

Department of Journalism and Media Studies

Central Women's University (CWU) in Dhaka is the only Women's University which began its journey in 1993 immediately after the passing of the Private University Act. The objective of this university is to create an opportunity for women in general to pursue higher education to equip themselves with necessary knowledge and skills for gainful employment in this age of globalization. The primary mission of CWU is to create an environment for women where they can pursue their academic, personal and career goals unhindered by unequal competition. This environment will be characterized by academic excellence in a range of subjects that are relevant to current and future professional and societal needs.

CWU strives at making higher education affordable to all women by keeping fees at reasonable levels. Sensitive to the needs of its students and staff, CWU is committed to providing humane and congenial atmosphere for productive learning and innovative thinking.

Program Objective

The program is aimed at educating prospective journalists and professional communicators who can report and interpret news and information with skills, responsibility and social consciousness - grounded in both local and global contexts. The objective is to equip students with strong professional competence to perform journalistic tasks in the newspaper, radio, television and online media. The program aims at familiarizing students with the economic, institutional, political and social complexities of media and journalism through the study of the contemporary social and media related theory and practice. The coursework encompasses theory, law and ethics, visual communication, technology studies and community engagement. CWU has introduced this new department to open new horizons in journalism and media profession for women in the country.

Entry Requirements

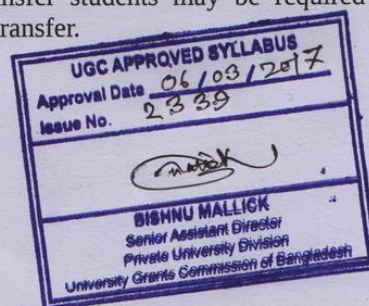
Minimum qualifications for admission to the undergraduate programs are as follows:

- A. Minimum GPA of 2.50 in both SSC and HSC Examinations.
- B. University of London and Cambridge GCE 'O' Level in five subject and 'A' Level in two subjects.
- C. American High School Diploma

Credit Transfer Requirements

Students who intend to be admitted into Central Women's University with credit transfer are considered for admission based on the result of the admission test and courses completed at any public university of or any reputed private university of Bangladesh. Credit is generally transferable, provided that course work has been successfully completed and is equivalent to that offered at Central Women's University.

Faculty members evaluate courses already completed according to an established procedure. Courses taken at another university/institutions may satisfy the core curriculum requirements only if the courses are equivalent to Central Women's University courses approved for the core curriculum and if a minimum-2.75 (B-) grade was earned. Course equivalences are determined on the basis of contents, prerequisites, writing requirements and level. Some transfer students may be required to sit for placement examinations to determine eligibility for credit transfer.



Residency Requirements

A maximum of twenty five percent (25%) of credit hours for the intended undergraduate program may be accepted through credit transfer into Central Women's University academic program.

Important Guidelines

1. The award of credit transfer will be administered on a case-to-case basis.
2. Applicant must ensure that the following documents are submitted to apply for the credit transfer at the stipulated deadline:
 - i. An Official Transcript (in sealed envelope) of the university/institution record to date.
 - ii. Complete syllabus and Course Outline (duly attested) of the subjects that are applied to be credited.
 - iii. An application for credit transfer.
3. A charge of Tk.500/-(Five hundred) per credit for transfer/waiver would have to be paid by the concerned student.

Graduation requirement for Undergraduate Programs

1. The students of BSS in Journalism and Media Studies must complete 129 credits for graduation.
2. A student earn a minimum CGPA 2.00 to be eligible for graduation in the course. The CGPA will be calculated on the basis of grades earned in the courses required for the particular degree.

Duration of the Program :

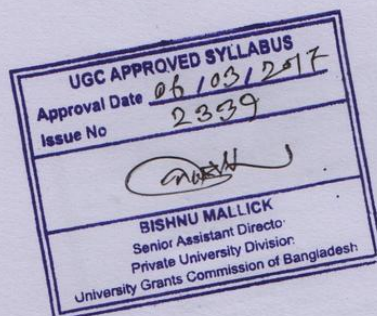
The program run on semester (6 months) system. Generally the stipulated time limit for completion of degree at Undergraduate level is four years i.e. 8 semesters. However, on compassionate ground to be approved by the authority, the time limit may be extended up to a maximum of seven (7) years at undergraduate level.

Grading System

The following letter grades are awarded on the basis of performance of a student in a course. The letter grades A, B, C, D are considered passing grades. Grade F is the failing grade.

Numerical Scores Letter Grade Grade Point

81 and above	A	4.00
76 – 80	A-	3.75
71 – 75	B+	3.50
66 – 70	B	3.00
61 – 65	B-	2.75
56 - 60	C+	2.50
53 – 55	C	2.00
50 – 52	D	1.50
Less than 50	F	0.00



Attendance Requirement

A minimum of 75 % class attendance is necessary to sit the examination during the term.

Lab/Studio facilities at the Deepto TV

One of the most notable features of the department is that the students get lab and studio facilities at the Deepto TV – a premier private television channel of Bangladesh. The basics of cinematography, video editing, television news production and other related courses are facilitated by Deepto TV lab and studio resources and professionals. In addition to this, Deepto TV is also expected to offer jobs and internship opportunities to Journalism and Media Studies graduates and students of the Central Women's University.

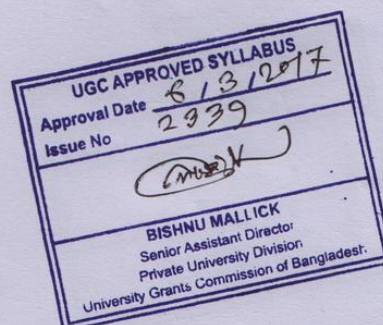
Program: Courses

Course Category	Credit
Core Courses	99
Compulsory General Education Courses	24
Optional General Education Course	3
Internship/Project Work	3
Total	129

List of Courses

Core Courses: 99 Credits (33 Courses)

- JMS-101. Concepts of Communication (3 Credits)
- JMS-102. History of Bangladesh Media (3 Credits)
- JMS-103. Mass Communication: Structure and Process (3 Credits)
- JMS-104. Introduction to Journalism (3 Credits)
- JMS-201. Political Processes and Institutions (3 Credits)
- JMS-202. Gender and Communication (3 Credits)
- JMS-203. Principles of Public Relations (3 Credits)
- JMS-204. Media, Society and Culture (3 Credits)
- JMS-205. Television Production (3 Credits)
- JMS-206. Media Advocacy (3 Credits)
- JMS-207. News Reporting and Writing (3 Credits)
- JMS-208. Mass Communication Theories (3 Credits)



JMS-209. Broadcast Journalism (3 Credits)
 JMS-210. Digital Culture (3 Credits)
 JMS-211. Photojournalism (3 Credits)
 JMS-301. Multimedia Production (3 Credits)
 JMS-302. Concepts in Film Studies (3 Credits)
 JMS-303. News Editing (3 Credits)
 JMS-304. Development Communication (3 Credits)
 JMS-305. Business Communication (3 Credits)
 JMS-306. Online Journalism (3 Credits)
 JMS-307. Visual Communication (3 Credits)
 JMS-308. Media Economics and Management (3 Credits)
 JMS-309. Editorial and Feature Writing (3 Credits)
 JMS-310. Cyber Security (3 Credits)
 JMS--401. Media Law and Ethics (3 Credits)
 JMS-402. International Communication (3 Credits)
 JMS-403. Economic and Business Reporting (3 Credits)
 JMS-404. Contemporary World Affairs (3 Credits)
 JMS-405. Video Editing (3 Credits)
 JMS-406. Communication Research Methodology (3Credits)
 JMS-407. Scriptwriting (3 Credits)
 JMS-408. Advertising (3 Credits)

Compulsory General Education Courses: 24 Credits (8 courses)

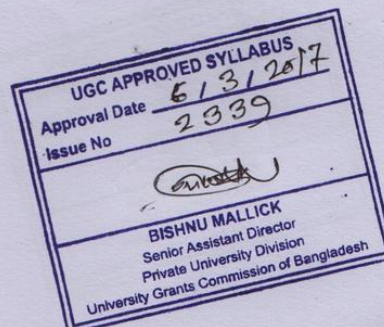
GED-101. Bangladesh Studies (3 Credits)
 GED-113/ENG 101 Communicative English (3 Credits)
 GED-111. Introduction to Computer Applications-I (3 Credits)
 BEN. 102 Bangla Language (3 Credits)
 GED-114/ENG-102 Writing Skills (3 Credits)
 GED-112. Introduction to Computer Applications -II (3 Credits)
 GED-109. Bengali Reading and Composition Skills (3 Credits)
 GED-132 History of Emergence of Bangladesh

Optional General Education Course: 3 Credits (1 course)

GED-130/LAW-305 Cyber Law (3 Credits)
 GED-120/LAW-302. Women, Law and Legal Protection (3 Credits)

Internship/Project Work: 3 Credits (1 Course)

JMS-409. Internship (3 Credits)
 JMS-410. Project Work (3 Credits)



Flow Chart of Courses

Total Courses:43, Total Credit:129

1st Year (1st Semester) 18 Credits

GED-101. Bangladesh Studies (3 Credits)
GED-113/ENG 101 Communicative English (3 Credits)
GED-111. Introduction to Computer Applications-I (3 Credits)
BEN 102 Bangla Language (3 Credits)
JMS-101. Concepts of Communication (3 Credits)
JMS-102. History of Bangladesh Media (3 Credits)

1st Year (2nd Semester) 18 Credits

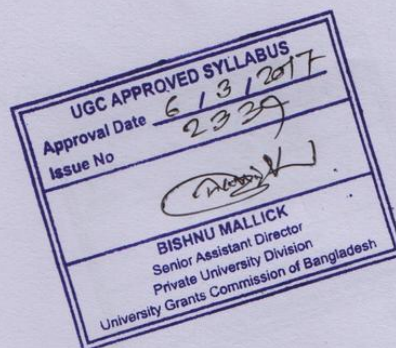
GED-114/ENG-102 Writing Skills (3 Credits)
GED-112. Introduction to Computer Applications –II (3 Credits)
GED-132 History of Emergence of Bangladesh (3 Credits)
GED-109. Bengali Reading and Composition Skills (3 Credits)
JMS-103. Mass Communication: Structure and Process (3 Credits)
JMS-104. Introduction to Journalism (3 Credits)

2nd Year (1st Semester) 15 Credits

JMS-201. Political Processes and Institutions (3 Credits)
JMS-202. Gender and Communication (3 Credits)
JMS-203. Principles of Public Relations (3 Credits)
JMS-204. Media, Society and Culture (3 Credits)
JMS-205. Television Production (3 Credits)

2nd Year (2nd Semester) 18 Credits

JMS-206. Media Advocacy (3 Credits)
JMS-207. News Reporting and Writing (3 Credits)
JMS-208. Mass Communication Theories (3 Credits)
JMS-209. Broadcast Journalism (3 Credits)
JMS-210. Digital Culture (3 Credits)
JMS-211. Photojournalism (3 Credits)



3rd Year (1st Semester) 15 Credits

- JMS-301. Multimedia Production (3 Credits)
- JMS-302. Concepts in Film Studies (3 Credits)
- JMS-303. News Editing (3 Credits)
- JMS-304. Development Communication (3 Credits)
- JMS-305. Business Communication (3 Credits)

3rd Year (2nd Semester) 15 Credits

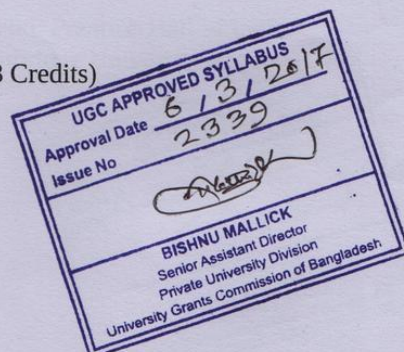
- JMS-306. Online Journalism (3 Credits)
- JMS-307. Visual Communication (3 Credits)
- JMS-308. Media Economics and Management (3 Credits)
- JMS-309. Editorial and Feature Writing (3 Credits)
- JMS-310. Cyber Security (3 Credits)

4th Year (1st Semester) 18 Credits

- JMS-401. Media Law and Ethics (3 Credits)
- GED-130/LAW 305. Cyber Law or GED 120/LAW 302: Women, Law and Legal Protection (any one)
- JMS-402. International Communication (3 Credits)
- JMS-403. Economic and Business Reporting (3 Credits)
- JMS-404. Contemporary World Affairs (3 Credits)
- JMS-405. Video Editing (3 Credits)

4th Year (2nd Semester) 12 Credits

- JMS-406. Communication Research Methodology (3Credits)
- JMS-407. Scriptwriting (3 Credits)
- JMS-408. Advertising (3 Credits)
- JMS-409. Internship (3 Credits) or JMS-410. Project Work (3 Credits)



Detailed Syllabus

First Year

1st Semester (18 Credits)

GED-101. Bangladesh Studies (3 Credits)

Course Objective:

This course aims at providing students with a general understanding of Bangladesh history, geography, society, politics and environment.

Course Description:

The course discusses the basic socioeconomic, cultural, political, administrative and historical features of Bangladesh. This course is designed to help the students in obtaining comprehensive idea about the history, culture and heritage of Bangladesh.

Suggested Readings:

Banglapaedia: Bangladesh National Encyclopedia in Bengali. (2003). Dhaka: Asiatic Society of Bangladesh.

Gubathakurat, Meghna & Schendel, Willem Van (2013), *Bangladesh Reader: History, Politics, Culture*, London: Duke University Press.

Islam, S. (1992). *History of Bangladesh: 1704 - 1971*. Bangladesh: Asiatic Society of Bangladesh.

Jahan, R. (2005). *Bangladesh politics: Problems and issues*. Dhaka: University Press Limited .

GED-113/ENG 101 Communicative English (3 Credits)

Course Objective:

This course aims at developing four skills of communication that is LSRW - listening, speaking, reading and writing at the elementary level. In addition, this course aims at developing and understanding of the essential English grammar among the students.

Course Description:

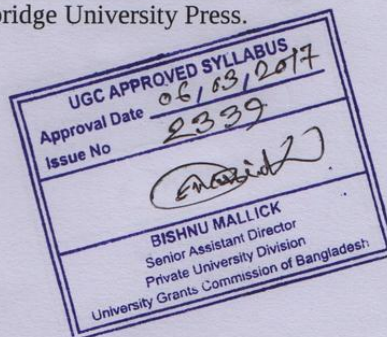
This course discusses phrases and clauses, articles, gerund, infinitives, participles, tenses, preposition, common errors and how to avoid them. Vocabulary in context is an integral part of every class. The course teaches students to generate presentations with confidence and in correct English.

Suggested Readings:

Davenport, M., & Hannahs, S. J. (2011). *Introducing phonetics and phonology*. Great Britain: Hadder Education..

Dixon, R. J. (2009). *Everyday dialogues in English*. New Delhi: Prentice-Hall of India.

Yule, G. (2009). *The study of language*. Cambridge, UK: Cambridge University Press.



GED-111. Introduction to Computer Applications-I (3 Credits)

Course Objective:

The objective of the course is to create basic skills and capability among the students so that they become able to use information and communication technology effectively in today's business world.

Course Description:

This course discusses the basic knowledge of computer such as hardware, software, computer languages, operating systems, compilers and data communication as well as orient the students with different types of operating systems and application packages.

Suggested Readings:

Norton, P. (2003). *Peter Norton's introduction to computers*. New York: Glencoe/McGraw-Hill.

Sinha, P.K.(2004). *Computer Fundamentals*. 4th Ed.,BPB Publications

Rahman, M. L. ; Hossain, M.A. (2002). *Computer Fundamentals*, Dhaka: Systech Publications.

BEN 102 Bangla Language (3 Credits)

Course Objective:

Following UGC guideline the objective of the course, the objective of the course is to help students to acquire speaking, reading and writing skill of Bangla language and provide them a comprehensive knowledge on Bangla literary analysis.

Course Description:

The course is divided into two parts. The language part discusses Bangla phonology, point of articulation and manner of articulation, Bangla pronunciation (standard, dialectical, variation), stress accent, intonation, morphology, syntax, semantics, and writing system etc. The literature part include the history of the Old Bangla Literature, Middle Bangla Literature and Modern Bangla Literature . This course will be taught in Bangla.

Suggested Readings:

Banglapaedia: Bangladesh National Encyclopedia in Bengali. (2003). Dhaka: Asiatic Society of Bangladesh.

Chaki, J. (2013) *Bangla Bhasar Byakaran*. Kolkata: Ananda Publishers Private Limited.

Chatterji, Suniti Kumar. *Bengali Self-Taught*. Calcutta: Rupa & Co., 1991.

Chatterjee, N. (2012). *Bangla Ki Likhben Keno Likhben*. Kolkata: Ananda Publishers Private Limited.

Rahman, H.H. (2002). *Adhunik Kobi o Kobita*. Dhaka: Somoy Prokasan.

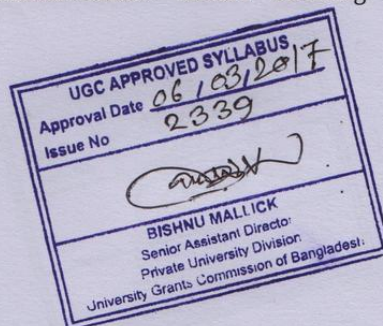
JMS-101. Concepts of Communication (3 Credits)

Course Objective:

The objective of the course is to familiarize students with the basic concepts of communication as a distinct field of study and explain the components and nature of the communication process.

Course Description:

This course discusses in detail all communication concepts and definitions including the scope and purpose of human communication; the processes of communication and basic models of communication, verbal and nonverbal communication. It also covers preliminary concepts of group and organizational communication and types; mass communication: factors affecting mass communication and mass media etc.



Suggested Readings:

- DeVito, J. A. (2003). *Human communication: The basic course*. Boston: Allyn and Bacon.
- Pearson, C & Paul Nelson (2011). *An Introduction to Human Communication*. New York : McGraw-Hill
- Scannell, P. (2007). *Media and Communication*. London: Sage.

JMS-102.History of Bangladesh Media (3 Credits)

Course Objective:

The objective of the course is to give an overview of history of the media in Bangladesh from its inception. It also aims at highlighting how the nature of news media in Bangladesh has changed dramatically over the last decades with the emergence of new media technology and growing popularity of electronic news media.

Course Description:

The course will also focus on the development of the printing media in this country since 1947, the introduction of electronic media, the changing nature of radio in Bangladesh and the national film industry. Besides, attempt will be made to evaluate the recent developments of media in Bangladesh.

Suggested Readings:

- Ahmed, A. (1999). *Media Laws and Regulations in Bangladesh: Press Freedom and Its Constraints*. Oslo: IMK, University of Oslo.
- Banerjee, Indrajit & Logan, Stephen (2008) *Asian Communication Handbook*. Singapore: Asian Media Information & Communication Centre (AMIC).
- Salam, S.A.(2011) *Bangladesher Gonomadhyam O Sanbadikotar Alokita jonera* (in Bengali), Dhaka: Mowla Brothers.
- Salam, S.A.(1997). *Mass media in Bangladesh: Newspaper, radio, television*. Dhaka: South Asian News Agency (SANA).
- Shoosmith, B., & Genilo, J. W. (2013). *Bangladesh's changing mediascape: from state control to market forces*. Bristol, UK: Intellect.

2nd Semester (18 Credits)

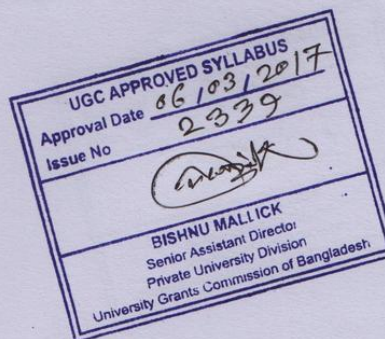
GED-114/ENG-102 Writing Skills (3 Credits)

Course Objective:

This course aims at improving students' ability of writing and thinking logically so that the students gain the skills of academic writing.

Course Description:

This course discusses different types of paragraphs, expository essays, formal and informal letters, business correspondence, C.V. / resume, amplification, abstract and proposals for research papers (in English). Besides, students will be introduced to report and feature writing styles.



Suggested Readings:

Bazerman, C., & Wiener, H. (2003). *Writing skills handbook*. (5th ed.). Boston: Houghton Mifflin.
Langan, John (2005). *College Writing Skills with Readings*. USA: McGraw-Hill Companies.
Murphy, R. (2007). *Essential grammar in use*. Cambridge house New Delhi: Cambridge University Press.

GED-112. Introduction to Computer Applications -II (3 Credits)

Course Objective:

The objective of the course is to orient students with the fundamental concepts, issues of information and communication technology and to explain them the nature of data, the characteristics of good quality information and the importance of knowledge in decision making.

Course Description:

The course discusses the use of Libre Office which is the power-packed free, libre and open source personal productivity suite for Windows, Macintosh and GNU/Linux. The course also provides hands-on advanced knowledge in Writer, Calc, Impress, Draw, Math and Base.

Suggested Readings:

Das, S. (2010) *A Complete Guide to Computer fundamentals* India: Laxmi Publications.
Norton, P. (2003). *Peter Norton's introduction to computers*. New York: Glencoe/McGraw-Hill.
Sinha, P.K.(2004). *Computer Fundamentals*. 4th Ed.,BPB Publications
Rahman, M. L. ; Hossain, M.A. (2002). *Computer Fundamentals*, Dhaka: Systech Publications.

GED-132 History of Emergence of Bangladesh

Course Objective:

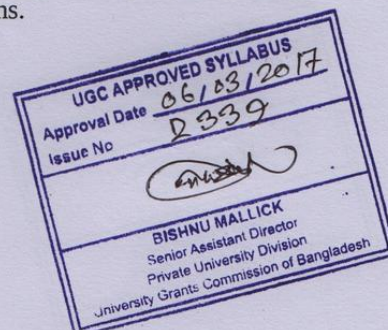
The objective of the course is to create an understanding about the declaration of independence and overall contribution of Bangabandhu Sheikh Mujibur Rahman in the history of emergence of Bangladesh and Liberation War of 1971.

Course Description:

The course will discuss the basic causes of the war, violence caused by Pakistani army, the role of Mujibnagar government, organization and training of the freedom fighters, guerilla operations by freedom fighters, military operations of the joint forces etc. It will also provide a critical understanding of women's participation in the war. The course will also describe the importance of liberation war in the life of Bengali nation.

Suggested Readings:

Banglapaedia: Bangladesh National Encyclopedia in Bengali. (2003). Dhaka: Asiatic Society of Bangladesh.
Imam J. (1986). *Ekattorer Dinguli*. Dhaka: Shandhani Publications.
Islam, S. (1992). *History of Bangladesh: 1704 - 1971*. Dhaka: Asiatic Society of Bangladesh.
Kamal, S. (1989). *Ekatturer Diary*. Dhaka: Hawlader Publications.
Rahman, S.M. (2012) *Oshomapto Attojiboni*, Dhaka: UPL.
Singh, S. K. (1999). *Bangladesh documents*. Dhaka: UPL.



GED-109. Bengali Reading and Composition Skills (3 Credits)

Course Objective

The aim of this course is to prepare students achieve the Bengali linguistic skills necessary for writing and reading so that the students learn the rhythm and express themselves effectively in standard Bangla.

Course Description

The course will discuss how to speak, read and write in standard Bangla across different media forms such as newspapers, magazines, public relations, advertising and publishing industries.

Suggested Readings:

Bhattacharya, S. (2012) *Lekhak O Sompadoker Ovidhan*. Kolkata: Ananda Publishers Private Limited.
Chaki, J. (2013) *Bangla Bhasar Byakaran*. Kolkata: Ananda Publishers Private Limited.
Chatterjee, N. (2012). *Bangla Ki Likhben Keno Likhben*. Kolkata: Ananda Publishers Private Limited.
Nasrin, M., & Wurff, W. V. (2007). *Colloquial Bengali*. London: Routledge
Prothom Alo Style Manual. (2012). Dhaka: Prothoma Prokashon.

JMS-103. Mass Communication: Structure and Process (3 Credits)

Course Objective:

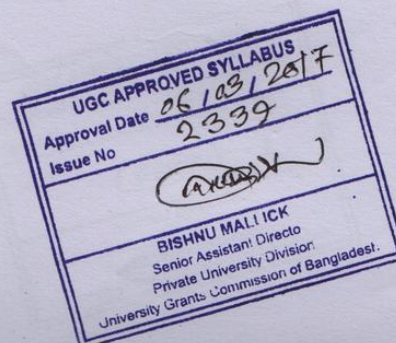
The objective of the course is to help students to understand the nature, scope and functions of mass communication and media industries and their respective structures.

Course Description:

The course discusses an introduction to mass communication and the mass media; the development, scope and functions of the mass media; basic mass communication theories; the role and significance of the media in relationship to the individual and society. It will also cover the composition and nature of media audience, impact of language and meaning, media effects and research findings on critical media thinking.

Suggested Readings:

Baran, S. J. (2010), *Introduction to Mass Communication: Media Literacy and Culture*, New Delhi: Tata McGraw-Hill.
Hasan, S. (2010). *Mass Communication Principles and Concepts*. New Delhi: CBS.
Lule, J. (2013). *Understanding media and culture: An introduction to mass communication*. Irvington, NY: Flat World Knowledge.
Turow, J. (2009). *Media today: An introduction to mass communication*. New York: Routledge.
Vivian, J. (2009). *The media of mass communication*. Boston, MA: Pearson/Allyn and Bacon.



JMS-104. Introduction to Journalism (3 Credits)

Course Objective:

The aim of this course is to introduce students to the fundamentals of journalism, the history of journalism, development of the press, online journalism, investigative journalism, citizen journalism (pros and cons), and recent development of journalism.

Course Description:

The course focuses on the role of journalism and places it in historical, political and social context. The content of the course include: definition and fundamental of journalism, history of journalism, nature of news, news values, elements of news, sources and agencies, introduction to features, articles, interviews and editorials, ethics of journalism, development the press, online journalism, investigative journalism, citizen journalism and the law.

Suggested Readings:

Bonder, F. F.; Davenport, J. R, & Drager, M. W. (2005). *Reporting for the Mass Media*. New York: Oxford University Press.

Fleming, C. (2006). *An introduction to journalism*. London: Sage.

Kamath, M. V. (2012). *Professional journalism*. New Delhi: Vikas Pub. House.

Stein, M. L., Paterno, S., & Burnett, R. C. (2006). *News writer's handbook: An introduction to journalism*. Ames, IA: Blackwell Pub.

2nd Year

2nd Year (1st Semester) 15 Credits

JMS-201. Political Processes and Institutions (3 Credits)

The aim of this course is to give a grasp of the main conceptual approaches, schools, methods in politics. It also aims at giving them the toolkit and ability to problematize and reflect critically on common-sense assumptions and understandings of political institutions and processes

Course Description:

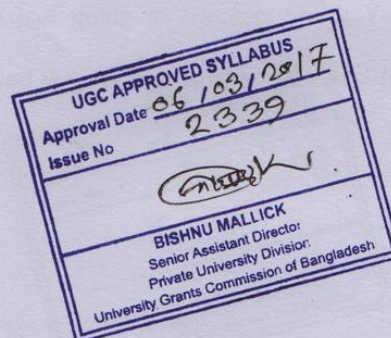
This course discusses the various fundamental concepts of political science such as society, community, power, sovereignty, constitution etc. It also discusses different forms of government and political institutions and actors and their functions.

D. Caramani (2014) *Comparative Politics*. Oxford: Oxford University Press.

D. Marsh & G. Stoker (2010) *Theories and Methods in Political Science* Basingstoke: Palgrave Macmillan.

Das, S. K. (2013). *Political science*. New Dehli: Oxford Univ. Press

Rhodes, R. A., Binder, S. A., & Rockman, B. A. (2006). *The Oxford handbook of political institutions*. Oxford: Oxford University Press.



JMS-202. Gender and Communication (3 Credits)

Course Objective:

The purpose of the course is to gain an insight into the ways in which gender is enacted, represented and has an impact on cultural formations and communication. The course also aims at studying the situations that illustrate how the perception of gender is both an influence on and a product of communication.

Course Description:

The course discusses how gender inequalities are reproduced in daily life thorough media. It highlights the primary role played by media in creating gender insensitivity in society. Using theories from cultural studies, film, gender studies, and communication studies, this course will explore different processes and practices of gender, specifically in terms of media representations of femininity and masculinity.

Suggested Readings:

- Mehta, M., & Sharma, S. R. (2013). *Media and gender issues*. New Delhi: Sarup Book.
- Ross, K. (2010). *Gender and media: Women, men and identity politics*. Lanham, MD: Rowman and Littlefield.
- Schrank, L. W. (2000). *Gender and communication*. Lake Zurich, IL: Learning Seed.
- Wood, J. T. (2005). *Gendered lives: Communications, gender, & culture*. Belmont: Thomson Wadsworth.

JMS-203. Principles of Public Relations (3 Credits)

Course Objective:

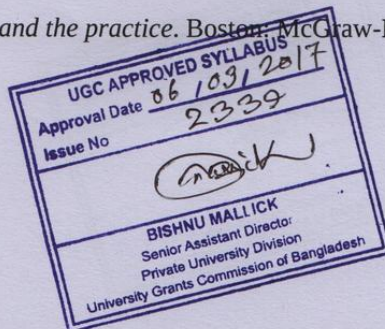
The course is aimed at providing the students with both theoretical and practical understanding of the nature of public relations activities performed by various organizations. This course is designed to introduce students to the role and importance of public relations in dealing with the existing socio-economic and socio-political problems.

Course Description:

The course discusses nature and process of public relations, methods of public relations, public opinions and persuasion, applications of public relations techniques, public relations and social media, strategic public relations, public relations and the law, the future of public relations etc. In this course students will learn a range of modern techniques and methods for handling various events with respect to target audiences.

Suggested Readings:

- Bagin, D., & Fulginiti, A. J. (2005). *Practical public relations: Theories & practices that make a difference*. Dubuque, IA: Kendall/Hunt Publishing.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective public relations*. Upper Saddle River: Prentice Hall.
- Gordon, A. (2011). *Public relations*. Oxford: Oxford University Press.
- Harrison, K. (2011). *Strategic public relations: A practical guide to success*. South Yarra, Vic.: Palgrave Macmillan Australia.
- Lattimore, D. L. (2004). *Public relations: The profession and the practice*. Boston: McGraw-Hill.



JMS-204. Media, Society and Culture (3 Credits)

Course Objective:

The objective of the course is to critically examine the interplay between media, society and culture from a number of perspectives, seeking to develop an understanding of the serious social, cultural and political issues relating to the powerful influence of the mass media.

Course Description:

This course investigates the role of the media in the social construction of reality and explores the impact of media disseminated messages on individuals. The course pays particular attention to the complex issue of how the media shapes contemporary ideology and culture and looks at the ways in which human identity is increasingly influenced by representations.

Suggested Readings:

- Briggs, A., & Cobley, P. (2002). *The media: An introduction*. Harlow: Longman.
- Croteau, D., & Hoynes, W. (2003). *Media society: Industries, images, and audiences*. Thousand Oaks, CA: Pine Forge Press.
- Gripsrud, J. (2002). *Understanding media culture*. London: Arnold.
- Hodkinson, P. (2011). *Media, culture and society: An introduction*. London: SAGE.

JMS-205. Television Production (3 Credits)

Course Objective:

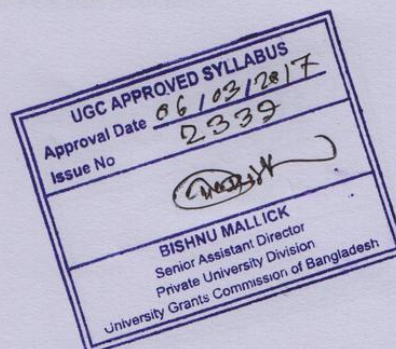
The objective of the course is to teach students basic television production for live and recorded programs so that they are able to produce news sessions, talk shows, reality shows, and dramas.

Course Description:

This course combines theory and practice to develop television production skills. This course discusses planning, budgeting, and directing a television production, camera operation, and the use of audio, video and graphics for television news and programming. Topics will include electronic news gathering techniques, producing bulletins, live broadcast, documentaries, and shows based on current affairs such as talk shows. Students will practically learn how to produce reality shows, docu-fictions, dramas, and other entertainment based programs.

Suggested Readings:

- Gunter (2015), *The Cognitive Impact of Television News: production Attributes and Information Reception*, Palgrave Macmillan
- Harris, P. L. (2006). *Television production*. Tinley Park, IL: Goodheart-Willcox
- Millerson, G., & Owens, J. (2012). *Television Production*. Saint Louis: Taylor and Francis.
- Zettl, H. (2005). *Television Production Handbook*. India: Cengage Learning



2nd Year (2nd Semester) 18 Credits

JMS-206. Media Advocacy (3 Credits)

Course Objective:

This course aims at providing students an overview of the types, elements, characteristics, areas, methods, strategies and tactics of awareness and policy advocacy.

Course Objectives:

This course discusses concepts of media advocacy, principles and approaches to designing media operation for social and public changes, outlining strategic use of mass media, and different indigenous and alternative media. Students need to undertake a project demonstrating their ability to plan, research and design a media campaign.

Suggested Readings:

- Ashfield, E., & McPeake, R. (2010). *Advocacy*. Oxford: Oxford University Press.
- Canning, D., & Reinsborough, P. (2010). *Re:Imagining Change: How to use story based strategy to win campaigns, build movements, and change the world*. Oakland, CA: PM Press.
- Coyer, K., Dowmunt, T., & Fountain, A. (2007). *The alternative media handbook*. London: Routledge.
- Daly, J. A. (2011). *Advocacy: Championing ideas and influencing others*. New Haven: Yale University Press.
- Reed, T.V. (2005). *The art of protest: culture and activism from the civil rights movement to the streets of seattle*. Minneapolis, AL: University of Minneapolis Press.

JMS-207. News Reporting and Writing (3 Credits)

Course objective:

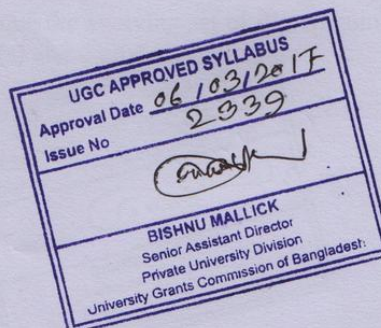
The course is designed to help students develop the basic skills of news gathering and writing. Emphasis will be given on the techniques of gathering information and writing simple news stories.

Course Description:

The course focuses on news gathering and writing related to accidents, cultural programs, festival or other ceremonies, speeches, seminars, press conferences, meetings and crime, Students will also be introduced to writing obituaries, and preparing news reports based on press releases or handouts and interview skills. Gathering and crosschecking/verifying information from the internet including the social media will get a special attention.

Suggested Readings:

- Bonder, F. F.; Davenport, J. R, & Drager, M. W. (2005). *Reporting for the Mass Media (8th ed.)*. New York: Oxford University Press.
- Mercher, M. (2003). *News Reporting and Writing (9th Ed.)*. San Francisco: McGraw-Hill.
- Rich, C. (2005). *Writing and reporting news a coaching method*. Belmont: Wadsworth/Thomson Learning.
- Stovall, J. G. (2006). *Writing for the Mass Media*. New York: Pearson Education.



JMS-208. Mass Communication Theories (3 Credits)

Course Objective:

The objective of the course is to give students an in understanding of theories of mass communication. It also aims at developing the ability to reflect and react on theories of media communication.

Course Description:

This course will focus on important mass communication concepts, exploring various models and theories at mass and computer-mediated levels of communication. It will also introduce the three main communication perspectives – positivist, interpretive and critical. The course deals with the communication field from the perspectives of content and language, media and society, audiences and effects, and media organizations.

Suggested Readings:

Baran, S. & Davis, D. (2010). *Mass Communication Theory. Foundations, Ferment, and Future*. Sixth Edition. Boston: Wadsworth Cengage Learning.

McQuail, D. (2010). *Mass Communication Theory*. Sixth Edition. London: Sage.

McQuail, D. (Ed.) (2010). *McQuail's Reader in Mass Communication Theory*. London: Sage.

Scannell, P. (2007). *Media and Communication*. London: Sage.

Severin, W. & Tankard, J. (2001). *Communication Theories. Origins, Methods, and Uses in the Mass Media*. Fifth Edition. London: Addison Wesley Longma

JMS-209. Broadcast Journalism (3 Credits)

Course Objective:

The objective of the course is to orient students with the process of Radio and TV Journalism involving reporting, editing, presentation and production

Course Description

This course will discuss different issues related to radio and television news reporting. It will teach students to write radio and TV news scripts and speak for a radio and television audience, deliver live coverage, and conduct on-camera interviews. It will also teach students how to anchor a news show.

Suggested Readings:

Boyd, A. (2000, Fifth Ed.). *Broadcast Journalism*. New York: Focal Press.

Chapman, J., & Kinsey, M. (2009). *Broadcast journalism: A critical introduction*. London: Routledge.

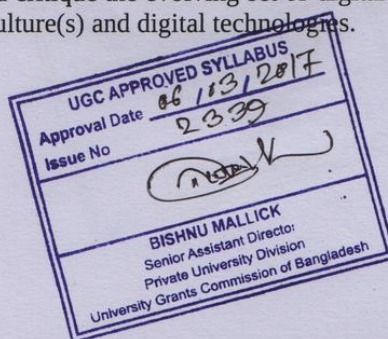
White, Ted (2013, Sixth Ed.). *Broadcast News*. New York: Focal Press.

Musburger, R. B. (2013). *An introduction to writing for electronic media: Scriptwriting essentials across the genres*. Burlington (MA): Focal Press.

JMS-210. Digital Culture (3 Credits)

Course Objective:

The objective of the course is to understand, engage, and critique the evolving set of digital cultures in which we live and to understand the interplay between culture(s) and digital technologies.



Course Description:

This course will discuss the technological, financial, cultural and political aspects of the digital information revolution and Internet based media and communications. The course will deal with topics such as technological convergence, digital divide, e-commerce, e-governance, online communities, blogs, videogame cultures, virtual realities, cyborg identities, and online activism. It will interrogate the politics of race, class, ethnicity, gender, sexuality, nationalism, capital, and technology shaping the practices of internet communication.

Suggested Readings:

Castells, M. (1996). *The Rise of the Network Society*. Oxford: Blackwell

Castells, M. (1997). *The Power of Identity*. Oxford: Blackwell

Couldry, N. (2012). *Media, society, world: Social theory and digital media practice*. Cambridge: Polity.

Creeber, G., & Martin, R. (2009). *Digital cultures*. Maidenhead: Open University Press.

Miller, V. (2011). *Understanding digital culture*. Los Angeles, CA: SAGE.

JMS-211. Photojournalism (3 Credits)

Course Objective:

The aim of this course is to teach students about the fundamentals of photojournalism and the evolution of photographic techniques over the years. After the completion of this course, the students will learn about the camera, techniques of composition, sharpness, focusing techniques, lighting techniques, and aesthetics of photography and would be able to apply this knowledge in journalism.

Course Description:

This course will focus on the history of photojournalism, the "news" photograph, how pictures are set up and selected and how the newspapers and magazines use photographs. Besides it will cover the changing technology of photojournalism, the aesthetic analysis of photographs, techniques of taking classic photographs, using photo lab, etc. The course will also explore the ethical norms of photojournalism.

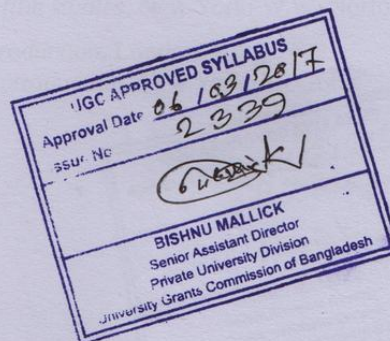
Suggested Readings:

Deshpande, B. K. (2007). *Photojournalism*. New Delhi: Sonali Publications.

Hirsch, R. (2000). *Seizing the Light: a History of Photography*. USA: McGraw-Hill

Newhall, B. (1982). *History of Photography*. New York: The Museum of Modern Art.

Steel, A. (2006). *Photojournalism*. Mies, Switzerland: RotoVision.



3rd Year
3rd Year (1st Semester) 15 Credits

JMS-301. Multimedia Production (3 Credits)

Course Objective:

The objective of the course is to identify and critically evaluate multimedia elements in journalistic storytelling and help students produce audio, photographic, video and virtual reality video story packages for a variety of stories.

Course Description:

The course will discuss visual storytelling concepts and principles for evaluating, constructing and designing information for the web and other electronic publication systems. Issues of ethics and ownership of work pertinent to the new media will be highlighted.

Suggested Readings

Adobe Creative Team (2009). *Adobe Photoshop CS4 Classroom in a Book*. Berkeley CA: Peachpit.
Briggs, M. (2010). *JournalismNext: A practical guide to digital reporting and publishing*. Washington, D.C.: CQ Press.
Negrino, T. and Smith, D. (2009). *Dreamweaver CS4 for Windows and Macintosh: Visual QuickStart Guide*. Berkeley, CA: Peachpit.
Vaughan, T. (2004). *Multimedia: Making it work*. Berkeley, CA: Osborne/McGraw-Hill.

JMS-302. Concepts in Film Studies (3 Credits)

Course Objective:

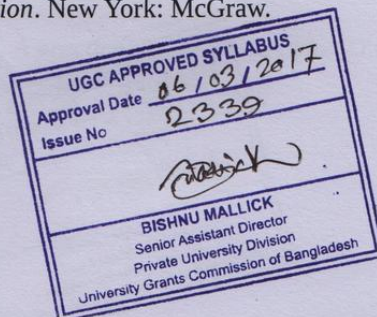
The objective of the course is to acquaint the students with basic elements, terminology and theories of critique and inquiry in film studies. The course introduces students to the study of film, its history and aesthetics and their application to individual films and film movements.

Course Description:

The course discusses the earliest attempts to define cinema and the most recent efforts to place films in the context of psychology, sociology, philosophy and aesthetics. It lays emphasis on interpretations of film in the light of different theories.

Suggested Readings:

Braudy, L., & Cohen, M. (2009). *Film theory and criticism: Introductory readings*. New York: Oxford University Press.
Geiger, J., & Rutsky, R. L. (2005). *Film analysis: A Norton reader*. New York: W.W. Norton.
Junaid, N. (2015). *Bangla Rajnoitik Chalachitra: Satyajit-Ritwik-Mrinaler Protibaadi Chobi*. Dhaka: BDNews Publishing Limited.
Junaid, N. (2014). *Doshti Rajnoitik Chalachitra: Baktobbo O Nirmanshoili*. Dhaka: Janantik.
Nichols, B. (2010). *Engaging cinema: An introduction to film studies*. New York: W.W. Norton &.
Pramaggiore, M., & Wallis, T. (2011). *Film: A critical introduction*. London: King.
Thompson, K., & Bordwell, D. (2003). *Film history: An introduction*. New York: McGraw.



JMS-303. News Editing (3 Credits)

Course Objective:

The objective of the course is to develop the skills of the students in news editing. This course teaches students how to edit reports, write headlines, translate reports, and arrange news run orders in the media.

Course Description:

The course discusses both the practical and theoretical aspects of editing. The practical aspects will cover rewriting and translation of copies adaptation of foreign stories; headline and caption writing; basics of sub-editing and page make-up, copy-editing, translation and rewriting. Exercises will include news selection, news treatment and deciding on the running order of news for different pages/bulletins.

Suggested Readings:

Dash, A. (2008). *News editing*. New Delhi: Sonali Publications.

Harrower, T. (2002). *The newspaper designer's handbook*. Boston: McGraw-Hill.

Friend, C., Challenger, D., & McAdams, K. C. (2005). *Contemporary editing*. Boston: McGraw-Hill.

Press, A. (2013). *The associated press stylebook: And briefing on media law, 2013*. New York, NY: Basic Books.

Russial, J. (2004). *Strategic copy editing*. New York: Guilford Press.

Friend, C., Challenger, D., & McAdams, K. C. (2005). *Contemporary editing*. Boston: McGraw-Hill.

Press, A. (2013). *The associated press stylebook: And briefing on media law, 2013*. New York, NY: Basic Books.

Russial, J. (2004). *Strategic copy editing*. New York: Guilford Press.

JMS-304. Development Communication (3 Credits)

Course Objective:

The objective of the course is to create an understanding of the theory and history of the role of communication in development. The course also aims to critically assess the strategic use of communication and media tools in development goal.

Course Description:

The course examines various approaches, models, and strategies of development communication, from both theoretical and historical points of view. The course addresses the major concepts of development communication and the role of communication in development particularly in agriculture, health and community development issues. This course also explores emerging and alternative strategies of communicating social change, such as open development, indigenous movements, cultural resistance and digital media activism.

Suggested Readings:

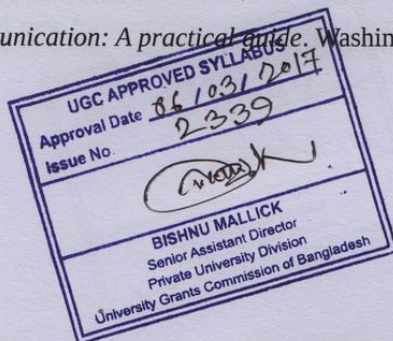
Dutta, M. J. (2011). *Communicating social change: Structure, culture, and agency*. New York: Routledge.

Manyozo, L. (2012). *Media, communication and development: Three approaches*. New Delhi: SAGE.

McPhail, T. L. (2009). *Development communication: Reframing the role of the media*. Chichester, U.K.: Wiley-Blackwell.

Sinha, D. (2013). *Development communication: Contexts for the twenty-first Century*. New Delhi: Orient BlackSwan.

Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. Washington, D.C.: World Bank.



JMS-305. Business Communication (3 Credits)

Course Objective:

This course will make the student conversant with the basic forms, formats and techniques of business writing so that they will be thoroughly prepared to take part in real-world business fields. This course also aims at introducing students a variety of technical and business writing theories and practices designed to apply to the production of business communication in the real world.

Course Description:

This course discusses the fundamentals of good business writing, including protocols for business letters, memoranda, electronic mail, good and bad messages, persuasive messages and formal reports and proposals. Students will learn how to enhance their business communication with mass media.

Suggested Readings:

- Bovee, C. L., & Thill, J. V. (2016). *Business communication today*. Boston: Pearson.
Brounstein, M. (2007). *Business communication*. Hoboken, NJ: John Wiley
Business Communication. (2003). Boston, MA: Harvard Business School Press.
Hinner, M. B. (2005). *Introduction to business communication*. Frankfurt am Main: Peter Lang.
Locker, K. O., & Kaczmarek, S. K. (2007; Ninth reprint 2011). *Business communication: building critical skills*. Third Edition NY : Tata McGraw-Hill.
Salam, S.A. & Mehtaz A. (2014) *Business Communication* (in Bangla), Dhaka: Abasar
Smith, G. D. (2009). *An Introduction to Business Communication*. North Ryde: McGraw-Hill

3rd Year 2nd Semester 15 Credits

JMS-306. Online Journalism (3 Credits)

Course Objective

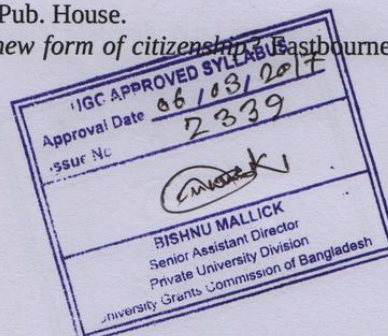
The course is designed to enable the students to use internet for information gathering and online publishing. It provides an introduction to the internet and World Wide Web as an information and communication resource.

Course Description

This course lays special emphasis on the practical aspects of internet news gathering, editing process of the downloaded material, electronic subbing and editing, web page design, the state of online journalism in Bangladesh and the internet as an alternative medium. Fundamental techniques of WWW authoring will be taught and will include file application and management, incorporation of graphics and the design of web pages, blog and online content.

Suggested Readings:

- Craig, R. (2005). *Online journalism: Reporting, writing, and editing for new media*. Southbank, Victoria, Australia: Thomson/Wadsworth.
Foust, J. C. (2005). *Online journalism: Principles and practices of news for the Web*. Scottsdale, AZ: Holcomb Hathaway.
Joshi, V. K. (2011). *Online journalism*. New Delhi: Enkay Pub. House.
Monaghan, G., & Tunney, S. (2010). *Web journalism: A new form of citizenship*. Eastbourne: Sussex Academic Press.



JMS-307. Visual Communication (3 Credits)

Course Objective

This course is intended to introduce students to the basic principles of visual communication and graphic design. After completing the course the students will be able to build their visual vocabulary and develop a toolbox of skills and techniques for communicating visually.

Course Description:

This course demonstrates how images are used to construct and disseminate meanings in all societies for many purposes ranging from the religious, the political and the commercial reasons. The course will discuss the physiology and psychology of vision and graphic design i.e. using design elements and principles to create meaning. Moreover, on a journalistic front, the course will cover developing infographics/infodata, photo stories /galleries and other visual elements of news presentation and page make-up.

Suggested Readings:

- Baldwin, J., & Roberts, L. (2006). *Visual communication: From theory to practice*. Lausanne: AVA.
- Jamieson, G. H. (2007). *Visual communication: More than meets the eye*. Bristol: Intellect Books.
- Nayak, A. K., & Chiranjeev, A. (2011). *Visual communication*. New Delhi: Jnanada Prakashan.
- Williams, R., & Newton, J. H. (2007). *Visual communication: Integrating media, art and science*. New York: Lawrence Erlbaum Associates.

JMS-308. Media Economics and Management (3 Credits)

Course Objective:

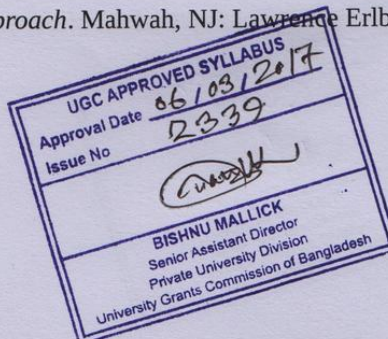
The aim of this course is to present an analysis of the mass media industry through the prism of economic concepts and give an introduction to the management and marketing principles in mass media industry. After the completion of the course students should be able to critically analyze and understand the developments in media markets.

Course Description:

This course is designed to give the students an overview of different media organizations, their respective structures and management functions. Media management in the context of company's mission and goals, planning and decision making, marketing perspective, promotion and sales and financial management will be discussed in this course. Besides, the ethical contexts and perspectives in relation to media management will also be highlighted.

Suggested Readings:

- Albarran, A. B. (2010). *The media economy*. New York: Routledge/Taylor & Francis.
- Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). *Handbook of media management and economics*. Mahwah, NJ: L. Erlbaum Associates.
- Picard, R. G. (2011). *The economics and financing of media companies*. New York: Fordham University Press.
- Wicks, J. L. (2004). *Media management: A casebook approach*. Mahwah, NJ: Lawrence Erlbaum.



JMS-309. Editorial and Feature Writing (3 Credits)

Course Objective:

This course aims at providing theoretical and practical understanding on editorials, columns and feature writing. It enables the students appreciate differences between an editorial and other forms of writing and between news and features.

Course Description:

The course focuses on the theory and practices of editorial and feature writing. The topics include the definition of a feature story, the basic approaches to writing the story and the different types of features. The basic processes and approaches involved in writing and planning an editorial are also explained.

Suggested Readings:

- Fink, C. C. (1999). *Writing opinion for impact*. Ames: Iowa State University Press.
- Garrison, B. (2010). *Professional feature writing*. New York: Routledge.
- Granato, L. (2002). *Newspaper feature writing*. Sydney, NSW: University of New South Wales Press in association with Deakin University Press.
- Rystrom, K. (2004). *The why, who, and how of the editorial page*. State College, PA: Strata Pub.
- Tanner, S. J., Kasinger, M., & Richardson, N. (2009). *Feature writing: Telling the story*. South Melbourne, Vic.: Oxford University Press.

JMS-310. Cyber Security (3 Credits)

Course Objective:

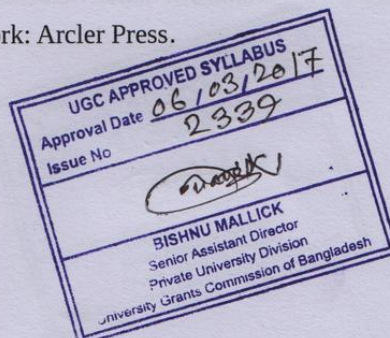
The objective of the course is to enhance students' ability to analyze trends in the cyber security environment and to re-assess evolving national interests in the digital world. It also aims at help students think strategically about cyber security. The course will give students practical insights about how and why attackers attack and how to engage in protective measures to prevent attacks.

Course Description:

The course will combine technical, analytical, and communication skills for engaging students in the practice of cyber security. The principles and practices of computer system security including operating system security, network security, software security and web security discussed. Topics include a discussion of the new risks, threats, and vulnerabilities associated with the transformation to a digital world, including a look at how business, government, and individuals operate today.

Suggested Readings:

- Lehto, M., & Neittaanmäki, P. (2015). *Cyber Security*. Cham: Springer International Publishing.
- Reveron S. D. (2012), *Cyberspace and National Security*, Washington, DC: Georgetown University Press.
- Samuels, D., & Rohsenow, T. (2015). *Cyber security*. New York: Arcler Press.
- Voeller, J. G. (2014). *Cyber Security*. Wiley.



4th Year
4th Year (1st Semester) 18 Credits

JMS--401. Media Law and Ethics (3 Credits)

Course objective:

The objective of the course is to help students learn the legal and ethical issues and norms concerning communication, media and journalism. This course also aims at developing understanding and appreciation of these issues and an ability to analyze important legal and ethical concerns involving the mass media and communication industry at the global and national levels.

Course description:

Various laws relating to journalism and potential legal issues including libel and contempt of the court would be discussed in this course. A special focus would be the utilization of the Right to Information Act for news gathering purposes. Issues to be dealt with include negligent, discriminatory, preferential or prejudicial media attention; sensationalism; yellow journalism and paid journalism. It will also highlight codes of ethics/conduct for journalists and media professionals.

Suggested Readings:

Moore, R. L. and Michael D. Murray (2012, Fourth Ed.). *Media Law and Ethics*. London: Routledge.
Mathewson, Joe (2013), *Laws and Ethics for Today's Journalists*, M.E. Sharpe Inc.
Price, M. E., & Verhulst, S. (2012). *Media law*. London: Routledge.
Shoesmith, B., & Genilo, J. W. (2013). *Bangladesh's changing mediascape: From state control to market forces*. Bristol: Intellect

GED-130/LAW-305 Cyber Law (3 Credits)

Course Objective:

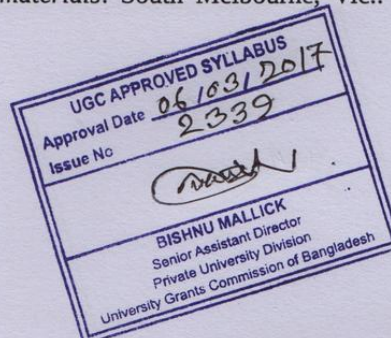
The aim of the course is to help students critically evaluate ongoing developments in law relating to information technologies and display an understanding of how these developments relate to one another.

Course Description:

The course will discuss topics like theoretical approaches to cyberspace law and regulation ; domain names and internet governance; ICANN and reform ; content regulation, censorship and filtering; defamation, cyber crime, hacking and denial of service attacks; internet jurisdiction etc.

Suggested Reading:

Forder, J., & Svantesson, D. J. (2007). *Internet and e-commerce law*. South Melbourne, Vic.: Oxford University Press.
Grimmelmann, J. (2015). *Internet law: Cases and problems*. Lake Oswego, OR: Semaphore Press.
Internet law update 2016. (2016). Mechanicsburg, PA: Pennsylvania Bar Institute.
Jayashankar, K. K., & Johnson, P. (2011). *Cyber law*. Delhi: Pacific Books International.
Lim, Y. F. (2007). *Cyberspace law: Commentaries and materials*. South Melbourne, Vic.: Oxford University Press.



GED-120/LAW-302. Women, Law and Legal Protection (3 Credits)

Course Objective:

The course aims to provide a general knowledge on women's rights and legal protection in Bangladesh as well as the International Instruments of Human Rights on legal protection of women so that the students get aware of the rights of women nationally and internationally.

Course Description:

The course surveys the relationship between women and the law, looking at the way the women have been defined as legal subjects over time. While much of the material focuses on the law and protection that has been ensured in Bangladesh, the course includes some discussion of women's status in international law and provides some cross-national comparisons of legal policies.

Suggested Readings:

- Charlesworth, H., & Chinkin, C. M. (2000). *The boundaries of international law: A feminist analysis*. Manchester, Eng.: Manchester University Press.
- Hodkinson, K. (1984). *Muslim family law: A sourcebook*. London: Croom Helm.
- Monsoor, T. (1999) *From Patriarchy to Gender Equality: Family Law and its Impact on Women in Bangladesh* Dhaka : UPL.
- Monsoor, T. (1995) *Judiciary and Gender on Trial: Reported and Unreported Decisions on the Family courts*. Dhaka: Nymphaea.
- Sharma, A. (1995). *Women in world religions*. New York: State University of New York Press.

JMS-402. International Communication (3 Credits)

Course Objective:

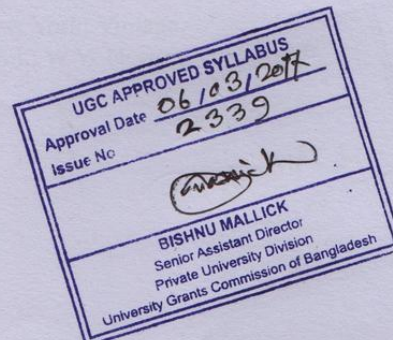
The objective of the course is to familiarize students with the historical and theoretical approach to international communication. To this end, this course will explore the global media structure and institutions and critically examine the role that media play in shaping our sense of global, national, and local cultures and identities.

Course Description:

The course will cover the issues of international information flows, global media systems, and the role of culture and communication in globalization. Moreover, the course will discuss international, and cross- cultural audiences; theoretical, pragmatic, political and ethical issues; including cultural differences, comparative media systems, political propaganda, impact of international advertising etc.

Suggested Readings:

- Flew, T., Iosifidis, P., & Steemers, J. (2016). *Global media and national policies the return of the state*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.
- McPhail, T. L. (2014). *Global communication: Theories, stakeholders and trends* (4th ed.). Chichester, UK: John Wiley and Sons.
- Thussu, D. K. (2010). *International communication: A reader*. London: Routledge.
- Valcke, P., Sükösd, M., & Picard, R. G. (2016). *Media pluralism and diversity: Concepts, risks and global trends*. Basingstoke, Hants.: Palgrave Macmillan.



JMS-403. Economic and Business Reporting (3 Credits)

Course Objective:

This course intends to orient the students on basic economic concepts and how to report business and economic issues. The overall goal of this course is to provide students with the background, knowledge, skills and attitudes that are necessary to succeed as business and financial journalists.

Course Description:

The course discusses basic economic and business principles and focuses on how economies work, and what the relations are between the main economic players and institutions. It will discuss how to write the business/economics news story and how to cover various business/economics beats such as markets, real estate, merchandising, banking and finance, manufacturing, transportation, labour, business and government, agriculture, consumer issues, new products and businesses, the environment, new technologies, economists assessments of growth/economics issues economic impacts of regional/international institutions etc.

Suggested Readings:

Reed, R., & Lewin, G. (2005). *Covering business: A guide to aggressively reporting on commerce and developing a powerful business beat*. Oak Park, IL: Marion Street Press.

Roush, C., & Cloud, B. (2010). *The financial writer's stylebook: 1,100 business terms defined and rated*. Portland, Or.: Marion Street Press.

Roush, C. (2010). *Show me the money: Writing business and economics stories for mass communication*. Routledge.

Thompson, T. (2001). *Writing about business: The new Columbia Knight-Bagehot guide to economics and business journalism*. New York: Columbia University Press.

JMS-404. Contemporary World Affairs (3 Credits)

Course Objective:

The course objective is to increase students' knowledge, understanding and appreciation of current world affairs and prepare the student for the future. This course provides students a balanced view of current affairs so that the students develop a deeper global understanding to become more active and effective citizens.

Course Description:

The course investigates the nature of political, socio-economic and cultural issues and problems of the contemporary world. It focuses on the post-WW2 social, political, religious, intellectual, technological and economic developments that fundamentally shaped today's world. Besides, attempt will be made to introduce the critical aspects of the developed and the developing worlds.

Suggested Readings:

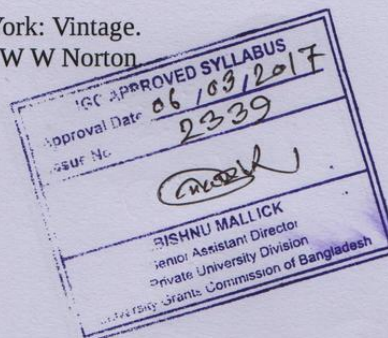
Baylis, J., & Smith, S. (2006). *The globalization of world politics: An introduction to international relations*. Oxford: Oxford University Press.

Connors, M.K., Davison, R. & Dorsch, J. (2011) *The New Global Politics of the Asia Pacific* London: Routledge.

Heywood, A. (2011) *Global Politics* Houndmills: Palgrave.

Kennedy, P. (1989). *The rise and fall of the great powers* New York: Vintage.

Mingst, K. A. (2016). *Essentials of international relations*. S.I.: W W Norton



JMS-405. Video Editing (3 Credits)

Course Objective:

The course is designed to involve students in the technological environment of video production. It is also aimed at developing a basic proficiency with the tools and techniques available in standard digital video editing programs

Course Description:

This is a hands-on course that involves active participation of the students. This course explores technical, aesthetic, and practical consideration of editing film and video. It will concentrate on the development of editing styles that are appropriate to a vast range of narrative and non-narrative materials. Its main focus is on developing software skills for audio and video editing.

Suggested Readings:

Browne, S. E. (2002). *Video editing: A postproduction primer*. Amsterdam: Focal Press.
Reisz, K. and Gavin Millar. (2009, Second Ed.). *The Technique of Film Editing*. New York: Focal Press
Osder, J. and Robbie Carmen. (2007). *Final Cut Pro Work Flows*. New York: Focal Press
Thompson, R. and Christopher Bowen (2009, Second Ed.). *Grammar of the Edit*. New York: Focal Press

4th Year 2nd Semester 12 Credits

JMS-406. Communication Research Methodology (3Credits)

Course Objective:

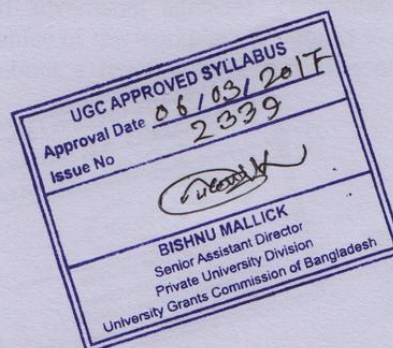
The course aims at providing an overview of various research designs, methods, both qualitative and quantitative, and research techniques as applied in communication.

Course Description:

The course covers essential ideas in theory, hypothesis generation, research design, instrumentation, data collection, and data analysis. Related topics on validity, reliability, and ethical issues are also covered. An important portion of the class is devoted to a survey of univariate statistics, which includes topics on the nature of quantitative data, the logic of statistical inference, and various statistical tests. It will also cover data generation techniques such as formulating questionnaires/interview guides, conducting in-depth interviews and facilitating focused group discussions.

Suggested Readings:

Berger, Arthur A. (2000), *Media and Communication Research Method*, London: Sage
Hayes, A. F. (2005). *Statistical methods for communication science*. Mahwah, NJ: Lawrence Erlbaum Associates.
Publication Manual of the American Psychological Association (6th ed.). (2009). Washington, D.C.: American Psychological Association.
Wimmer, R. D. & Dominick, J. R. (2006). *Mass Media Research: An Introduction* Boston MA : Wadsworth, Cengage Learning.



JMS-407. Scriptwriting (3 Credits)

Course Objective:

The course aims at help student learn the fundamentals of writing for the screen such as broadcast reports, short documentary scripts, films, dramas as well as feature documentaries. On completion of the practical elements of the course, the students will be expected to write a script in their chosen area.

Course Description:

This course will focus on the process of screenwriting: from the initial premise, through character exploration, to treatments and step-outlines, then writing the first draft. It will explore the basic theory and formal aspects of story, structure and character which are essential to all forms of screenwriting. The students will critically review produced scripts and films from a screenwriter's perspective.

Suggested Readings:

Field, S. (2005). *Screenplay: The Foundations of Screenwriting* New York: Bentam Dell.
Howard, D. & Edward Mabley (1993). *The Tools of Screenwriting* London: Souvenir Press.
Marner, T. St. J. (1972). *Directing Motion Pictures* London: The Tantivy Press
Parker, P. (1999) *The Art and Science of Screenwriting* Exeter, U.K.: Intellect.

JMS-408. Advertising (3 Credits)

Course Objective:

The key objective of the course is to provide an understanding of advertising's role in the emergence and perpetuation of consumer culture. It aims to introduce different types of advertising, advertising media, sales promotion, sponsorship and exhibitions models for analysis and the planning, executing and evaluation of an advertising process.

Course Description:

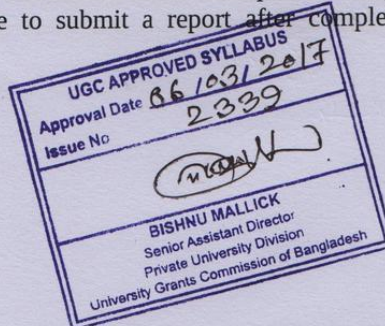
The course will explore advertising concepts, definitions and the historical development stages of the industry. It will also offer the basic advertising techniques within communication processes and marketing mix. Besides, ethical aspects of advertising will also be covered.

Suggested Readings:

Belch, G. Belch M. Kerr, G. Powell, I. (2014) *Advertising and Promotion –An Integrated Marketing Communications Perspective*, 3rd Edition, Irwin McGraw Hill, Sydney
Leiss, W. Steve Kline, and Sut Jhally (2005). *Social Communication in Advertising*. New York: Routledge.
Wells, William D. & et.al. (2006, 7th ed.), *Advertising: Principles and Practices*, India: Pearson

JMS-409. Internship (3 Credits)

Students must complete an internship in a mainstream media or media related organization and should carry out responsibilities assigned to them by the particular organization. They must take on assignments and work at the media or related organizations according to their preferences. Students are encouraged to choose a workplace that matches their interests, or the type of job that could benefit their future careers. The organizations where students are allowed to have their internship include newspapers, televisions, online media, public relations and advertising agencies, communication division of NGOs and INGOs, government offices etc. The choice of the workplace is subject to final approval by the department. The students will have to submit a report after completion of the internship.



JMS-410. Project Work (3 Credits)

Students can opt for a project work in the form of a thesis to reflect and integrate their learning over their four years of study, and create an original work in an area of their interest related to the program of study. The thesis should be supervised and should represent the student's integration of theoretical constructs drawn from the coursework, application of theory and the mastery of academic skills - writing and presentation, critical analysis and independent research.

