট লংম্যান। কলিকাতা ১৯৭৯।]
১২. 'Renaissance and Kaliyuga: Time, Myth and History in Colonial Bengal'. [Sumit Sarkar. Writing Social History. Oxford university Press. New Delhi: 1997]
১৩. 'Identity and Difference: Caste in the formation of the ideologies of Nationalism and Hindutva'. [Sumit Sarkar. Writing Social History. Oxford university Press. New Delhi: 1997]
১৪. 'The construction of bhadralok communal identity: culture and communalism in Bengal'. [Joya Chatterji. Bengal Divided: Hindu communalism and partition, 1932-1947. Cambridge University press. London: 1994]
১৫. নিম্নবর্ণের ইতিহাস চর্চার ইতিহাস/পার্থ চট্টোপাধ্যায় এবং নিম্নবর্ণের ইতিহাস/রণজিৎ গুহ। নিম্নবর্ণের ইতিহাস। ১৯৯৮। গৌতম ভদ্র ও পার্থ চট্টোপাধ্যায় (সম্পা.)। আনন্দ পাবলিশার্স, কলকাতা। পৃ. ১-৪৬।
১৬. 'Neel Darpan: the image of a peasant revolt in a liberal mirror'. [Ranajit Guha. The Small Voice of History. Permanent Black. New Delhi 2009.]
১৭. ‘নারকেলেবেড়ের জঙ্গ’। [গৌতম ভদ্র। ইমান ও নিশান: বাংলার কৃষক চৈতন্যের এক অধ্যায়। সুবর্ণরেখা। কলকাতা ১৯৯৪।]
১৮. ‘পাগলাই ধুম: ময়মনসিংহের কৃষকবিদ্রোহ’। [গৌতম ভদ্র। ইমান ও নিশান: বাংলার কৃষক চৈতন্যের এক অধ্যায়। সুবর্ণরেখা। কলকাতা ১৯৯৪।]
১৯. ‘কল্লনার কাজ: উপনিবেশিক বাংলায় সময় ও ইতিহাস চেতনা’। প্রথমা বন্দোপাধ্যায়। অনির্বাণ মুখোপাধ্যায় (সম্পা.)। নিবন্ধ বৈচিত্রের তিন দশক। চর্চাপদ। কলকাতা ২০১০।
২০. সিপাহী যুদ্ধের ইতিহাস [আহমেদ ছফা]
২১. দ্বিতীয়বারের বাংলাভাগ, পার্থ চট্টোপাধ্যায়। 'on religious and linguistic nationalisms: the second partition of Bengal', in Empire and Nation. p...
২২. Dynamics of proselytization. Akbar Ali Khan, Discovery of Bangladesh: Explanations into Dynamics of a hidden Nation. University Press Limited 2009: p. 83-118.
২৩. বাঙালী মুসলমানের মন [আহমেদ ছফা]
২৪. ‘বাংলাদেশের সামাজিক স্তরবিন্যাস: পাকিস্তান আমল ও স্বাধীনতা উত্তরকাল’ [ড. রঙ্গলাল সেন, সমাজকাঠামো : পুঁজিবাদ ও সমাজতন্ত্র।]

২৫. 'বাঙালী জাতি ও বাংলাদেশ রাষ্ট্র' [আহমেদ ছফা। বাঙালী জাতি ও বাংলাদেশ রাষ্ট্র। প্যাপিরাস। ঢাকা: ২০০১।]
২৬. বাঙালী জাতীয়তাবাদের তিন পর্যায়: রূপ ও রূপান্তর।
২৭. “জাতির কী রূপ: বাঙালির ‘নৃতাত্ত্বিক পরিচয়’ ও হাজার বছরের ইতিহাস পর্যালোচনা”, *বহুজাতির বাংলাদেশ: স্বরূপ অন্বেষণ ও অস্বীকৃতির ইতিহাস*, প্রশান্ত ত্রিপুরা (ঢাকা: সংবেদ ২০১৫) পৃ. ১৬-২৯
২৮. 'Nation and Imagination'. Dipesh Chokroborty, Provincializing Europe. Cambridge, 2008.
২৯. 'A National Culture?'. Willem Van Schendel, A History of Bangladesh. Cambridge University Press: 2009, 251-267.
৩০. Bangladesh: State of the Nation, Abdur Razzaq (Dhaka: Shahitya Prakash 2010).
৩১. 'God Willing': The Politics and Ideology of Islamism in Bangladesh, 1972-2004. Ali Riaz, Inconvenient Truths about Bangladeshi Politics. Prothoma, Dhaka. 2012: P. 30-84
৩২. 'Dynestic Politics' and the Political Culture of Bangladesh. Ali Riaz, Inconvenient Truths about Bangladeshi Politics. Prothoma, Dhaka. 2012: P. 228-249.
৩৩. Limits of Islamism: Jamaat-e-Islami in Contemporary India and Bangladesh, Maidul Islam (New Delhi: Cambridge University Press, 2015).
৩৪. রাষ্ট্রের রাজনৈতিক হত্যাকাণ্ড : ক্রসফায়ার ['ভূমিকা'। নেসার আহমেদ (সম্পা.)। ক্রসফায়ার : রাষ্ট্রের রাজনৈতিক হত্যাকাণ্ড। ঐতিহ্য ও চিন্তা যৌথ প্রকাশনা। ঢাকা ২০০৯]
৩৫. যুদ্ধাপরাধ বিচার ও শাহবাগ আন্দোলন।

MCJ 323 Design, Printing and Publishing

Course Objectives and Summary

The course will focus on modern graphic and design concepts and techniques in publishing. Students will learn to create a variety of publications for editorial, advertising and public relations purposes ranging from short documents to multi-page documents such as business cards, letter heads, flyers, advertisements, brochures, newsletters, magazines, books, newspapers etc. The course, for this purpose, will make students capable of using word processing, graphic and DTP softwares i.e. MS Word, Adobe Photoshop, Adobe Illustrator, Quark Xpress etc. Students will also be familiarized with the techniques of developing a web site. These components of this course will be taught both conceptually (through class lectures) and practically (through training and demonstration in the Media Research Lab).

Specific objectives of this course is given below:

- 1) to know the basics of print and publishing
- 2) to understand the desktop publishing and its elements
- 3) to learn the modern graphic and design concepts and techniques in publishing
- 4) to learn different software and tools (MS Word, Adobe Photoshop, Adobe Illustrator, Quark Xpress) to develop publications.
- 5) to apply the knowledge gained through this course in their real life experiences.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of design, print and publishing
- 2) recognize the function and applicability of different software and its tools for desktop publishing
- 3) be able to use the software (Adobe Photoshop & Adobe Illustrator) to create and edit photograph, graphics, drawings and create some desktop publishing products (business card, banner, poster etc.)
- 4) be able to use Quark Xpress, a desktop publishing software, to design and create effective publications such as fliers, newsletter, advertisements, and reports
- 5) be able to use Quark Xpress to develop a static website
- 6) be able to analyze, design and print the publication

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Concept of design, print and publishing	Lecture
Week 2	Concept of desktop publishing, hardware and software	Lecture
Week 3	Concepts of typography and graphics	Lecture
Week 4	Image editing software (Adobe Photoshop) and its various tools	Lecture Group Work Practical
Week 5	1st In-course	
Week 6	Graphics and illustration software (Adobe	Lecture Group Work

	illustrator) and its various tools	Practical
Week 7	Concepts of page-layout software	Lecture
Week 8	Quark Xpress software and its various tools to prepare publication	Lecture Group Work Practical
Week 9	Quark Xpress software to develop website	Lecture Group Work Practical
Week 10	2nd In-course	
Week 11	Prepare desktop publishing product using learned software	Group Work Practical
Week 12	Design and develop a personal website	Group Work Practical
Week 13	Final Exam	

Reading List

Text Books

Korb Paperback: Exploring Desktop Publishing: A Project Approach

Jonathon Atterberry: Design Essentials: A Handbook

Reference Book

Andrew Faulkner: Adobe Photoshop CC Classroom in a Book

Brian Wood: Adobe Illustrator CC Classroom in a Book

Kelly Kordes Anton, John Cruise: QuarkXPress 8: Essential Skills for Page Layout and Web Design

Other resources

Tutorials (books and softwares) on relevant softwares.

MCJ 324 Radio Journalism

Course Objectives and Summary

The objective of this course is to make students aware of the basics of radio production and the production techniques for different radio programmes. This course is also designed to equip students with the theoretical and technical skills required for working in radio. It aims to provide students with the intellectual and professional skills needed to succeed in the world

of radio journalism. Students will learn techniques in identifying potential radio news stories; and conduct research and produce news reports, features, magazines, documentaries etc.; plan, carry out, record and edit news interviews for radio. This course will also orient the students with presentation and scripting basics.

The specific objectives of this course are

1. To provide in-depth understanding of history, concept, role and significance of radio as well as introduces students to radio as a medium of mass communication, and why radio has turned out to be an indispensable medium of mass communication today.
2. Students will build upon basic radio writing, recording and editing audio, and reporting skills
3. Students will become more skilled at using Adobe Audition sound editing software
4. To provide a comprehensive view on creating content for Radio, the idea is conveyed with appropriate bytes, voice dispatches, music and sound effects.
5. To gain an understanding about what is the process of making of radio programmes, its various formats and the purpose it serves in Radio broadcast.
6. To gain broad understanding into the evolution of Radio as we know it today by taking its various dimensions into account.

Course Learning Outcomes (CLOs)

1. Understand the history and importance of radio as well as radio journalism; radio versus newspaper and television.
2. Comprehend the ability to write for 'the ear', incorporating the guidelines of clarity, simplicity, brevity and structure.
3. Learn the various formats of radio news stories and programmes, including bulletins, readers, wraps and packages.
4. Enhance skills and competencies for radio presentation.
5. Understand the differences and requirements among the various types of interviews and especially for radio.
6. Use tools to create and manage professional ability to edit for radio with Adobe Audition.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	History and evolution of radio as well as radio journalism	Lecture Open discussion Group work Debate

Week 2	Discuss the role of Radio as a medium of mass communication	Lecture Open discussion Group work Debate
Week 3	Understanding radio: radio stations, programmes and formats	Lecture Debate Open discussion
Week 4	Understanding AM and FM Broadcasting, Community radio and Internet Radio	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Writing news story for radio	Lecture Group discussion
Week 7	Producing documentary	Lecture Open discussion
Week 8	Generate news magazine for radio	Lecture Open discussion
Week 9	Ethical considerations for radio journalism	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Scripting: basic principles of scripting, scripting process, script layout, technical definition	Lecture Debate
Week 12	Presentation: using voice (emotion, fluctuation, breathing, silence, rhythm and pronunciation) and body(posture, gesture and facial expression)	Lecture Group discussion
Week 13	Radio interviews: types of interviews, preparing for interviews, choosing interview	Lecture Group presentation

	subject, choosing location and subject	
Week 14	Learn and practice to edit for radio with Adobe Audition	Lecture Open discussion
Week 15	Final Exam	

Reading list

1. Aspinall, Richard (2006): Radio programme production: a manual for training, United Nations Educational, Scientific and Cultural Organization. Document COM.72/D.62/A, UNESCO.
2. Balya, Barbara (2008): The Power of Radio: Basic Skills Manual, Friedrich-Ebert-Stiftung, Germany
3. Boyd, Adrew (2001): Broadcast Journalism: Techniques of Radio and Television News, Focal Press, Oxford
4. Chantler, Paul and Peter Stewart (2003): Basic Radio Journalism, Taylor and Francis, UK.
5. Crook, Tim (2002): International Radio Journalism: History, theory and practice, Routledge, 11 New Fetter Lane, London EC4P 4EE.
6. Fang, Irving (1991): Writing Style Differences in Newspaper, Radio, and Television News, A monograph presented for the Center for Interdisciplinary Studies of Writing and the Composition, Literacy, and Rhetorical Studies Minor, University of Minnesota
7. Fleming, Carole (2002): The Radio Handbook, 2nd Edition, Routledge 29 West 35th Street, New York, NY 10001
8. Gazi, Angeliki, Guy Starkey and Stanislaw Jedrejewski eds. (2011) Radio Content in the Digital Age: The Evolution of a Sound Medium, Intellect, The Mill, Parnall Road, Fishponds, Bristol, BS16 3JG, UK
9. Hüllen, Peter and Thorsten Karg (2013): Manual for Radio Journalists, DW Akademie 53110 Bonn, Germany
10. Starkey, Guy and Andrew Crisell (2009): Radio Journalism, SAGE Publications Ltd, 1 Oliver's Yard, 55 City Road, London EC1Y 1SP.
11. Stavitsky, Alan G., (1995): Independence and Integrity: A Guidebook for Public Radio Journalism, National Public Radio, Eugene, Oregon
12. World Association of Community Broadcasters: AMARC, Website: <http://www.amarc.org>
13. BBC News, BBC Radio, Website: <http://www.bbc.co.uk/radio>
14. De, Fossard, Esta (1996), How to write a Radio Serial Drama for Social Development : a Script Writer's Manual, USA: John Hopkins Centre for Communication Programmes, <http://www.jhuccp.org/pubs/fg/3/3.pdf>

15. Developing Countries Farm Radio Network, Radio Scripts, <http://www.farmradio.org/english/radio-scripts>
16. International Women's Media Foundation, Online Training Centre, <http://www.iwmf.org>
17. Itrain online, Community Radio, http://www.itrainonline.org/itrainonline/english/community_radio.shtml
18. Meckler, Mike, Writing for Radio, <http://www.newsscript.com>

MCJ 325 Sports Journalism

Course Objectives and Summary

Sports journalism course introduces students to the craft and art of sports writing for the news media. This course will develop the students' reporting skills to produce quality match previews, match reports and analysis, sports features, interviews, profiles, colour pieces, investigative pieces and the fast-developing new forms of sports journalism online. Students will acquire basic, intermediate and advanced sports writing skills in terms of news gathering, writing and online incorporation. It also considers the role of sport in the wider news agenda, and how coverage has followed sport's evolution from a hobby into one of the world's biggest entertainment industries.

Course Learning Outcome (CLOs)

1. By the end of the course, students will
2. Understand the history and development of sports journalism
3. Demonstrate understanding of the different writing styles (i.e. match reports, previews, reviews, profiles and features, investigative pieces).
4. Track and interpret statistics to inform sports event coverage
5. Produce sport-related articles of publication.
6. Appreciate the ethical issues specific to sports that faces journalists covering sports
7. Evaluate the impact of societal issues on sports reporting.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	What is sports journalism?	Lecture Open discussion
Week 2	History and development of sports journalism	Lecture Open discussion
Week 3	Importance of sports as a	Lecture

	news item	Debate Open discussion News report content analysis
Week 4	Finding the Sources	Lecture Debate Open discussion Brain storming
Week 5	1st In-course	
Week 6	Covering the Game (advance, running and post)	Lecture Group discussion Group work
Week 7	Interviewing Skills for sports journalism	Lecture Open discussion Participatory role play
Week 8	Writing match reports, previews, reviews	Lecture News media content analysis Group presentation
Week 9	Sports related profiles and features	Lecture News media content analysis Group presentation
Week 10	2nd In-course	
Week 11	Covering a press conference	Lecture Open discussion Participatory role play
Week 12	Making the Numbers Count	Lecture Group discussion
Week 13	Ethical guidelines for sports reporter	Lecture Group discussion
Week 14	The sports journalist's tool kit	Lecture Open discussion
Week 15	Final Exam	

Reading list

Andrews, Phil (2013) Sports Journalism: A Practical Introduction (2nd edition), Sage Publications Ltd.

Boyle, Raymond (2006) Sports Journalism: Context and Issues, Sage Publications Ltd.

Fensch, Thomas (1995) *The Sports Writing Handbook* (2nd edition), Lawrence Erlbaum Associates.

Nicholson, Matthew (2007) *Sport and the Media: Managing the Nexus*, Elsevier.

Reinardy, Scott and Wanta, Wayne (2009) *The Essentials of Sports Reporting and Writing*, Taylor & Francis.

Rowe, David (2004) *Critical Readings: Sport, Culture and the Media*, Open University Press.

Schultz, Brad (2005) *Sports Media Planning, Production, and Reporting*, Focal Press.

Steen, Rob (2008) *Sports Journalism: A Multimedia Primer*, Routledge.

Stofer, Kathryn T., James R. Schaffer, Brian A. Rosenthal (2010) *Sports Journalism: An Introduction to Reporting and Writing*, Rowman & Littlefield Publishers.

MCJ 326 Seminar

Decision will be made by the academic committee of the Department.

Viva-voce

The concerned examination committee will conduct the Viva-voce as per the scheduled time.

Fourth Year First Semester

MCJ 411 Film Making

Course Objectives and summary

Film is an art form as well as an industry. Simultaneously it is a serious academic discipline. This Film Making course aims to introduce students to film through literature and screenings of both familiar contemporary films and films of historical and theoretical significance. This course includes theoretical discussions based upon film history, film movements, film language, film theories, film production process- screenplay writing, cinematography, lighting, art direction, sound design, editing, film criticism etc.

This course provides students with the theoretical and technical knowledge to prepare themselves to produce films. These knowledge and skills will be acquired through practical work as the course is based on the “learning by doing” method. Students will be taught about the basics of film making and they will be capable to perform the work of the director and of the other members of the filmmaking team in the pre-production, production and post-production processes.

The students will also get overall knowledge of the film making tasks performed by the other members of a production team, involved in audiovisual works: director of photography, art director, editor, sound designer, etc. Students will work in groups and will produce film(s)- short fictions and/or documentaries as practical work. Students will get chance to involve themselves to aesthetic and practical problems generated by the actual process of filmmaking. By this, the course trains students to a professional level in a full range of filmmaking skills.

Specific objectives of this course is given below:

- 1) to introduce students to film through literature and screenings;
- 2) to teach students the basics of film making;
- 3) to provide students with the theoretical and technical knowledge to prepare themselves to produce films;
- 4) to develop skills of film making as a director;
- 5) to prepare students with the other film making activities including screenplay writing, cinematography, lighting, art direction, sound design, editing etc.;
- 6) to prepare students as a film critic;
- 7) to give students chance to involve themselves to aesthetic and practical problems generated by the actual process of filmmaking;
- 8) to train students to a professional level in a full range of filmmaking skills.

Course Learning Outcome (CLOs)

At the end of the course the students will

- 1) be enriched with the knowledge about basic concepts of film;
- 2) know the basics of film making;
- 3) be prepared to produce films;
- 4) attain the skills of a film director;
- 5) get theoretical and practical knowledge to prepare themselves as screenplay writer, cinematographer, lighting technician, art director, sound designer, editor etc.;
- 6) be able to write film criticism;
- 7) get knowledge about the aesthetic and practical problems generated by the actual process of filmmaking;
- 8) be trained as a professional level film maker.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Basic concepts of film	Lecture, Open discussion
Week 2	History of film	Lecture, Open discussion
Week 3	Film movement	Lecture, Open discussion, Group work
Week 4	Production process of film	Lecture, Debate, Open discussion
Week 5	1st In-course	
Week 6	Screenplay writing	Lecture, Group discussion, Group Work
Week 7	Cinematography	Lecture, Open discussion, Group work
Week 8	Lighting in film	Lecture, Open discussion, Group work
Week 9	Art direction in film	Lecture, Group work
Week 10	2nd In-course	
Week 11	Sound design for film Film editing	Lecture, Practical work
Week 12	Short notes: a. Film Genre b. Film language c. 180 degree rule	Lecture Practical work
Week 13	Short notes: a. Documentary film b. Theories of film c. Film criticism	Lecture Practical work

Week 14	Practical Work: a. Shooting different types of shots b. Lighting c. Shooting a scene	Practical work
Week 15	Shooting feature and/or documentary film	Practical work
Final Exam		

Reading list

Hill, John and Pamela C. Gibson (edited.). *The Oxford Guide to Film Studies*, Oxford University Press; Oxford.

Huda, Anwar. (2004) *The Art and Science of Cinema*, Atlantic Publishers and Distributors, New Delhi.

Proferes, Nicholas T. (2005) *Film Directing Fundamentals*, Focal Press, 2nd Ed.

Geiger, Jeffrey and R. L. Rutsky. (2005) *Film Analysis*, W. W. Norton and Company, New York London.

Braudy, Leo and Marshal Cohen (Ed.). (1999) *Film Theory and Criticism: Introductory Readings*; Oxford University Press; Oxford.

Sklar, Robert. (2001) *History of Motion Pictures*, Microsoft Encarta Encyclopedia, Microsoft, USA.

Parkinson, David. (1995). *History of Film, World of Art*, London.

Bordwell, David and Kristin Thompson. (1979). *Film Art: An Introduction*, Addison-Wesley Publishing Company, Massachusetts.

Hayward, Susan. (2006). *Cinema Studies: Key Concepts* (3rd ed.), Routledge, London.

কাদের, মিজা তারেকুল। ১৯৯৩। *বাংলাদেশের চলচ্চিত্র*, বাংলা একাডেমী, ঢাকা।

রায়, সত্যজিৎ। (১৯৮৯)। *বিষয় চলচ্চিত্র*, আনন্দ পাবলিশার্স লিমিটেড; কলকাতা।

দাশগুপ্ত, ধীমান। (১৯৯৪)। *চলচ্চিত্রের অভিধান*, বাণীশিল্প, কলকাতা।

দাশগুপ্ত, ধীমান (সম্পা:)। (২০০২)। *মুভি ফোটোগ্রাফি*, বাণীশিল্প, কলকাতা।

নাসরীন, গীতি আরা ও ফাহিমদুল হক। (২০০৮)। *বাংলাদেশের চলচ্চিত্র শিল্প: সঙ্কটে জনসংস্কৃতি*, শ্রাবণ, ঢাকা।

হোসেন, ড. মোহাম্মদ জাহাঙ্গীর (সম্পা:)। (২০১৬)। *চলচ্চিত্র: অধ্যয়ন ও প্রশিক্ষণ*, বাংলাদেশ টেলিভিশন ও চলচ্চিত্র ইনস্টিটিউট (বিসিটিআই), ঢাকা।

Some Films to watch

- Early films of 1895-1914.
- Birth of a Nation (1915) – D W Griffith
- Cabinet of Dr. Calligory (1919)/Robert Wine

- The Kid (1921) – Charles Spencer Chaplin
- Nosferatu (1922) – F W Munrau
- Battleship Potemkin (1925)/Sergei Eijenstein
- Gold Rush (1925) – Charles Spencer Chaplin
- Metropolis (1927) – Fritz Lang
- Un Chien Andalou (1929)/ Luis Bunuel & Salvador Dali
- City Lights (1931)/Modern Times (1936), The Great Dictator
- Citizen Kane (1941)/ Orson Welles
- Rome Open City (1945)/ Roberto Rossellini
- Bicycle Thief (1948)/ Vittorio De Sica
- Roshomon (1950)/ Akira Kurosawa
- Tokyo Story (1953)/ Yasujiro Ozu
- A generation (1954)/ Kieslowski
- Apu Trilogy and other films by Satyajit Ray
- Kanal (1957)/ Kieslowski
- The Seventh Seal (1957)/ Ingmer Bergman
- Wild Strawberries (1957)/ Ingmer Bergman
- Ashes and Diamond (1958)/ Kieslowski
- Vertigo (1958) – Alfred Hitchcock
- The Birds– Alfred Hitchcock
- Psycho– Alfred Hitchcock
- 400 Blows (1959)/Farncoise Truffaut
- Meghe Dhaka Tara (1960) and other films by Ritwik Ghatak
- Breathless (1961)/ Jean Luc Godard
- Taste of Cherry (1967)/ Abbas Kiarostamy
- 2001: A Space Odyssey (1968)/ Stanley Kubric
- Solaris (1972)/ Andrei Tarkovsky
- Mirror (1974)/ Andrei Tarkovsky
- Taxi Driver (1976)/ Martin Scorsese
- Nostalgia (1983)/ Andrei Tarkovsky
- The Cyclist (1987)/ Mohsen Makhmalbaf
- Andrej Wajda/Three Colors (1993)/ Kieslowski
- Farewell My Concubine (1993)/ Chen Kaige
- To Live (1993)/ Zhang Yimou
- The Children of Heaven (1997)/ Majid Majidi
- The Apple (1998)/ Samira Makhmalbaf
- All Films by Mrinal Sen
- All Films by Buddhadev Dasgupta
- All Films by Goutam Ghosh

- All Films by Rituparno Ghosh
- Other prominent film directors of India.
- কাঁচের দেয়াল (১৯৭০) – জহির রায়হান
- সূর্যকন্যা – আলমগীর কবির
- চিত্রা নদীর পারে, লালসালুসহ তানভীর মোকাম্মেলের অন্যান্য চলচ্চিত্র
- দুখাই, প্রিয়তমেশু ও মোরশেদুল ইসলামের অন্যান্য চলচ্চিত্র
- মাটির ময়না-সহ (২০০২) তারেক মাসুদের অন্যান্য চলচ্চিত্র
- বাংলাদেশের অন্যান্য প্রখ্যাত চলচ্চিত্রকারদের চলচ্চিত্র।

MCJ 412 Advanced Research Methodology

Course Objectives and summary

The principal aim of this course is to cultivate in students a critical research sensibility that addresses questions of communication and culture and their intersection, with research being defined as an engaged process of inquiry and discovery that leads to the production of social knowledge. This course provides an overview of the historical development of theories and approaches to communication studies, surveying contemporary theories and discussing a wide range of approaches. The course deals with areas of inquiry in media and communication studies that are the subject of debate and controversy and draws on materials from a number of disciplines. Topics include political economy, commodification and markets, representation and discourse, medium theory, audience theory and reception theory, interpretive theories and feminist approaches. The underlying point here is that the choice of method depends on earlier, often tacit, assumptions about the nature of knowledge itself. Research methods are justified by research methodology, while methodology presupposes a particular kind of relationship between philosophy and research, and philosophy judges and validates claims to knowledge advanced by research. The reality of conducting research is that, no matter how hard we try to dismiss it, we cannot avoid philosophy. The lectures will normally cover the following topics central to research design across the social sciences, with a specific emphasis on their application to media and communications contexts: the general nature of research as social inquiry, interviewing, social network analysis, critical discourse analysis, content analysis, visual analysis, ethnography and participant observation, conversation analysis, rhetoric analysis, semiotic analysis, analysis of moving images as well as research ethics.

This course will help students

- 1) to understand knowledge paradigms and its symbiotic relations with power.
- 2) to develop skills in gathering, organizing and presenting research information on media, communication and mediated culture.
- 3) to understand social and political process and the way they takes part in shaping and being shaped by media process.
- 4) this course also prepare students for how media and cultural identities can be studied in relation to audiences and industries in the context of local and global media.
- 5) to critically analyze and understand media practices and its relations with society.

Course Learning Outcomes (CLOs)

At the end of the course the students will be able to

- 1) recognize, apply and interpret the fundamental notions of theories and research methodologies relating to media and cultural studies
- 2) re understand and asses media practices as everyday social and cultural phenomena.
- 3) apply conceptual and theoretical approaches to media in society
- 4) identify, discuss and strengthen their research and analytical skills related to national and international mediascape.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Competing paradigms in social science research	Lecture Open discussion
Week 2	Political Economy and Marxist analysis	Lecture Open discussion Group work
Week 3	Psychoanalytic criticism	Lecture Open discussion Group work
Week 4	Ethnographic turn in media studies	Lecture Open discussion Group work
Week 5	1st In-course	Test/Assignment
Week 6	Representation analysis	Lecture Open discussion Group work
Week 7	Semiology	Lecture Open discussion Group work

Week 8	Discourse analysis	Lecture Open discussion Group work
Week 9	News as discourse	Lecture Open discussion Group work
Week 10	2nd In-course	Test/Assignment
Week 11	Conceptualization and analysis of visual data	Lecture Open discussion Group presentation
Week 12	Genre and gender: case of soap opera	Lecture Group discussion
Week 13	Analyzing documents and material culture	Lecture Group discussion
Week 14	Reception and audience Studies	Lecture Open discussion
Week 15	Final Exam	

Reading list

- 1) The Discipline and Practice of Qualitative Research [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]
- 2) Competing Paradigms in Qualitative Research [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]
- 3) Telling stories: narrative approaches in qualitative research/Margarate Sandelowski
- 4) The 'Ethnographic Turn': The Histories and Politics of the New Audience Research/Joel Hermes
- 5) Qualitative methods in study of news/Gaye Tuchman [*A Handbook of Qualitative Methodologies for Mass Communication Research*/(ed.) Klaus Bruhn Jensen and Nicholas W. Jankowski; New York, Routledge 2002]
- 6) Textual analysis of fictional media content/Peter Larsen [*A Handbook of Qualitative Methodologies for Mass Communication Research*/(ed.) Klaus Bruhn Jensen and Nicholas W. Jankowski; New York, Routledge 2002]
- 7) News Framing: Theory and Typology/Claes H. De Vreese
- 8) Reception analysis: mass communication as the social production of meaning/ Klaus Bruhn Jensen [*A Handbook of Qualitative Methodologies for Mass Communication Research*/(ed.) Klaus Bruhn Jensen and Nicholas W. Jankowski; New York, Routledge 2002]

- 9) Conceptualization and analysis of visual Data/Michael Emmison [*Qualitative Research: Theory, Method and Practice*/Ed. David Silverman, pp. 246-265]
- 10) Case Study [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]
- a) Active interviewing [*Qualitative Research: Theory, Method and Practice*/Ed. David Silverman] b) Interviewing: The Art of Science [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]
- 11) The field of discourse analysis [*Discourse Analysis as Theory and Method*/Marianne Jorgensen and Louise J. Phillips; London, Sage: 2002]
- 12) Laclau and Mouffe's discourse theory [*Discourse Analysis as Theory and Method*/Marianne Jorgensen and Louise J. Phillips; London, Sage: 2002]
- 13) Critical discourse analysis [*Discourse Analysis as Theory and Method*/Marianne Jorgensen and Louise J. Phillips; London, Sage: 2002]
- 14) Semiology [*Media Analysis Techniques*/Arthur Asa Berger] a) Narrative, Content and Semiotic Analysis [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln] b) Elements of Semiology Roland Barthes [New York, Hill and Wang: 1964]
- 15) Marxist Analysis [*Media Analysis Techniques*/Arthur Asa Berger] b) Marxist Media Theory/Daniel Sandler
- 16) Psychoanalytic Criticism [*Media Analysis Techniques*/Arthur Asa Berger]
- 17) Sex and Symbol in Fashion Advertising [*Media Analysis Techniques*/Arthur Asa Berger]
- 18) Exhibiting Masculinity [Sean Nixon, in Stuart Hall (ed.) *Representation: Cultural Representations and Signifying Practices*, Sage/Open University, London 1997]
- 19) Genre and Gender: The Case of Soap Opera [Christinge Gledhill, in Stuart Hall (ed.) *Representation: Cultural Representations and Signifying Practices*, Sage/Open University, London 1997]
- a) Analyzing Documentary Realities [*Qualitative Research: Theory, method and practice*/Ed. David Silverman] b) The Interpretation of Documents and Material Culture [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]
- 20) NEW MEDIA AS MATERIAL CONSTRAINT An Introduction to Platform Studies/Ian Bogost, Nick Montfort
- 21) Writing: A Method of Inquiry [*Handbook of Qualitative Research*/Norman k. Denzin & Yvonna S. Lincoln]

MCJ 413 Global Communication

Course Objectives and summary

Global communication an offshoot of the process of globalization has been breaching geo-political and socio-cultural boundaries that long characterized the world system. With the mediatic turn of the process of communication, economy, culture and politics of the world have taken a new shape bringing positive changes and newer challenges to peoples' lives. Knowledge and human relationship is now mediatized and in an intercultural and multimedia communication environment people encounter myriad difficulties in day to day communication and the threat of colonization of life world is ever increasing. This course focusing on these abiding issues orients the students to the fundamental concepts of global communication and its inbred debates. This course will endeavor to examine the critical factors such as technological development, global power shift, news agencies and propaganda, soft power, diaspora and global public sphere that relate to the history of global communication process. The course will also discuss the theoretical perspective and approaches that better understand global communication process and these include trans-cultural political economy, globalization theory, world system theory, modernization theory and theories of cultural imperialism. The course engage the students to investigate the impact of global communication on culture, politics and economy with a particular focus on Bangladesh. It will teach the students the art of devising counter communication strategies to resist colonization and intercultural hegemony and other impacts of global communication.

Specific objectives of this course is given below:

1. To orient the students to the fundamental concepts of global communication;
2. To discuss the debates inherent to the concepts of global communication;
3. To discuss the changes in the world media system;
4. To discuss the history of global communication;
5. To explain the theoretical perspectives and approaches of global communication;
6. To help students to understand the impacts of global communication;
7. To teach the students the art of devising counter communication strategies to resists the negative impacts of global communication;

Course Learning Outcomes (CLOs)

At the end of the course the students will

1. Learn the fundamental concepts of global communication;

2. Develop a critical lookout to the constituting elements of global communication and the debates therein;
3. Get acquainted to its history of evolution;
4. Understand the theoretical premises and approaches of global communication;
5. Gain ability to observe and explain the impacts of global communication;
6. Be able to prepare counter communication strategies to resist negative impacts of global communication.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Fundamental Concept of global communication	Lecture Open discussion Group work Debate
Week 2	Why studying global communication	Lecture Open discussion Group work Debate
Week 3	Debates and dilemma concerning the construction of the concepts of global communication	Lecture Debate Open discussion
Week 4	Change in global media system	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Critical factors related to the history of global communication	Lecture Group discussion
Week 7	Theoretical perspectives and approaches to global communication	Lecture Open discussion
Week 8	Encountering impacts of global communication: World experience	Lecture Debate
Week 9	2nd In-course	
Week 10	Impacts of global communication in Bangladesh	Lecture Group discussion

Week 11	Devising a counter communication strategy to resist the negative impacts of global communication in Bangladesh	Lecture Group presentation
Week 12	Final Exam	

Reading list

Thomas L. McPhail; Global Communication: Theories, Stakeholders, and Trends; Malden, MA: Wiley-Blackwell ; 978-1-4443-3030-4 (Paperback); 2010, Third Edition

William A. Hachten and James F. Scotton; The World News Prism: Global Information in a Satellite Age.

Peter Steven; The No-Nonsense Guide to Global Media; OXFORD: New International Publications Ltd.

David Demers; "The Good, the Bad, and the Global", Global Media: Menace or Messiah?, Cresskill: Hampton Press, Inc., 1999, pp. 1-9

Justin Ervin and Zachary A. Smith; Globalization: A Reference Handbook; Santa Barbara: ABC-CLIO, Inc; 2008, pp. 1-28

Jan Nederveen Pieterse; Globalization and Culture: Global Melange; Lanham: Rowan & Littlefield Publishers, Inc.; 2009 (Second Edition); pp. 43-63

Daya Kishan Thussu; "Infotainment Inc.: the ascent of a global ideology"; Media Perspectives in the 21st Century, S. Papathanassopoulos, ed. ; London: Routledge; 2011; pp. 68-82

Daya Kishan Thussu; "Approaches to theorizing international communication"; International Communication; London: Hodder Arnold; 2006 (Second Edition);pp. 40-65.

MCJ 414 Television Journalism

Course Objectives and summary

The aim of the course is to teach students reporting and writing techniques applied in the television. Students will learn writing texts to pictures and narrating stories in a variety of formats (news stories, breaking news, news features, documentary, and news magazine). They will learn the techniques of shooting usable video footage, conducting the on camera interview, composing interesting shots, telling stories in diverse ways.

Specific Objectives of this course is given below:

1. to understand television as mass medium
2. to be aware about fundamentals of television journalism
3. to understand the students on television house and house working people
4. to acquire the basic knowledge on the TV news writing and reporting techniques
5. to introduce students on various programmes and bulletins
6. to explore how to become good TV journalists and talent, (anchor, presenter, caster)

Course Learning Outcomes (CLOs)

At the end of the course students will

1. achieve clear ideas on the process of television journalism
2. be able to explain the theoretical aspects on studying television journalism
3. learn the ways of writing television story and story structure
4. be understood on ethical considerations of writing and editing television news
5. be able to learn reporting live, Voiceovers, Packages, and Story Formats
6. able to know the process of news production.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Contents	Teaching-Learning Strategies
Week 1	Definition and overviews of television Journalism	Lecture Question and Answer Participatory Discussion Open Discussion
Week 2	Theories of Television Studies	Lecture Question and Answer Participatory Discussion Open Discussion
Week 3	Techniques of TV news writing	Lecture Question and Answer Participatory Discussion Open Discussion
Week 4	TV Programme and types of programmes	Lecture Question and Answer Participatory Discussion Open Discussion
Week 5	1st In-course	Written Test
Week 6	Programme Producer and roles of producer	Lecture Question and Answer

		Participatory Discussion Open Discussion
Week 7	Television Reporter	Lecture Question and Answer Participatory Discussion Open Discussion
Week 8	Talent and Talent Growth Model	Lecture Question and Answer Participatory Discussion Open Discussion
Week 9	Script writing for TV	Lecture Question and Answer Participatory Discussion Open Discussion
Week 10	2nd In-course	Written Test
Week 11	Production Process	Lecture Question and Answer Participatory Discussion Open Discussion
Week 12	News Structures and package writing	Lecture Question and Answer Participatory Discussion Open Discussion
Week 13	Practical	
Week 14	Presentation	
Week 15	Final Exam	

Reading Lists

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Fiske, John (1990), UNDERSTANDING TELEVISION, Routledge, NY

Hilliard, Robert L. (2015). Writing for television, radio, and new media, Cengage Learning, USA.

Cushion, Stephen (2012) Television Journalism. Sage. London.

Butler, Jeremy G. (2002). Television: Critical Methods and Applications. Lawrence Erlbaum Associates, Inc.

Ivan Cury (1998). Directing and Producing for Television. Routledge

Williams, Raymond (2003) RC Series Bundle: Television: Technology and Cultural Form, Routledge.

MCJ 415 Political communication

Course Objectives and summary

This course is designed to analyze communication and politics with special reference to Bangladesh by shedding light on political systems and reality as well as other forms of communication. There are some specific objectives of the course.

Specific objectives of this course are given below where this course will help students

- 1) to establish introductory knowledge of political communication tools and techniques
- 2) to understand the function and applicability of political communication in Bangladesh and other countries
- 3) to critically identify and evaluate theoretical and empirical approaches to understand political communication
- 4) to apply the knowledge gained through this course to analyze role of media and communication in politics, political culture and campaign
- 5) to evaluate the effects of political communication in peoples attitudes, opinion, systems and believes
- 6) to apply the knowledge on successful political communication and political development
- 7) to gain insights of political communication in home and abroad in digital age.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) Demonstrate and achieve introductory knowledge of the theories of political communication
- 2) Understand the relationship between media, political institutions and the public
- 3) Prepare students to understand and engage with various types of political and governmental communication
- 4) Recognize students for career in academia/research or political communication pedagogy
- 5) Analyze political communication in a range of contemporary media
- 6) Consider impact of political communication for Bangladeshi democracy and good governance.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Introduction: The political communication arena	Lecture Open discussion

Week 2	Models of Political communication	Lecture Open discussion Group work
Week 3	Relationship between mass media and politics	Lecture Debate Open discussion
Week 4	Using patterns of news media in politics	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Evaluating political communication	Lecture Group discussion
Week 7	Media in election campaign	Lecture Open discussion
Week 8	Media Effects	Lecture PPT Open discussion Debate
Week 9	Media effects on political actors	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Political persuasion	Lecture Debate
Week 12	The changing political communication environment	Lecture Group discussion
Week 13	Political culture and mass media in Bangladesh	Lecture Group presentation
Week 14	Role of media in good governance and transparency in Bangladesh	Lecture Open discussion
Week 15	Final Exam	

Reading list

Sheafer, T. (2001). Charismatic skill and media legitimacy: An actor-centered approach to understanding the political communication competition. *Communication Research*, 28, 711-736.

Wessler, H., & Rinke, E. M. (2014). Deliberative performance of television news in three types of democracy: Insights from the United States, Germany, and Russia. *Journal of Communication*, 64(5), 827-851.

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- Druckman, J. N. (2001). The implications of framing effects for citizen competence. *Political Behavior*, 23(3), 225-256.
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- Broockman, D. E., & Butler, D. M. (2017). The causal effects of elite position-taking on voter attitudes: Field experiments with elite communication. *American Journal of Political Science*, 61(1), 208-221.
- GASTIL, J. (2008). *Political communication and deliberation*. London, Sage Publications
- ESSER, F.; PFETSCH, B. (Eds.). (2004). *Comparing political communication: Theories, cases and challenges*. Cambridge, UK: Cambridge University Press.
- BENNETT, Lance; ENTMANN, Robert (Orgs.). *Mediated Politics. Communication and the Future of Democracy*. Cambridge, Cambridge University Press, 2001.
- Tsfati, Y., & Walter, N. (forthcoming). The world of news and politics. In M. B. Oliver, A. A. Raney, & J. Bryant (Eds.), *Media effects: Advances in theory and research*. London: Routledge.

Fourth Year Second Semester

MCJ 421 Communication and Society

Course Summary

This course will critically analyze the interaction between media. It will also examine theoretical interpretations and models of how media operate in society and how media illustrate and affect politics, religion, crime and violence, terrorism, race, women, minorities and dissidents.

Reading Books

The Effects of Mass Communication	:	Joseph T Klapper
Media, Culture and Society: A Critical Reader (ed)	:	Richard Collins, James Curran <i>et al</i>
Inventing Reality: The Politics of Mass Media	:	Michael Parenti
Introduction to Mass Communication	:	Emery, Ault & Agee
Pirates and Emperors: The Politics of International Terrorism	:	Noam Chomsky
Real Terror Network	:	Edward & Herman
Media Culture and Language	:	Stuart Hall <i>et al</i>
Mass Media and Society	:	Alan Wells
বাংলাদেশের নারী	:	আলী রীয়াজ (সম্পাদিত)
বিদ্রোহের সন্তান: বিডিআর থেকে বিশ্ববিদ্যালয়	:	সেলিম রেজা নিউটন
গণমাধ্যম ও সুশীল সমাজ: আধিপত্যের লোক-পরিসর	:	সম্পা. মুসতাক আহমেদ
গণমাধ্যম পরিবীক্ষণের সহজ পুস্তক	:	সেলিম রেজা নিউটন

MCJ 422 Online Journalism

Course Objectives and Summary

This course looks at providing students with skills and experience in news reporting, writing, producing and editing for the Web. Students of this course will know how to integrate text, photograph, graphics, audio, video and interactive features essential for career in media. They will also learn how to use different tools essential for online journalism i.e. video cameras, smart phones, tablets, relevant software, apps, databases, social media platforms etc. They will produce different content including multimedia ones using emergent forms of storytelling and learn to use social media as part of journalistic practice specific to online content. Ethical issues and trends in online journalism, photography, and broadcasting are also covered here.

Therefore, this course provides multimedia and social media skills that are necessary for various media careers, including journalism and strategic communication.

Specific objectives of this course is given below:

Upon completion of the course students should be able to

1. Understand the concept and practice of online journalism around the world;
2. Become familiar with online news and feature, its elements and how they are used to tell a story online;
3. Comprehend the process and techniques of producing stories combining text, images, audio, video and graphics;
4. Understand how to produce and publish stories across various media platforms;
5. Demonstrate familiarity with the ethics and integrity that have distinguished the media industry;
6. Responsible user of social media for professional journalism purpose;
7. Demonstrate the ability to record and edit and publish basic audio interviews;
8. Visualize and present information using graphics and illustrations;
9. Master the tips and techniques for gathering reliable information on the internet including social media platforms.

Course Learning Outcomes (CLOs)

By the end of the course, you should be able to

1. Analyze online news websites, its content and their presentation;
2. Write news reports suitable for online news websites;
3. Produce various journalistic content for online;
4. Produce multimedia stories combining text audio, video, graphics and photographs;
5. Gather and produce news using mobile devices;
6. Efficiently present information for online consumption using mobile devices;
7. Identify and discuss ethical, legal and social dimensions inonline journalism so that they can professionally consider it.
8. Keep safe and secured digitally in professional practices.
9. Be able to combine audio and still photographs to produce audio slideshows.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Concept and practice of online journalism	Lecture Open discussion Group work
Week 2	Evolution of online journalism	Lecture Group work Assignment
Week 3	Online news and feature	Lecture Group work
Week 4	Ethical and social considerations in online journalism	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Multimedia storytelling	Lecture Group discussion
Week 7	Digital safety and security for journalists	Lecture Quiz
Week 8	Social media for journalism	Lecture Open discussion content analysis
Week 9	User-Generated Content	Lecture, Homework
Week 10	News presentation using infographics	Lecture, Labwork
Week 11	2nd In-course	
Week 12	Mobile Journalism	Lecture Fieldwork
Week 13	Creating Photostory	Lecture Groupwork, fieldwork
Week 14	Creating various media slides	Lab, presentation
Final Exam		

Reading list

Jim Hall, *Online Journalism: A Critical Primer*, Pluto Press, London, Sterling, Virginia

Tony Feldman (1997), *An introduction to digital media*, Routledge: London and New York

George-Palilonis, J. (2013). *The multimedia journalist: Storytelling for today's media landscape*.

Oxford University Press: New

Siapera, Eugenia, 2012. *Understanding New Media*, London: Sage Publication.

C.W. Anderson, Emily Bell, Clay Shirr, *Post-Industrial Journalism: Adapting to the Present*, USA: Columbia Journalism School | Tow Center for Digital Journalism

Kovach, Bill; Ronestiel, Tom, 2001. *The Elements of Journalism*, New York: Three Rivers Press

Mayer-Schönberger, Viktor; Cukier, Kenneth, 2013. *Big Data*, UK: John Murray Publishers

Gillmor, Dan, 2010. *Media active*, Creative Commons.

The SPJ Digital Media Handbook, 2010.

McAdams, Mindy, *Reporter's Guide to Multimedia Proficiency*, Creative Commons.

Stevenon, Nick, 2010. *Understanding Media Cultures: Social Theory and Mass Communication*, London: Sage Publication

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MCJ 423 Public Relations and Image Management

Course Objectives and Summary

This course will study the history and development of public relations, its modern concepts, processes and procedures of Public Relations, planning and designing PR endeavors; ethical considerations and case studies; profile of PR man; tools, techniques, expertise and research in public relations with special reference to Bangladesh. It will examine public relations in government, autonomous bodies and commercial firms. Students will be given lessons on some technical writing *e.g.* preparation of brochures, booklets, reports, company profile.

This course will also focus on the public relations theories, methods and practices for managing the media image of a business, organization, or individual and the communication process with stakeholders, constituencies, audiences, and the general public; and that will prepare individuals to function as public relations professionals. Includes instruction in public relations theory; related principles of advertising, marketing, and journalism; message/image design; image management; special event management; media relations; community relations; public affairs; and internal communications

The specific objectives of this course are

1. Be able to explain PR concept and its importance.
2. Know how to explain the importance of organizational image.
3. Explain, analyze, and assess the importance of trust and reputation to business success.
4. Identify an organization's relevant communities and stakeholders and engage effectively with them.
5. Anticipate business issues and risks and prepare strategies to prevent or mitigate negative effects.
6. Identify methods to build media and influencer relationships to maximize an organization's positive earned exposure.
7. Integrate public relations and corporate communications strategies into an organization's overall marketing and business plans.
8. Develop analytical methods to assess organizational reputation and public relations activities and gain actionable insights.
9. Connect public relations activities and strategies to all functional areas of an organization.
10. Be able to develop 'PR' programmes and to maintain better media relations.

Course Learning Outcomes (CLOs)

1. Understand the history, basic concepts and models that are used to develop, implement, and evaluate public relations and image management.
2. To be aware of the essence of PR as a practical discipline within the organization; know about its functions, strategies and particular techniques.
3. To understand how public relations theory and practice developed and how public relations are practiced in different countries.
4. To develop skills in strategic public relations management based on an analysis of current and historical case studies
5. To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
6. Aware of different types of stakeholders involved in private and public organizations that use public relations strategies.
7. Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication
8. To identify, analyse, and discuss actual case studies and/or strategic communication and PR campaigns.

9. List the functions of public relations in a changing environment
10. To recognize and perform steps necessary for initial strategic communication campaign.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Historical Origins and Evolution of PR and image management	Lecture Open discussion Group work Debate
Week 2	Concepts, models, theories and scope of PR.	Lecture Open discussion Group work Debate
Week 3	PR in a Changing Environment	Lecture Debate Open discussion
Week 4	Strategic communication and the role of PR (Steps of building strategic communication, managing corporate identity through corporate communication, stakeholder communication, corporate social responsibility.)	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	Managing relations with media (Relationship management theory, functional perspective on PR, media relations, new media and online reputation, fake news phenomenon.)	Lecture Group discussion
Week 7	Crisis communication and PR practice,	Lecture Open discussion
Week 8	Global PR: practicing Public Relations in intercultural context	Lecture Open discussion

Week 9	Image management and branding	Lecture Open discussion
Week 10	2nd In-course	
Week 11	Advertisements and Sponsoring	Lecture Debate
Week 12	Ethics and Professionalism	Lecture Group discussion
Week 13	Social Media and PR	Lecture Group presentation
Week 14	Social Marketing and PR	Lecture Open discussion
Week 15	Final Exam	

Reading list

1. Balan, K.R. (1992): *Corporate public relations*, Sterling publishers private ltd, New Delhi, India
2. Caywood, Clarke L., (2004): *The handbook of strategic public relations & Integrated communication*, Tata McGraw-Hill Publishing Company Ltd, New Delhi, India
3. Cutlip, Scott M., Allen H. Center, and Glen M. Broom(1985): *Effective public relations*, Prentice-Hall, New Jersey.
4. Dilenschneider, Robert L. (2010): *The AMA handbook of public relations*, AMACOM, USA
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6. Dunn, Jim (2005): *Successful public relations*, Viva Books private Ltd, New Delhi, India.
7. Grunig, J. E. and Hunt, T. (1984). *Managing Public Relations*. New York: Holt, Rinehart and Winston, Inc.
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10. McChesney, Robert. (2013). *Digital Disconnect*. New York: The New Press.
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13. Phillips, David and Philip Young (2009):*Online Public Relations: A practical guide to developing an online strategy in the world of social media*, Kogan Page Limited, London and Philadelphia
14. Theaker, Alison (2001):*The Public Relations Handbook* , Routledge,11 New Fetter Lane, London EC4P 4EE
15. Vaidhyanathan, Siva (2011). *The Googlization of Everything (and Why We Should Worry)*. Los Angeles: University of California Press.

MCJ 424 Media Economics and Management

Course Objectives and Summary

This course will cover the fundamental concepts, theories and approaches of media economics and media management. Students will learn how to use these theoretical constructs to analyse media markets, industries and the practices of media organizations and its management. Moreover students will learn how media economy has been shaped by multiple factors, including technology, globalization and regulation. Students will also inform the new trends in media economy and its management, specially the rapid development of social media industries. This course provides a rounded suite of managerial and commercial skills rooted in a critical understanding of today's media content and media industries.

Specific objectives of this course is given below:

- 1) to understand the fundamentals, concepts, principles and theories in media economics and management
- 2) to understand multiple factors that shape media economy including technology, globalization and regulations and also new media.
- 3) to analyse the new trends in media industries and the driving forces underlying these new trends.
- 4) to explore the business model of multi-platform media companies
- 5) to analyse the development of social media industries and its influence on media economy
- 6) to apply the knowledge gained through this course in their personal area of interest.

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge of media economics and management
- 2) develop a critical understanding of the key mechanisms that influences the media market.

- 3) after having followed the course, they will be able to do independent analysis of change in media market
- 4) be able to handling media companies.
- 5) be able to analyze and manage the social media
- 6) be fit to apply the insights in their personal and professional life

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	basic concept and theories of media economics and management	Lecture Open discussion
Week 2	factors that influence media economy	Lecture Open discussion
Week 3	finance and labour of media a economy	Lecture Debate Open discussion
Week 4	social media industry	Lecture Debate Open discussion
Week 5	1st In-course	
Week 6	future of media economy and social media industries	Lecture Group discussion
Week 7	economics of advertising	Lecture Group discussion
Week 8	media management: insight, Practice and challenges	Lecture Open discussion
Week 9	media management practice in Bangladesh	Lecture Group work
Week 10	2nd In-course	
Week 11	media audiences and credibility	Lecture Group work
Week 12	relation of media economics and management.	Lecture Group discussion
Week 13	problems of finance: policies and practices	Lecture Group presentation
Week 14	policies and regulation	Lecture Open discussion
Week 15	Final Exam	

Reading list

Handbook of Media Management and Economics by Alan B. Albarran, Bozena I, Mier zejewska & Jaemin Jung, Routledge publisher, April, 2018, ISBN-IO: 1138729310

Media Management: A casebook Approach by C. Ann Hollifield, Jan Leblanc Wicks, George Sylvie S Wilson Lowery, Routledge publisher, 5th edition 2015

Beyond Liquidity: The Metapher of Money in Financial Crisis Edited by Brand Pasank simoine polillo, published by routledge 2013, first edition, ISBN 13: 9780415658829

Media Economics: Theory and practice edited by Alison Alexanted, James Owers, Rod Carveth, C. Ann Holliffeld & Albert N. Greco, 3rd edition, Routledge Publisher

Media Industries History: Theory and Method by Jennifer Holt and Alisa Perner, Wiley Blackwel

Newspaper Organization and Management : P W Rucker & H L Williams

Newspaper Circulation

(Backbone of the Industry) : J S Davenport

Business Journalism : J Elfenbein

Newspaper Management : Achal Mehta

Managing Media Organization : Lavine and Wackman

Newspaper Economics and Management : Trilok Sindhwani

গণমাধ্যমের রাজনৈতিক অর্থনীতি : সম্পা. মুস্তাক আহমেদ

MCJ 425 Fact, Alternative Facts and 'Fake News'

Course Objectives and Summary

This course is aimed to distinguish credible news from “Fake News” by learning to identify biases and become a critical information consumer. In this course, the processes that generate both accurate and inaccurate news stories, and that lead people to believe those stories will be examined. A series of tools that ordinary citizens can use to tell fact from fiction will be provided.

Specific objectives of this course is given below:

- 1) to explicate the truth and trust in journalism
- 2) to get clear idea on ‘information disorder’: formats of misinformation, disinformation, and mal-information
- 3) to understand the interrelation among digital technology, social platforms, the spread of misinformation and disinformation.

- 4) to combat disinformation and misinformation through Media and Information Literacy (MIL).
- 5) to apply the knowledge of fact-checking.
- 6) to explore and critically evaluate social media verification: assessing sources and visual content.
- 7) to examine critically a news story and identify how it was produced

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) acquire fundamental knowledge on the position of truth and trust in journalism.
- 2) recognize 'information disorder': formats of misinformation, disinformation, and mal-information.
- 3) be able to analyze and explain the interrelation among digital technology, social platforms, the spread of misinformation and disinformation.
- 4) be fit to combat disinformation and misinformation through Media and Information Literacy (MIL).
- 5) be skilled to apply the knowledge of fact-checking .
- 6) be efficient to evaluate social media verification: assessing sources and visual content.
- 7) to gain insights into a news story and identify how it was produced.

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-learning strategies
Week 1	Definition and variations of fake news and history of fake news	Lecture Open discussion
Week 2	Truth and trust in journalism	Lecture Open discussion Debate
Week 3	'information disorder': formats of misinformation, disinformation, and mal-information	Lecture Debate Open discussion Group discussion
Week 4	Digital technology, social platforms and the spread of misinformation and disinformation	Lecture Group discussion Debate
Week 5	1st In-course	

Week 6	Combating disinformation and misinformation through Media and Information Literacy (MIL)	Lecture Open discussion
Week 7	Fact-checking	Lecture Open discussion Practical works
Week 8	Social media verification: assessing sources and visual content	Lecture Debate Open discussion Practical works
Week 9	Combating online abuse: when journalists and their sources are targeted	Lecture Group discussion Debate Field work
Week 10	2nd In-course	
Week 11	Social media verification: assessing sources and visual content	Lecture Open discussion Debate Group discussion
Week 12	Combating online abuse: when journalists and their sources are targeted	Lecture Group discussion Debate Field work
Week 13	Combating online abuse: when journalists and their sources are targeted	Lecture Group discussion Debate Field work
Week 14	`Fake news' and gender issues	Lecture Open discussion Debate Group discussion
Week 15	Final Exam	

Reading list

Albright , Jonathan (2017). “ Welcome to the Era of Fake News”. *Media and Communication* (ISSN: 2183–2439), 2017, Volume 5, Issue 2, Pages 87–89, DOI: 10.17645/mac.v5i2.977

Barrera , Oscar *et al* (2019). “ Facts, Alternative Facts, and Fact Checking in Times of Post-Truth Politics” available at:

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3004631 (accessed on 22/10/2019)

Gallagher, Kerry, J. and Larry Magid, Ed.D. "Media Literacy and Fake News". available at: <https://www.connectsafely.org/wp-content/uploads/Media-Literacy-Fake-News.pdf> (accessed on 22/10/2019)

Guess, Andrew *et al.* "Fake news, Facebook ads, and misperceptions Assessing information quality in the 2018 U.S. midterm election campaign" Available at: <https://www.dartmouth.edu/~nyhan/fake-news-2018.pdf> (accessed on 22/10/2019)

Ireton, Cheryl and Julie Posetti (2018). *Journalism, 'Fake News' & Disinformation*. Paris: UNESCO

Lehtonen, T. (2018). The Concept of Alternative Facts. In L. Kääntä, M. Enell-Nilsson, & N. Keng (Eds.) *Työelämän viestintä: VAKKI-symposiumi XXXVIII*. Vaasa 8.-9.2.2018, 213-224. Retrieved from http://www.vakki.net/publications/no9_fin.html, available at: https://osuva.uwasa.fi/bitstream/handle/10024/8150/VAKKI2018_Lehtonen.pdf?sequence=1&isAllowed=y (accessed on 22/10/2019)

Neubert, Stefan & Kersten Reich (2018). "Fake News and Alternative Facts – A Constructivist Critique of the Current Right-Wing Populist Will to Truth", *International Research in Higher Education*. Vol. 3, No. 1; 2018. available at: <https://www.researchgate.net/publication/323615410>

OSCE (2016). *Countering Online Abuse of Female Journalists*. <http://www.osce.org/fom/220411?download=true> [accessed 29/03/2018]

Reporters Sans Frontieres (2018) *Online Harassment of Journalists: Attack of the trolls* Reporters Without Borders: https://rsf.org/sites/default/files/rsf_report_on_online_harassment.pdf [accessed 20/8/18].

Roozenbeek, Jon and Sander van der Linden. "The Fake News Game: Actively Inoculating Against the Risk of Misinformation" available at: https://www.cam.ac.uk/files/fakenews_latest_jrr_aaas.pdf (accessed on 22/10/2019)

MCJ 426 Internship/ Project work/ Research Monograph

Course Objectives and Summary

Students will have to complete a research work on a selected topic related to the broader area of communication, media and cultural studies in this course. The main purpose of this course will be to provide students' with basic understanding about how to conduct communication/media research ethically. The main focus of this course will be to unearth the socio-cultural problems of Bangladesh with special focus on media, communication and journalism. At the very beginning of the course, students' will choose a research topic relevant to media, communication and journalism in consultation with his/her supervisor/course teacher. Students' will be taught about the elements of a good research monograph, and how to write background of the specific research under investigation. They will be provided with the knowledge of how to identify research objectives, and with that knowledge, students' will be able to identify the objectives of their research. They will review the related literature in conjunction with their research topics, choose the appropriate methodology for their research, and draw the rationale of the research. This course will also orient students' with data collection methods and help them to prepare their data collection strategy. Emphasis will be given on data analysis mechanisms so that students can apply the techniques to analyze their field data. Finally, based on the field work, students will analyse the findings and come up with a conclusion. Actually, this course will provide students with the knowledge and skills to analyse a social phenomenon independently. In addition, at the end of the course, students' will be able to apply the results of research to the evaluation and enhancement of media operations and output, to read research reports critically, and translate findings more effectively for media/communication management and production.

Specific objectives of this course are

- 1) to provide students' with basic understanding about how to conduct communication/media research ethically.
- 2) to orient students' with identifying a research topic, styles of writing an abstract, ways of writing background of the research, the strategies of reviewing literature, and selecting an appropriate methodology
- 3) to orient students' with data collection methods and help them to apply in the field to collect data
- 4) to improve students' quality of analyzing collected data
- 5) to develop students' skills in writing a research report
- 6) to help students' to apply the results of research to the evaluation and enhancement of media operations and output, to read research

reports critically, and to translate findings more effectively for media/communication management

Course Learning Outcomes (CLOs)

At the end of the course the students will

- 1) understand how to conduct communication/media research ethically
- 2) be able to identify a research topic for investigation, write an abstract and background of the research, review literature and select appropriate methodology
- 3) acquire adequate knowledge on data collection methods and apply them in the field to collect data
- 4) be able to analyse field data
- 5) be able to write a research report
- 6) be fit to apply the results of research to the evaluation and enhancement of media operations and output, to read research reports critically, and to translate findings more effectively for media/communication management

Class Schedule, Course Contents and Teaching-Learning Strategies

Class Schedule	Course Content	Teaching-Learning Strategies
Week 1	Research monograph how and why?	Lecture Open discussion Debate
Week2	A research paper, how to choose a research topic and finalize the research topic	Lecture Class work Brainstorming
Week 3	Get away from plagiarism, APA Style of Referencing	Lecture Class work Quiz
Week 4	Writing background of the research	Lecture Discussion Class Presentation
Week 5	1st In-course	
Week 6	Review of literature	Lecture Discussion Class Presentation
Week 7	Methods of data collection and selection of data collection	Lecture Discussion Presentation

	methods	
Week 8	Fieldwork and Discussion on Fieldwork	Lecture Fieldwork Discussion Class Presentation
Week 9	Fieldwork and Discussion on Fieldwork	Fieldwork Discussion Class Presentation
Week 10	2nd In-course	
Week 11	Techniques of data analysis	Lecture Discussion Class Presentation
Week 12	Data Analysis and discussion on analysed data	Lecture Discussion Class Presentation
Week 13	Writing research report and discussion on the report	Discussion Class Presentation
Week 14	Finalization of the research report	Discussion Class Presentation
Week 15	Final Exam	

Decision regarding internship of the students will be made by the academic committee of the department.

Reading List

Babbie, E. (2013). *The Practice of Social Research*. 13th edition. Belmont, CA: Wadsworth.

Basil, M. (1996). The use of student samples in communication research. *Journal of Broadcasting and Electronic Media*, 40, 431-440.

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Krippendorff, K. (2004). Recording/coding. In *Content analysis: An introduction to its methodology* (pp. 125-149). Thousand Oaks, CA: Sage.

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Shapiro, M. (2002). Generalizability in communication research. In *Human Communication Research*, 28(4), 491-500.

Stempel, G., & Westley, B. (2003). Presentation of research results. In *Mass communication research and theory*.

Stempel, Guido, H., III., & Westley, Bruce H., (1989). *Research Methods in Mass Communication*. Pearson College Div.

Watt, J. H. & van den Berg, S. (2002). *Research Methods for Communication Science*. Boston, MA: Allyn and Bacon.

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Viva-voce

The concerned examination committee will conduct the Viva-voce as per the scheduled time.

CURRICULUM

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2019-2020



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