



**GURUDAS COLLEGE**  
**(GOVT. SPONSORED)**

**NARIKELDANGA, KOLKATA-700054**

Academic Session: 2018-19

Semester: III

Dept. of: Journalism and Mass communication

Name of the Teacher: Dr. Anuja Bagchi

| <b>Hons.</b>   |  |
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| Topics allotted  | Mode of teaching (Project, lecture etc.) |
| JORA-CC-3-5-TH+TU: Unit II-; Common Sense theory, Normative Theories of Press, Transmission Model<br>Unit III; Phases of media society relations, Dominant media paradigm, Hypodermic series of modes, One step flow theory, Development paradigm of media, Active Audience Proposition<br>JORA-CC-3-6- TH +TU<br>Unit II; Definitions of culture, Media as texts,<br>Unit-IV: Political Economy of media, ideology and hegemony, Ideas of cultural studies, Representation of nation, class, caste and gender issues in media<br>JORA-CC-3-7 -TH:<br>Unit-III; Radio magazine ,Interview, Talk show, Discussion, Feature, Documentary, Studio interviews, Panel discussions, Phone-in-programmes, Pre-production for radio scripts, Writing radio commercials, Teasers and Promos | Lecture, project and use of net          |
| <b>DSE</b>   |  |
| Topics allotted  | Mode of teaching (Project, lecture etc.) |
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| <b>Generic Elective / CC</b>   |  |
| Topics allotted  | Mode of teaching (Project, lecture etc.) |
| JORG-Unit II<br>Advertising agency, structure, functions, important functionaries, client-agency relationship, copy writing, Types of copy, How to prepare, Principles of writing ,Main features, Copy writing qualities, duties and responsibilities<br><br>JORG-SEC-A-3/5:<br>JORG-SC-A-3/5:1: Feature( news feature), Editorial   | Lecture, Project, Use of Net             |
| <b>DSE</b>   |  |
| Topics allotted  | Mode of teaching (Project, lecture etc.) |
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| <b>AECC / SEC</b>  |  |
| Topics allotted  | Mode of teaching (Project, lecture etc.) |
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Implementation Report: