



Department of Mass Communication and Journalism
Faculty of Social Science, University of Rajshahi
MSS Syllabus at a Glance
 Session: 2019-2020

The MSS Degree in Mass Communication and Journalism can be obtained by (i) only course work, or by (ii) course work with thesis.

(i) Course work (General Group):

4 compulsory courses carrying 4 credits each (100 marks) will be offered. Students will choose 4 optional courses carrying 4 credits each (100 marks) from 10 courses. In each course 20% of the marks will be allotted for internal evaluation. In addition, viva voce and class attendance will carry 2 credits (40+10= 50 marks). Terminal/internship will carry 2 credits (50 marks). Courses and marks distributions follow:

Course Distribution	Marks allocated	Credits allocated	Exam Duration
4 compulsory courses	4× (80+ 20) =400	4 × 4 = 16	4 hrs each
4 out of 10 optional courses	4× (80+20) = 400	4× 4 = 16	4 hrs each
Viva voce and class attendance	40 + 10 =50	2	
Terminal/internship	50	2	2 hrs. (In case of terminal exam)
Total	900	36	

(ii) Course work with Thesis (Thesis Group):

In addition to 4 compulsory courses carrying 4 credits each (100 marks), students of this group will choose 2 optional courses carrying 4 credits each (100 marks). Thesis will carry 12 credits (10 credits in dissertation and 2 credits in viva-voce). Courses and marks distributions follow:

Course Distribution	Marks allocated	Credits allocated	Exam Duration
4 compulsory courses	4× (80+ 20) =400	4 × 4 = 16	4 hrs each
2 out of 10 optional courses	2× (80+20) = 200	2× 4 = 8	4 hrs each
Thesis (Dissertation)	250	10	
Viva-voce on the Thesis	50	2	
Total	900	36	

Course No.	Course Title	Marks Allotted	Credits Allotted
Compulsory Courses			
MCJ 501	Communication and Media Theories	100	4
MCJ 502	Advanced Reporting	100	4
MCJ 503	Advanced Editing	100	4
MCJ 504	Communication and Culture in Bangladesh	100	4
Optional Courses			
MCJ 511	Health Communication	100	4
MCJ 512	Advertising and Copy-writing	100	4
MCJ 513	Television Production	100	4
MCJ 514	Media Management and Economics	100	4
MCJ 515	Public Relations	100	4
MCJ 516	Film: Making and Reading	100	4
MCJ 517	Risk and Disaster Management Communication	100	4
MCJ 518	Gender and Media	100	4
MCJ 519	Social Media Studies & Practice in Journalism	100	4
MCJ 520	Cyber Culture	100	4
MCJ 521	Communication Policy & Planning	100	4
	Viva voce and class attendance	40 + 10 =50	2
	Terminal/internship	50	2
MCJ 599	Thesis (Dissertation + Viva-voce)	250+50	10+2

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Compulsory Courses

MCJ 501 Communication and Media Theories 100 Marks (4 Credits)

This course will offer a critical analysis of contemporary theories of communication. It will discuss issues in the study of mass communication, the nature of communication theories, general system theories, symbolic interactionism and theories of language and meaning, and theories of mass communication. The course will place special focus on the recent trends in building communication theories in different disciplinary perspectives.

Recommended Books:

Communication Theories	: W J Severin and J W Tankered, Jr
Theories of Mass Communication	: Melvin L DeFleur
Foundations of Communication Theories	: Sereno & Mortensen
Communication Networks	: Everett M. Rogers, D. Lawrence Kincaid
Basic Readings in Communication Theories	: Mortensen
Theories of Human Communication	: S W Littlejohn
The Mathematical Theories of Communication	: Shannon & Weaver
Theories of Cognitive Consistency : A Sourcebook	: Abelson <i>et al</i>
The science of Human Communication	: J Klapper
Culture and Society	: R Williams
Communication and Culture	: A G Smith
People, Society and Mass Communication	: L W W Dexter and D M White
Mass Media and Society	: A Wells
Culture Society and Mass media	: M Gurevitch <i>et al</i>
Culture Media Language	: A Lowe and P Willis
Culture and Anarchy	: M Arnold
Mass Communication and Society	: J Curran <i>et al</i>
Power Without Responsibility	: J Curran and J Seation
Social Semiotics	: R Hodge and G Kress
The Frankfurt School	: T B Bottomore
An Introduction to Critical Theory	: D Held
Critical Theory and Post Structuralism	: M Poster
One Dimensional Man	: Herbert Marcuse
The Dialectic of Enlightenment	: M Horkheimer and T W Adorno
Minima Moralia	: T W Adorno
The Authoritarian Personality	: T W Adorno
Reading Habermas	: D M Rasmussen
The Recent Work of Jurgen Habermas:	
Reason, Justice and Modernity	: S K White
Selections from the Prison Notebooks	
Grundrisse	: Antonio Gramsci
Foundations of the Critique of Political	
Philosophy Economy	: Karl Marx
The German Ideology	: Karl Marx and F Engels
Karl Marx : Selected Writings in Sociology	
and Social Philosophy	: T B Bottomore and M Rubel
For Marx	: L Althusser
Lenin and Philosophy and other Essays	: L Althusser
Essays in Self Criticism	: L Althusser

MCJ 502**Advanced Reporting****100 Marks (4 Credits)**

This course will aim to study the advanced techniques of depth reporting, namely interpretative and investigative reporting. Through practice-classes and practical assignments students will learn the structure and style of writing such reports. Reporting topics may include; economics, business and finance, public affairs, socio-political issues, etc. In addition, post-editorial, news commentary writing techniques will also be discussed.

The course will carry 50 per cent theoretical works and 50 per cent practical works.

Recommended Books:

Interpretative Reporting	: Curtis D McDougall
Depth Reporting	: N Copple
Modern News Reporting	: Carl Warren
Reporting	: M V Charnley

MCJ 503**Advanced Editing****100 Marks (4 Credits)**

This course is designed to develop higher level editing skills of the students. Course contents will include overall editing process, different aspects of rewriting, headline writing, scheduling, online news editing, newspaper design and make-up, picture editing, newsroom operations, news treatment, news flow management and newspaper language. Writing and evaluating editorial contents will also be covered in this course.

Recommended Books:

News Editing and Display	: C H Brown
Ink on Paper	: E C Arnold
Newspaper Design	: Hut
Creative News Editing	: Alfred Crowell
Modern Newspaper Editing	: Gilmore and Root
The Graphics of Communication	: N Baird
News Editing	: Gene Gilmore
Newspaper Editing	: Bruce H Westly

MCJ 504**Communication and Culture in Bangladesh****100 Marks (4 Credits)**

This course will study the relation between communication and culture with special focus on Bangladesh perspective and identify the main trends and specialties of mass media in Bangladesh. It will study the media usage in Bangladesh; changing mode of rural communication; folk media, and its potential and contemporary usage; political communication; communication in government and other corporate institutions, communication in NGOs and communication and cultural changes in Bangladesh.

Recommended Books:

Mass Communication:	
A Sociological Perspective	: Charles R Wright
Many Voices, One World	: UNESCO
Culture and Society	: R Williams
Communication and Culture	: A G Smith
People, Society and Mass Communication	: L W W Dexter and D M White
Mass Media and Society	: A Wells
Culture, Society and the Mass media	: M Gurevitch <i>et al</i>
Culture Media Language	: A Lowe and P Willis
Communication Issues in Bangladesh	: M Golam Rahman

Optional Courses

MCJ 511 Health Communication 100 Marks (4 Credits)

This course will give students experience in the writing and design of information to meet the needs of users within the field of health and wellbeing. It will orient students with the history and development of the field of health communication, discuss characteristics of and barriers to effective health communication, strategies to improve effective health communication, culture and its influence on health communication, review/analyze the theories, models, and assumptions of health communication campaigns relating to public health, the role of interpersonal communication/mass media in health promotion and public health with special reference to Bangladesh.

This course will also study the demographic profile, state of health, contemporary health concerns, population and family planning issues, population policies, universal health coverage and different aspects of education, communication and research in relation to health in Bangladesh. The design of the content, structure, delivery, user testing, and evaluation of health and life-style information of all kinds will also be encompassed. It will give students practical experience in creating and evaluating different forms of communication, and there will be opportunities to tailor some sort of projects to suit the communication needs of their current or intended employment.

Recommended Books and Journals:

Communication Strategies for Family Planning: E M Rogers

Family Planning Communication: Sumanta Banerjee

Information, Education & Communication in Population and Family Planning: W B Johnson, Donard G Bogue et al

Bangladesh National Population policy: A brochure published by the Government of Bangladesh

Health Communication Research: A Guide to Developments and Directions: L D Jackson

Media and Health: C Seale

Qualitative Research in Health: An Introduction: C Grbich

Health Science Research: A Handbook of Quantitative Methods: J Peat

R, Rice., & W, Paisley. (Eds.). *Public Communication Campaigns*: R, Rice., & W, Paisley. (Eds.).

AIDS: A Communication Perspective: VS Freimuth (Eds.)

Public Health Communication: Evidence for Behaviour Change: R. C. Honric (Ed.).

Journal of Health Communication: International Perspective: Taylor and Francis

Journal of Health, Population and Nutrition: ICDDR, B

American Journal of Public Health: The American Public Health Association

Health Education Research: Theory and Practice: Oxford Journal

Social Science and Medicine: Elsevier

Luke, D.A., Canburnay, C.A., & Cohen, E.L. (2011). "How Much Is Enough? New Recommendations for Using Constructed Week Sampling in Newspaper Content Analysis of Health Stories". *Communication Methods and Measures*. 5(1), 76-91.

BWH (2012) *Moving Towards Universal Health Coverage, Bangladesh Health Watch Report 2011*, BRAC

Perry, H.B. (1999), *Quest for a Healthy Bangladesh: A Vision for the Twenty- First Century*, : Dhaka : University Press Ltd.

Perry, H.B. (2000), *Health for All in Bangladesh: Lessons in Primary Health Care for the Twenty-First Century*, University Press Ltd.: Dhaka.

Osman, F. A. (2008). Health Policy, Programs and System in Bangladesh: Achievement and Challenges , *South Asian Survey*, 15: 2, 23-288,

BDHS (2011). *Bangladesh Demographic and Health Survey 2011*, National Institute of Population Research and Training (NIPORT), Mitra and Associates, and Macro International. 2009. Dhaka, Bangladesh and Calverton, Maryland, USA: National Institute of Population Research and Training, Mitra and Associates, and Macro International.

BHW (2010), *How Healthy is Health Sector Governance?*, Bangladesh Health Watch Report 2009, Dhaka : The University Press Limited and Bangladesh Health Watch

HRD Data Sheet (2011), Human Resources Development Unit, Ministry of Health and Family Welfare Bangladesh National Health Accounts 1997–2007,
[http://www.who.int/nha/country/bgd/bgd_nha_III_\(1\).pdf](http://www.who.int/nha/country/bgd/bgd_nha_III_(1).pdf)
 World Health Organization (WHO). (2005). Resolution WHA58.33. Sustainable health financing, universal, Cited from BHW 2012
 WHO. (2010). *Health systems financing: the path to universal coverage*. Available from www.who.int/whr/2010/en/index.html
 WB 2008.
 Berry, Dianne., (2011). *Health Communication: Theory and Practice*, Open University Press.
 Corcoran Nova (2007). Communicating Health Strategies for Health Promotion, in Corcoran Nova (ed). *Theories and Models in Communicating Health Messages*, SAGE Publications Ltd.
 Websites of Ministry of Health and Family Planning in Bangladesh, ICDDR, B, Public Health Department of BRAC University.

MCJ 512 Advertising and Copy-writing 100 Marks (4 Credits)

This course comprises the theory and practice of advertising and copy writing. Backed by theory, practice lessons shall include preparation of display advertisement copies, posters, radio and TV commercials, brochures and folders. This course will also critically evaluate the socio-economic impacts of advertisements.

The course will carry 50 per cent theoretical works and 50 per cent practical works.

Recommended Books:

Advertising	: Write, Warner and Winter
Advertising: Theory and Practice	: Sandage and Flyburger
Advertising Principles and Problems	: Dirksen and Kroeger
Principles of Advertising	: Woodrow Wiring
The Hidden Persuaders	: Vance Packard
মনোজগতে উপনিবেশ	: মফিদুল হক

MCJ 513 Television Production 100 Marks (4 Credits)

Students of this course will be oriented to understand the basic television production process from script through production and presentation. The course will incorporate both studio and field production techniques using technologies required for the purpose. Student will gain a more in-depth understanding of television production through lectures and hands-on lab facilities. Technical and aesthetic aspects of scripting, lighting, camera, editing, logistics and budgeting will be fought in this course.

Making bulleting news presentation, anchoring and moderating different shows, skills and techniques of live telecasting, live reporting and interviewing will also be dealt with in this course.

The course will carry 50 per cent theoretical works and 50 per cent practical works.

Recommended Books:

News on the Air	: P W White
Electronic Journalism	: W A Weed
Radio and Television News	: Brown and Jones
Television Journalism	: Stephen Cushion
Hard News: Women in Broadcast Journalism	: David H. Hosley; Gayle K. Yamada
Television Production & Broadcast Journalism	: Phillip L. Harris
Broadcast journalism: techniques of radio and TV news: Andrew Boyd, Sage Publication, 1997.	
Television Journalism	: Stephen Cushion, Sage Publication
Poor Reception: Misunderstanding and Forgetting Broadcast News	: Barrie Gunter
মিডিয়াকোষ	: সম্পা. মুসতাক আহমেদ ও আমিনুল ইসলাম
টেলিভিশন সাংবাদিকতা: টেকনিক ও টেকনোলজি	: মুসতাক আহমেদ

MCJ 514**Media Management and Economics****100 Marks (4 Credits)**

From a business point of view, this course will discuss the management aspects of newspaper; radio and television, its organizational structures, ownership patterns, circulation and audience, production, management and labour laws. It will include case-studies to be conducted by the students on relevant aspects of media management in Bangladesh.

Recommended Books:

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 Sindhvani
গণমাধ্যমের রাজনৈতিক অর্থনীতি	: সম্পা. মুসতাক আহমেদ

MCJ 515**Public Relations****100 Marks (4 Credits)**

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.

Recommended Books:

Perspective in Public Relations	: A Simon
Profitable Public Relations	: A R Poalman
Effective Public Relations	: Cutlip and Center
The Nature of Public Relations	: J E Marston
This is PR: The Realities of Public Relations	: Doug Newson and Alan Scott
The Hidden Persuaders	: Vance Packard

MCJ 516**Film: Making and Reading****100 Marks (4 Credits)**

This course will discuss the science and arts of film. It will orient the students with theories of film, its history and typology, production process and techniques, political economy of films, film criticism and social impact of films with special reference to Bangladesh. Students will be shown relevant and useful films as an essential part of this course and will be assigned to produce films.

The course will carry 50 per cent theoretical works and 50 per cent practical works.

Recommended Books:

বাংলাদেশের চলচ্চিত্র	: মীর্জা তারেকুল কাদের
সিনেমা সময় সমাজ	: ধুব গুপ্ত
চলচ্চিত্র অভিধান	: ধীমান দাশগুপ্ত
বিষয় চলচ্চিত্র	: সত্যজিৎ রায়
ফিল্মফর্ম	: সের্গেই আইজেনস্টাইন
চিত্রনাট্য রচনা ও চিত্রনাট্য বিশ্লেষণ	: ধীমান দাশগুপ্ত
বাংলাদেশের চলচ্চিত্র শিল্প, সংকটে জনসংস্কৃতি	: গীতি আরা নাসরীন ও ফাহিমদুল হক
চলচ্চিত্র সম্পাদনা	: ধীমান দাশগুপ্ত
চলচ্চিত্র কথা	: তানভীর মোকাম্মেল
The Oxford Guide to Film Studies	: John Mill and Pamela C Gibson (Eds)
Film Theory and Criticism	: L Braudy & M Cohen (Eds)
The Major Film Theories	: J Dudley Andrew

Our Films Their Films	: Satyajit Ray
The Rows and Rows of Fences	: Rittik Ghatak
The Inner Eye	: Andrew Robinson

MCJ 517 Risk and Disaster Management Communication**100 Marks (4 Credits)**

Risk and Disaster Management Communication aims to address communication during disaster and risks. Students will be oriented with both natural and man-made disasters.

The goals of this course are (1) to train students in the practice of risk and Disaster Management communication, (2) to study how communication works with situations of everyday hazards and with crises including draught, flood, river erosion, earthquake, environmental degradation, rise of temperature, climate change, different health hazards etc., due to climate change and disaster, and (3) to enable students to conduct case studies that will be learnt from experiences in different disasters.

By the end of the course, the students will:

1. Learn about the theory and best practices associated with risk communication.
2. Comprehend the role of issues management in preparing for crisis.
3. Understand policies, laws, standing orders and strategies regarding disaster management in Bangladesh.
4. Explore the role of GOs and NGOs in disaster and crisis management in Bangladesh.
5. Acquire an overall understanding of the nature of crises and effective crisis Management principles.
6. Learn about the role of crisis communication theory in explaining how one can prepare and respond to crises.
7. Understand and apply effective crisis communication principles and strategies.
8. Recognize potential ethical and legal problems for disaster and crisis communication managers.

Recommended Books

Fearn-Banks, K. (2007). *Crisis Communications: a Casebook Approach* (3rd Ed.) Mahwah, New Jersey: Lawrence Erlbaum Associates.

Disaster problems, issues and challenges identified in the Research literature : Auf der Heide, Erik: Disaster Planning, Part II:, Emerg. Med. Clin. N. Amer. 14(2):453–480, (May) 1996.

Cohn, Victor. (1990). *Reporting on Risk*. Washington D.C.: The Media Institute

Covello, Vincent, Ph.D. (1989). *Effective Risk Communication: The Role and Responsibility of Governmental and Nongovernmental Organizations* (author and co-editor, with D. McCallum and M. Pavlova) New York: Plenum Publishing Co.

Covello, Vincent, Ph.D. (1987). “*The Social and Cultural Construction of Risk*,” (co-author, with B. Johnson), in B. Johnson and V. Covello (eds.), *The Social and Cultural Construction of Risk*. Boston: Reidel.

Fischer, Henry. W, III. (1998). *Response to Disaster*. Lanham, Md.: University Press of America.

Khanna B.K., (2005). *You wanted to know about Disaster*, New India Publishing, India.

Rock Wild (2007). *Disaster Management in Bangladesh*, Dhaka.

Sarkar MA Quaiyum, 2009, *Assessing the Effort of NGOs in Cyclone Disaster Management in Bangladesh*, BRAC University.

Website of Comprehensive Disaster Management Programme (CDMP).

আজিম, ফায়জুল (২০১১)। বাংলাদেশের আইনে প্রাকৃতিক দুর্যোগ প্রসঙ্গ। *নিরীক্ষা*। সংখ্যা: ১৯০, জানুয়ারি-মার্চ ২০১১, ঢাকা: পিআইবি।

আহসান, নাসিমুল (২০১১)। দুর্যোগ সাংবাদিকতা। *নিরীক্ষা*। সংখ্যা: ১৯০, জানুয়ারি-মার্চ ২০১১, ঢাকা: পিআইবি।

রহমান, মোহাম্মদ আরিফুর (২০১২)। *খরা ও দুর্যোগ ব্যবস্থাপনা*। ঢাকা: স্বজন প্রকাশনী।

ড. মো. আতিকুর (২০১১ ক)। দুর্যোগ ব্যবস্থাপনা ও গণমাধ্যম। *নিরীক্ষা*। সংখ্যা: ১৯০, জানুয়ারি-মার্চ ২০১১, ঢাকা: পিআইবি।

সার্বিক দুর্যোগ ব্যবস্থাপনা কর্মসূচি (সিডিএমপি) (জুলাই, ২০০৯)। *দুর্যোগকোষ*। খাদ্য ও দুর্যোগ ব্যবস্থাপনা মন্ত্রণালয়।

নীপু, শাহাব উদ্দিন (২০১১)। ‘দুর্যোগ সাংবাদিকতা’। *নিরীক্ষা*। সংখ্যা: ১৯০, জানুয়ারি-মার্চ ২০১১, ঢাকা: পিআইবি।

পরিবেশপত্র: প্রকৃতি ও জীবন বিষয়ক সাময়িকী (২০০৮)। বর্ষ: ১১, সংখ্যা: ৩-৪, জুন-অক্টোবর/অক্টোবর-ডিসেম্বর।

MCJ 518**Gender and Media****100 Marks (4 Credits)**

This course is designed to address women and gender issues relating to mass media. Students will be oriented to the construction of women and womanhoods, gender discourses, portrayal of women in mass media, women access to media profession and management and the role of mass media in women's development with a particular focus on Bangladesh.

Recommended books:

Gender, Race and Class in Media: A text-reader	: Gail Dines & Jean M Humez
Media, Gender and Identity: An Introduction	: David Gauntlett
Facing Difference: Race, Gender and Mass Media	: Shirley Biagi & Marilyn Kern-Foxworth
Traditional Media for Gender Communication	: Pamela Brooke

MCJ 519**Social Media Studies & Practice in Journalism****100 Marks (4 Credits)**

This course is designed to help students better understand and use social media for communication and journalistic purposes by focusing on how social networking sites and associated digital media tools and platforms can be used to develop new sources, establish desired conversations with target people, identify story ideas, attribute and verify information and trends, aggregate contents and promote their own work.

Students will also learn to utilize social media's options and attributes and learn techniques to build and develop their own brand. This course will provide students with the knowledge on tools and strategies needed to find and distribute news and other content on social media, to engage the community in the discussion

The course will also discuss the impact of social media in politics, economy and culture, and how social media is modifying news and other content consumption patterns. Students will learn the best and responsible practices in social media, social media ethics, emerging platforms and trends. They will also be acquainted with social media research tools.

Recommended Books

- Social Media Communication: Concepts, Practices, Data, Law and Ethics
Jeremy Harris Lipschultz, Routledge
- Mobile and Social Media Journalism: A Practical Guide
Anthony Adarnato
CQ Press
- Social Media: Usage and Impact
Hana S. Noor Al-Deen, John Allen Hendricks
Lexington Books, 2012
- Social Media and Strategic Communications
Hana S. Noor Al-Deen, J. Hendricks
Palgrave Macmillan UK, May 20, 2013
- Social Media: How to Engage, Share, and Connect
Regina Luttrell
Rowman & Littlefield Publishers

MCJ 520**Cyber Culture****100 Marks (4 Credits)**

This course will focus on the cultural and sociological aspects of cyber media. Students should have an interest in developing and understanding the social and cultural implications of cyber culture. Relevant themes for the course include:

- Definition of cyber culture
- Cyber culture: myths and dreams
- Mobile society and net society
- The cyber in everyday life
- Co-creative nature of network culture

- Identity and embodiment in network life
- Online communities, social cohesion, and social life
- Virtual worlds and games
- Information & news
- Political engagement and movement
- Online youth culture
- New forms of public life – cyber citizenship
- Intellectual property and ownership in cyber culture
- Traditional demographic factors (gender, race, class, sexuality) and cyber culture
- Cyber Technology and its knowledge.

Recommend Books

Beverly Skeggs (2003). *Class, Self, Culture*. London: Routledge.
 Diane Crane, ed. (1994). *The Sociology of Culture: Emerging Theoretical Perspectives*. Massachusetts: Blackwell Publishers Inc.
 Elaine Baldwin et al, ed. (1999). *Introducing Cultural Studies*. London: Prentice Hall.
 Elizabeth Long, ed. (1997). *From Sociology to Cultural Studies: New Perspectives*. Massachusetts: Blackwell Publishers Ltd.
 Jean Baudrillard (1988). *The Ecstasy of Communication*. MIT Press
 Shane Gunster (2004). *Capitalizing on Culture: Critical Theory for Cultural Studies*. Toronto: University of Toronto Press.
 Terry Eagleton (2004). *The Idea of Culture*. Massachusetts: Blackwell Publishers Inc.
 Toby Miller, ed. (2000). *A Companion to Cultural Studies*. Oxford: Blackwell Publishers Inc.
 Joel Whitebook (2004). The Marriage of Marx and Freud: Critical Theory and Psychoanalysis. In Fred Rush, *The Cambridge Companion to Critical Theory* (74-102). Cambridge: Cambridge University Press.

MCJ 521 Communication Policy & Planning 100 Marks (4 Credits)

This course will include the principles of communication planning, policy formulation and implementation in various sectors at national, institutional and project levels. It will specially study the national communication policy and importance of an integrated policy with special reference to Bangladesh. Students will be required to study communication policy and planning of a particular organization and submit a case study report before completion of the course.

Recommended Books:

Perspectives in Communication Policy and Planning	: Syed A Rahim(ed)
Communication Planning Model, Methods and Organization	: Syed A Rahim(ed)
Communication Planning at the Institutional level	: A Root <i>et al</i>
Communication Technology	: Everette M Rogers

MCJ 599 Thesis 200 Marks (12 Credits)

Students shall have to complete a research work on a selected topic related to the broader area of communication and journalism. A teacher of the department, as per the decision of the Academic Committee, will act as the research supervisor. 300 marks/12 credits (Dissertation-250 marks/10 credits, Viva-voce on the thesis 50 marks/2 credits) are allocated for thesis.