

WEST BENGAL COUNCIL OF HIGHER SECONDARY EDUCATION

SYLLABUS FOR CLASSES XI AND XII

SUBJECT : Journalism and Mass Communication (JMCN)

COURSE OVERVIEW :

This Journalism and Mass Communication curriculum is an effort to grow interest in this field among the students and also to equip them with the knowledge and fundamental skills necessary for further prospects in this dynamic and evolving field of media and communication. The curriculum is structured to provide a balance between theoretical understanding and practical application in the real world and to provide related ethical awareness.

Objectives:

1. Comprehend the basics of journalism and mass media along with its evolution.
2. Understand the modern scenario and prospects of communication along with their related responsibilities.
3. Understand the different areas of communication with their importance.
4. Grasping the career scope of this pertinent subject.

CLASS - XI

SEMESTER – I

SUBJECT : Journalism and Mass Communication (JMCN)

FULL MARKS : 35

CONTACT HOURS : 100 Hours

COURSE CODE : THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	1. Communication: a) Concept, Scope, Functions	2	10
	2. Types of Communication a) Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.	4	
	3. Basic Concept of Mass Media and its Different Types a) Print Media: Newspaper, Magazine, Periodicals, Books and Journal. b) Electronic Media: Radio, Television, Film. c) New Media	7	
	4. Definition: Development Communication, Mass Line Communication.	4	
	5. Basic concept of Journalism and its Career Scope	3 (20)	
Unit -2	1. History of Indian Journalism- Introduction.	2	10
	2. Evolution of Press in India.		
	a) James Augustus Hickey	2	
	b) James Silk Buckingham	2	
	c) Serampore Missionaries	2	
	d) Digdarshan, Samachar Darpan	2	
	e) Raja Rammohan Roy	2	
	f) Young Bengal	2	
	g) Sambad Prabhakar	2	
	h) Harish Mukherjee	2	
	i) Iswar Chandra Vidyasagar	2	

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
	<p>3. Press during Independence: Important Newspapers (Founder, Year, Objectives) The Times of India, Bengali, Amrita Bazar Patrika, Indian Statesman, Pioneer, The Hindu, Kesari, Mahratta, Indian Opinion, Yugantar, Sandhya, Bande Mataram (Lala Lajpat Rai, Bipin Chandra Pal, Madam Cama), New India, Independent, Young India, Hindustan Times, Anandabazar Patrika, Swaraj, Forward, Sonibarar Chithi, Nav Jeevan, Harijan, Jugantar Patrika.</p> <p>4. Press Post Independence: Important Newspapers (Founder, Year, Objectives), Hindusthan, Sanmarg, Dainik Jagran, Deccan Herald, Dainik Bhaskar, Aman Ujala, The Telegraph, Uttar Banga Sangbad, Aajkal, Bartaman, Sambad Pratidin, Dainik Statesman, Financial Express, Economic Times.</p>	<p>5</p> <p>5 (30)</p>	
Unit -3	<p>1. Print Media:</p> <ul style="list-style-type: none"> a) News- Concept and Definition b) Sources of News c) Types of News (Hard & Soft) d) Elements of News e) Objectivity <p>2. News Agency (National and International) – PTI, UNI, Samachar Bharati, ANI, IANS, AP, Reuters, AFP, Antara, DPA, Xinhua, TASS.</p> <p>Structure & functions</p> <p>3. Structure of newspaper organisation: (Duties and Responsibilities in brief)</p> <ul style="list-style-type: none"> a. Reporter b. Chief Reporter c. Correspondent d. Freelancer e. Stringer f. Photo journalist g. Editor h. Chief Sub Editor i. Sub Editor j. News Editor k. Night Editor <p>3. News Writing</p> <ul style="list-style-type: none"> a. Intro, Lead, Body, Inverted Pyramid, Headline and its different types b. News Editing – Principles of editing, Basics of Page Makeup, Proof Reading. <p>4. Concept of Article, Feature, Editorial and Column.</p>	<p>1</p> <p>2</p> <p>1</p> <p>2</p> <p>2</p> <p>4</p> <p>8</p> <p>10</p> <p>4 (34)</p>	10



Unit -4	1. New Media: Introduction	2	5
	a) Basic Concept	2	
	b) Popularity	2	
	2. Types of New Media	2	
	3. Social Media: Introduction	4	
	a) Types of Social Media	4	
	b) Impact on Society	2	
	4. Dos and Don'ts of New Media	2 (20)	

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