

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

SONARGAON UNIVERSITY (SU), DHAKA

Program: BSS (Honors) in Journalism and Media Studies (JMS)

Introduction

Journalism and Media Studies is a dynamic and challenging field that plays a vital role in shaping public opinion, promoting social awareness, and strengthening democratic values. The program focuses on shaping the next generation of media professionals who are skilled, ethical, and innovative, and who contribute meaningfully to journalism and society. The curriculum enables students to gain a comprehensive understanding of journalistic principles, media theories, communication practices, digital technologies, and contemporary issues in the rapidly evolving media landscape.

The Department of Journalism and Media Studies at Sonargaon University (SU) is offering a 4-year BSS (Honors) program featuring a comprehensive, industry-oriented curriculum. The program emphasizes both theoretical knowledge and practical skills, preparing students for diverse careers in print, broadcast, digital media, strategic communication, and related fields. The curriculum has been developed to meet the demands of modern media industries and has gained appreciation from students and professionals for its quality, relevance, and professional focus.

Duration of Study

The Department of Journalism and Media Studies at Sonargaon University (SU) offers a four-year BSS (Honors) program comprising eight semesters. Each academic year, January to December, is divided into two semesters: the first semester runs from January to June, and the second semester runs from July to December. The medium of instruction for the program is English.

Admission

All applicants are required to meet the admission criteria established by the University without exception. The Department of Journalism and Media Studies (JMS) conducts admission twice a year, corresponding with the beginning of each semester. Although admission application forms are available throughout the year at the University's admission office, the admission process is completed only two times annually before the commencement of each semester.

Semesters in an Academic Year

There are two semesters in an academic year. They are as follows:

Spring Semester	:	January - June
Fall Semester	:	July – December

Duration of Study and Credit Hours

JMS four-year BSS (Honors) program consists of eight semesters, 55 courses, and a total of 144 credit hours, including an internship or research monograph.

Duration	No of Semesters	No of Courses	Credit Hours
4 years	8	55	144
Total Credit Hours			144

Each course will carry 100 marks which shall be distributed as follows:

Continuous Assessment	60%
Semester Final Examination	40%
Total	100%

The marks allocated for continuous assessment are distributed among different components as follows: Class Attendance (10%), Assignments (10%), Class Tests (10%), and Mid-Term Examinations (30%).

Admission Requirement

Students who have completed SSC/Equivalent and HSC/Equivalent from a recognized School and College will be eligible for admission in BSS (Honors) in the JMS program.

Class Attendance and Participation

Each student is required to attend all classes held during each semester. Only three absences in one semester in each course may be excused. Moreover, attendance in the classes will contribute to increasing the grading point in a particular course or the total program. The basis for awarding marks for class attendance and participation will be as follows:

Attendance	Marks
90% and above	10
85% to less than 90%	09
80% to less than 85%	08
75% to less than 80%	07
70% to less than 75%	06
65% to less than 70%	05
60% to less than 65%	04
Less than 60%	02
Less than 50%	00

Grading System

A student may earn the following letter grades: A+, A, A-, B+, B, B-, C+, C, D, and F, depending on his/her performance in the course. However, grade 'F' is the failing grade. The numerical equivalent of the grades, along with the meaning for each grade, is given in the tabular form below:

Numerical Scores	Letter Grade	Grade Point
80-Above	A+	4.00
75-79	A	3.75
70-74	A-	3.50
65-69	B+	3.25
60-64	B	3.00
55-59	B-	2.75
50-54	C+	2.50
45-49	C	2.25
40-44	D	2.00
Less than 40	F	0.0

Courses

1st Year 1st Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 1101	Concepts of Communication	3.0	3.00	--	--	3.00
JMS 1103	Concepts of Journalism	3.0	3.00	--	--	3.00
JMS 1104	Sessional on JMS 1103	--	--	2.0	1.00	1.00
JMS 1105	Mass Media in Bangladesh	3.0	3.00			3.00
JMS 1106	Sessional on JMS 1105	--	--	2.0	1.00	1.00
Ban 1101	Bangla Language and Literature	3.0	3.00	--	--	3.00
JMS 1107	Journalistic Writing Skills: Bangla	3.0	3.00	--	--	3.00
Total		15.0	15.00	4.0	2.00	17.00
Contact hours : 19.0		No. of theory courses : 5				
Total Credits : 17.00		No. of sessional courses : 2				

1st Year 2nd Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
Hum 1201	History of Emergence of Independent Bangladesh	3.0	3.00	--	--	3.00
CSE 1201	Computer Skills	3.0	3.00	--	--	3.00
CSE 1202	Sessional on CSE 1201	--	--	2.0	1.00	1.00
Eng 1201	English Language	3.0	3.00	--	--	3.00
Eng 1202	English Skills Practices	--	--	2.0	1.00	1.00
JMS 1201	Journalistic Writing Skills: English	3.0	3.00	--	--	3.00
Hum 1203	Bangladesh Culture and Heritage	3.0	3.00	--	--	3.00
JMS 1203	Film Sense and Criticism	2.0	2.0	--	--	2.00
JMS 4200-1	Viva-Voce on 1st Year Courses	--	--	--	--	1.00*
Total		17.0	17.00	4.0	2.00	20.00
Contact hours : 19.0+		No. of theory courses : 6				
Total Credits : 20.00		No. of sessional courses : 2				

2nd Year 1st Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 2101	Interpersonal and Group Communication	3.0	3.00	--	--	3.00
ICT 2101	Information and Communication Technology	3.0	3.00	--	--	3.00
Hum 2101	Sociology and Economics	4.0	4.00	--	--	4.00
JMS 2103	Reporting and Editing (Print Media)	4.0	4.00	--	--	4.00
JMS 2104	Sessional on JMS 2103	--	--	2.0	1.00	1.00
JMS 2105	Writing for TV, Film and Advertising	3.0	3.00	--	--	3.00
JMS 2106	Sessional on JMS 2105	--	--	2.0	1.00	1.00
Total		17.0	17.00	4.0	2.00	19.00
Contact hours : 21.0		No. of theory courses : 5				
Total Credits : 19.00		No. of sessional courses : 2				

2nd Year 2nd Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 2201	Mass Communication: Structure and Process	3.0	3.00	--	--	3.00
JMS 2203	Political Processes and Institutions	3.0	3.00	--	--	3.00
JMS 2205	Media Research	3.0	3.00	--	--	3.00
JMS 2206	Sessional on JMS 2205	--	--	2.0	1.00	1.00
JMS 2207	Management and Media Marketing	3.0	3.00	--	--	3.00
JMS 2208	Sessional on JMS 2207	--	--	2.0	1.00	1.00
JMS 2209	Contemporary Bangladesh Affairs	3.0	3.00	--	--	3.00
JMS 4200-2	Viva-Voce on 2nd Year Courses	--	--	--	--	1.00*
Total		15.0	15.00	4.0	2.00	17.00
Contact hours : 19.0+		No. of theory classes : 5				
Total Credits : 17.00		No. of sessional classes : 2				

3rd Year 1st Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 3101	Newspaper Reporting	3.0	3.00	--	--	3.00
JMS 3103	Media Laws and Ethics	3.0	3.00	--	--	3.00
JMS 3105	Economic Processes and Institutions	3.0	3.00	--	--	3.00
JMS 3107	Broadcast Journalism	3.0	3.00	--	--	3.00
JMS 3108	Sessional on JMS 3107	--	--	2.0	1.00	1.00
JMS 3109	Online Journalism	3.0	3.00	--	--	3.00
JMS 3110	Sessional on JMS 3109	--	--	3.0	1.50	1.50
Total		15.0	15.00	5.0	2.50	17.50
Contact hours : 20.0		No. of theory courses : 5				
Total Credits : 17.50		No. of sessional courses : 2				

3rd Year 2nd Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 3201	Media, Society and Culture	3.0	3.00	--	--	3.00
JMS 3203	International Communication	3.0	3.00	--	--	3.00
JMS 3205	Communication and Media Theories	3.0	3.00	--	--	3.00
JMS 3207	Newspaper Design, Make-up and Desktop Publishing	3.0	3.00	--	--	3.00
JMS 3208	Sessional on JMS 3207	--	--	3.0	1.50	1.50
JMS 3209	Social Process and Institutions	4.0	4.00	--	--	4.00
JMS 4200-3	Viva-Voce on 3rd Year Courses	--	--	--	--	1.00*
Total		16.0	16.00	3.0	1.50	17.50
Contact hours : 19.0+		No. of theory courses : 5				
Total Credits : 17.50		No. of sessional courses : 1				

4th Year 1st Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 4101	Communication Research Methodology	4.0	4.00	--	--	4.00
JMS 4103	Gender and Media	3.0	3.00	--	--	3.00
JMS 4105	Audio-Visual Production	3.0	3.00	--	--	3.00
JMS 4106	Sessional on JMS 4105	--	--	2.0	1.00	1.00
JMS 4107	Development Communication	3.0	3.00	--	--	3.00
JMS 4109	Agriculture and Development Journalism	3.0	3.00	--	--	3.00
Total		16.0	16.00	2.0	1.00	17.00
Contact hours : 18.0		No. of theory classes : 5				
Total Credits : 17.00		No. of sessional classes : 1				

4th Year 2nd Semester

Course Code	Course Title	Theory		Sessional		Total Credits
		Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 4201	Magazine Editing and Production	3.0	3.00	--	--	3.00
JMS 4203	Public Relations and Campaign	3.0	3.00	--	--	3.00
JMS 4200-4	Viva-Voce on 4th Year Courses	--	--	--	1.00	1.00* + (3.00)
JMS 4205	Select any three courses from Option I	3.0	3.00	--	--	3.00
JMS 4207		3.0	3.00	--	--	3.00
JMS 4209		3.0	3.00	--	--	3.00
Total		15.0	15.00	--	4.00	19.00
Contact hours : 15.0 +		No. of theory classes : 5				
Total Credits : 19.00		No. of sessional class : 1				

* This 1.00 credit, in addition to 3.00 previous credits of each semester for Viva-Voce, will be assessed as the Grade of Viva-Voce against JMS 4200 in the final transcript.

8 Weeks Internship (After completion of all courses)

Course Code	Course Title	Contact hrs/week	Credit
JMS 4000	Internship**	-----	3.00

** Internship at Newspapers, Television, Online Media, Radio, NGO or Corporate Organizations

OPTIONAL COURSES I:

Course Title	Theory		Sessional		Total Credits
	Contact hrs/week	Credit	Contact hrs/week	Credit	
JMS 42XX Video Production	3.0	3.00	--	--	3.00
JMS 42XX Photo Journalism	3.0	3.00	--	--	3.00
JMS 42XX Economic and Business Journalism	3.0	3.00	--	--	3.00
JMS 42XX Graphic Communication	3.0	3.00	--	--	3.00
JMS 42XX Radio Journalism	3.0	3.00	--	--	3.00
JMS 42XX Business Journalism	3.0	3.00	--	--	3.00
JMS42XX Business Communication and Corporate Social Responsibility	3.0	3.00	--	--	3.00
JMS 42XX Feature, Editorial and Op-Ed Writing	3.0	3.00	--	--	3.00
JMS 42XX Public Speaking and Broadcast Presentation	3.0	3.00	--	--	3.00
JMS 42XX Sports Journalism	3.0	3.00	--	--	3.00
JMS 42XX Public Communication	3.0	3.00	--	--	3.00

Syllabus of BSS (Honors) in JMS (4 years)

Course Code: JMS 1101

Course Title: Concepts of Communication

Course Objectives:

The course introduces the preliminaries to human communication and forms the basis for perceiving many other aspects of the broad sphere of communication presented in the whole range of courses throughout the four-year academic programme.

Course Content:

It defines the meanings of communication, describes the nature, scope and purpose of communication and highlights the value of the study of communication. Throwing light on the types, forms and functions, the course explains the models of the process of communication. It discusses the self and perception, listening, verbal and nonverbal messages. The entire course is discussed in the context of culture. It touches on the changing pattern of human communication against the backdrop of rapid growth of new information technologies.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√		√							
CLO 3				√					√	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Identify scope, functions, role and importance of communication in all sphere of human life	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Analyze human communication process through various communication models and theories	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Develop overall communication and leadership and presentation skills in various situations	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment,

			Class Test, Semester Final Examination
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Suggested Books/Readings

Barker, L. (1981). Communication. New York: Prentice-Hill
 Pearson, J.J. & Nelson, P. (1997). An Introduction to Human Communication. New York: McGraw Hill
 Andal, N. (1998). Communication Theories and Models. New Delhi: Himalaya Publishing House
 Mortensen, C. D. (1972). Communication-the study of human interaction. London: McGraw Hill
 DeVito, J. A. (1997). Essentials of Human Communication. New York: Pearson Education
 Berlo, D. K. (1960). The Process of Communication. New York: Holt, Rinehart and Winston, Inc.
 DeFleur, M. & Dennis, E. (1991). Understanding Mass Communication. Boston: Houghton Mifflin.
 Yoder, D., Hugenberg, L., & Wallace, S. (1993). Creating Competent Communication. Indiana: Brown and Benchmark.
 Pearson, J. & Spitzberg, B. (1990). Interpersonal Communication: Concepts, Components and Contexts. Dubuque, IA: Brown Brothers

Course Code: JMS 1103

Course Title: Concepts of Journalism

Course Objectives:

This introductory course familiarizes the students with the world of journalism by giving them some exposure to its abundance of practices and explaining the conceptual underpinnings.

Course Content:

It enables them to be well-grounded in understanding the key concepts and the structure, process, functions and implications of journalism. Defining journalism from different perspectives, the course throws light on news, feature, editorial and post-editorial, op-ed page, news writing structure, elements and types of news, interviewing, and pressure on the press. It puts emphasis on newspapers, addressing its roles, responsibilities, management and basic issues of ethics in journalism; it gives a brief view of journalism as practiced in television, radio and new media.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√						√			
CLO 2	√									
CLO 3			√	√					√	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
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Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the chronological scenario of Mass Media in Bangladesh	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Analyze the media transformation from Print Media to Online Media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Demonstrate relation between war of liberation in 1971 and media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO4	Formulate the model of mass media in Bangladesh	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Shoosmith, B. & Genilo, J.W. (eds.) (2013). Bangladesh's Changing Mediascape from State Control to Market Forces. Chicago: University of Chicago Press

পাল, তারাপদ (১৯৭২)। ভারতের সংবাদপত্র। কোলকাতা: সাহিত্য সদন।

ধর, সুব্রত শংকর (১৯৮৫)। বাংলাদেশের সংবাদপত্র। ঢাকা: বাংলা একাডেমী।

সালাম, শেখ আবদুস (২০১১)। বাংলাদেশের গণমাধ্যম ও সাংবাদিকতায় আলোকিতজনেরা। ঢাকা: মাওলা ব্রাদার্স।

আলমগীর, মো. শাহ (সম্পা.) (২০১৬)। বেতার টেলিভিশন সাংবাদিকতা ও প্রাসঙ্গিক ভাবনা। ঢাকা: বাংলাদেশ প্রেস ইনস্টিটিউট।

হায়াৎ, অনুপম (১৯৮৭)। বাংলাদেশের চলচ্চিত্রের ইতিহাস। ঢাকা: বাংলাদেশ চলচ্চিত্র উন্নয়ন কর্পোরেশন।

Course Code: Ban 1101

Course Title: Bangla Language and Literature

Course Objectives:

The course has been designed to facilitate the students in obtaining the inclusive idea about struggling past, diverse culture and heritage of Bangladesh in the light of long historical background. It will focus on the social, economic and political developments that have taken place before and since its independence in the 20th century.

Course Content:

The students attending this course are expected to be made aware of the understanding of complex historical development by interconnecting the events which lead to the journey of Bangladesh as an independent and sovereign country. It equips the students to understand the events critically and deeply in the light of history which will make them the ideal citizen with patriotism towards the national integration and advancement.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√								
CLO 3	√	√					√			
CLO4	√							√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand o various aspects of the Pre-History and Ancient Bengal	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	An in-depth understanding of the students will grow about the British colonial rule in the Indian subcontinent	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Demonstrate Bengali Identity and Bangla & Language Movement	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO4	Analyze Socio-political Background of Liberation war	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

প্রথম খণ্ড-ভাষা

- ১। বাংলা ধ্বনি/ বাগ ধ্বনি (Phone/Speech Sound); বর্ণ (Letter); অক্ষর (Syllable)
- ২। বাংলা ধ্বনির উচ্চারণ স্থান ও রীতি (Point of Articulation and Manner of Articulation)
- ৩। বাংলা উচ্চারণ -প্রমিত (Standard); আঞ্চলিক (Dialectal); বৈচিত্র (Variation)
- ৪। অপিনিহিত, অভিশ্রুতি, স্বরসঙ্গতি, শ্বাসঘাত (Stress Accent) স্বরভঙ্গি/ স্বরতরঙ্গ(Intonation)
- ৫। বাংলা ও ইংরেজির তুলনা
- ৬। বাংলা লিখন দক্ষতা; সাধু/চলিত রীতি; বিরাম চিহ্ন প্রয়োগ। প্রমিত বাংলা বানানের নিয়ম (বাংলা একাডেমি)
- ৭। ব্যবহারিক বাংলা সংক্ষিপ্ত আলোচনা

একুশে ফেব্রুয়ারি, মুক্তিযুদ্ধ, বাংলাভাষা, বিশ্বায়ন বাংলায় উৎসব, ষড়ঋতু, বাংলা নববর্ষ, আধুনিক তথ্য-প্রযুক্তি, বাংলার লোক সংস্কৃতি, মানবতা ও নৈতিকতা।

দ্বিতীয় খণ্ড-সাহিত্য

কবিতা

- ১। আবদুল হাকিম-নুরনামা
- ২। মাইকেল মধুসূদন দত্ত – বঙ্গভাষা
- ৩। লালন সাই – খাঁচার ভেতর অচিন পাখি
- ৪। রবীন্দ্রনাথ ঠাকুর- নির্ঝরার স্বপ্নভঙ্গ
- ৫। কাজী নজরুল ইসলাম- আজ সৃষ্টি সুখের উল্লাসে
- ৬। জীবনানন্দ দাশ- রূপসী বাংলা
- ৭। হাসান হাফিজুর রহমান – অমর একুশে
- ৮। আলাউদ্দিন আল আজাদ – স্মৃতি স্তম্ভ
- ৯। শামসুর রাহমান- তোমাকে পাওয়ার জন্য হে স্বাধীনতা
- ১০। সৈয়দ শামসুল হক- পরিচয়

প্রবন্ধ

- ১। বঙ্কিম চন্দ্র চট্টোপাধ্যায়- বাঙ্গালা ভাষা
- ২। রবীন্দ্রনাথ ঠাকুর- সভ্যতার সংকট
- ৩। হরপ্রসাদ শাস্ত্রী- তৈল
- ৪। প্রমথ চৌধুরী- যৌবনে দাও রাজটিকা
- ৫। কাজী নজরুল ইসলাম- বর্তমান বিশ্বসাহিত্য
- ৬। মুহম্মদ আবদুল হাই – আমাদের বাংলা উচ্চারণ
- ৭। কবীর চৌধুরী – আমাদের আত্মপরিচয়

ছোটগল্প / অন্যান্য রচনা

- ১। রবীন্দ্রনাথ ঠাকুর- পোস্ট মাস্টার
- ২। রোকেয়া সাখাওয়াত হোসেন – অবরোধ বাসিনী
- ৩। বিভূতিভূষণ বন্দোপাধ্যায় – পুঁইমাচা
- ৪। সৈয়দ ওয়ালীউল্লাহ- নয়নচারা
- ৫। জাহানারা ইমাম- একাত্তরের দিনগুলি
- ৬। হাসান আজিজুল হক – ঘরগেরস্থি
- ৭। আখতারুজ্জামান ইলিয়াস- অপঘাত

নাটক

- ১। কবর- মুনির চৌধুরী

Course Code: JMS 1107

Course Title: Journalistic Writing Skills: Bangla

Course Objectives:

This course helps the students learn how to write Bangla with clarity and effect for general and journalistic purposes.

Course Content:

There is no fundamental difference between lucid literary writing and good journalistic writing. Basing on this postulate this course is designed to familiarize the students with examples of good Bangla taken from selected literary writings and selected features and news stories taken from newspapers. Students will read the selected

texts intensively. Close familiarity with the texts will help them in writing good Bangla. The instructor will evaluate the students' intensity of involvement in reading the texts.

Students will go through a continuous process of writing in the classroom and at home with regularity and unremitting seriousness. They will write simple, graphic descriptions/narratives of events, people and places, nature and everyday life, simple news stories and features for the newspapers. They will also translate into Bangla some of the features and news published by BBC News, the New York Times and the Guardian to learn more about style.

While discussing the writing exercises of the students, the instructor will throw light on the good styles of writing, some basic rules of effective writing and pay attention to rectifying spelling errors the students may make and discuss the relevant rules of correct spelling and proper use of punctuation

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√								√
CLO 3					√		√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Familiarize the students with examples from selected classic literary writings and selected features .	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Compose journalistic write-up from different language to Bangla .	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Learn basic rules of effective writing, rectifying spelling errors and discuss the relevant rules of correct spelling and proper use of punctuation.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

ঠাকুর, অবনীন্দ্রনাথ (১৩৫৩) পথেবিপথে, কলিকাতা, বিশ্বভারতী
 ঘোষ, শঙ্কর (১৪১৪), সামান্য অসামান্য, কলিকাতা, প্যাপিরাস
 আহমেদ, হুমায়ুন (১৯৯১), হুমায়ুন আহমেদের শ্রেষ্ঠ গল্প, ঢাকা, অনিন্দ্য প্রকাশন
 পত্রিকা থেকে সংকলিত সংবাদ ও ফিচার

মামুদ, হায়াৎ (২০০৫), বাংলা লেখার নিয়মকানুন (৩য় সংস্করণ), ঢাকা: প্রতীক প্রকাশনা সংস্থা
বাংলা একাডেমী, (১৯৯৪), প্রমিত বাংলা বানানের নিয়ম, ঢাকা: বাংলা একাডেমী

Course Code: Hum 120 Course Title: History of Emergence of Independent Bangladesh

Course Objectives:

The course is designed to understand the geographical feature, ethnic composition, language and cultural frame and the uprising of the independent Bangladesh. Side by side to learn the distinctive identify of Bangladesh in the context of undivided Bengal.

Course Content:

Under this syllabus the students will be able to learn the social, economic, cultural and geographical feature of ancient Bengal. Side by side they will learn the rise of communalism under the colonial rule, Lahore Resolution in 1940, the proposal of Suhrawardi and Sarat Bose for sovereign undivided Bengal and consequences of the creation of Pakistan in 1947. The course will also offer to learn the uprising of Bengali nationalism and the independence of Bangladesh in 1971.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√					√	√		
CLO 2	√	√					√	√		
CLO 3		√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Compose the chronological history behind the emergence of Bangladesh	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Learn the consequences of creation of Pakistan in 1947	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Understand emergence of a new nation based on the concept of Bengali nationalism.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

History of Bengal, R.C. Majumder, Dhaka Bishobidolay Prokasona Songstha, Bangladesh

অসমাপ্ত আত্মজীবনী (২০১২) শেখ মুজিবুর রহমান, দি ইউনিভার্সিটি প্রেস লিমিটেড, বাংলাদেশ
 কারাগারের রোজনামচা (২০১৭), শেখ মুজিবুর রহমান, বাংলা একাডেমি, বাংলাদেশ

History of Bangladesh: A Subcontinental Civilisation (২০১৬), আবুল মাল আব্দুল মুহিত, দি
 ইউনিভার্সিটি প্রেস লিমিটেড, বাংলাদেশ

বাংলাদেশ ১৯৭১ (১ম খণ্ড-৪র্থ খণ্ড), আফসান চৌধুরী, মাওলা ব্রাদার্স, বাংলাদেশ

Course Code: CSE 1201

Course Title: Computer Skill

Course Objectives:

The objective of this course to teach the student about the basic skills of computer use to become multimedia, broadcast and print journalism. Side by side learning of writing the textual contents, students will be taught the technical skills to be a multitasking journalist.

Course Content:

The students will be able to learn introduction to computer, computer architecture, operating system, introduction to Windows (98, 2000, ME, XP & Windows 7), Different types of software, Introduction to Microsoft Office Application, introduction to Programming Languages and E-Business Systems.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2					√	√			√	√
CLO 3					√	√			√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the basic things of software and hardware	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Apply technical skills to create digital journalistic project (compose, content	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment,

	making, audio, video creation etc)		Class Test, Semester Final Examination
CLO 3	Illustrate page makeup and distribution of media project.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

- Mahesh K. Goel, Introduction to Computer Science
- Schulmeyer, G.G, Computer Concept in Management Mastering Windows 98
- Rahmat Ali Siddiqui, Management Information Systems
- James A. O'Brain, Management Information Systems
- Konnoth, C. Laudon & Jane, P. Laudon, Management Information Systems: Organization & Technology
- Haag, C. Mccubb, Management Information Systems for the Information Age

Course Code: Eng 1201

Course Title: English Language

Course Objectives: Developing student's reading, writing, listening and speaking skill in English language and able to communicate properly in home and abroad.

Course Content:

Grammar: tense, article, preposition, subject-verb agreement, clause, conditional and sentence Structure.

Vocabulary building: Correct and practice diction, affixes, level of appropriateness, colloquial and standing, informal and formal.

Developing reading skill: Strategic of reading, skimming, scanning, predicting, inferring, analyzing and interpreting variety of texts, practicing comprehension from literary and nonliterary texts.

Developing writing skill: Sentences, sentence variety, generating sentences, clarity and correctness of sentences, linking sentences to form paragraphs, writing paragraphs, essays and reports, formal and informal letters.

Listening skill and note talking: Listening sentences to recorded texts and class lectures and learning to take useful notes based on listening.

Developing speaking: oral skills including communicative expressions for personal identification, life at home, giving advice and option, instruction and directions, requests, complaints, apologies people and places, narrating events.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√		√		√					
CLO 2	√				√					
CLO 3		√	√	√	√					

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Building vocabulary and learning correct grammar for English language	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate writing skill and create proper sentences	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Apply language skill to communicate home and abroad	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Professor Dr. M. Maniruzzaman. Advanced Reading and Writing Skills, Friends Book Corner, Dhaka.

Kristina Browne, Susan Hood, 1989: Writing Matters. Writing Skills and Strategic for Students of English, CUP.

J. Karl Nicholas, James R. Nichol, 1981: Rhetorical Models for Effective Writing. Winthrop Publishes, Inc, Cambridge, Massachusetts.

Moris Imhoof and Hurman Hudson, From Paragraph to Essay, Oxford University Press

Simon Greenwell and Michael Swan, 1986: Effective Reading. Reading Skills for Advanced Students. CUP

Course Code: JMS 1201

Course Title: Journalistic Writing Skills: English

Course Objectives:

The purpose of this course is to help students improve their skills in writing a given topic in simple, clear and concise English. They will find their exercises and participation useful in identifying their weaknesses, writing correctly and thinking logically.

Course Content:

It is primarily designed to help students improve communication skills, especially writing and reading. They will learn and appreciate a range of styles and forms of expressions through prediction, inference, summarizing, and analyzing academic and beyond academic contexts with emphasis on journalistic view point. The course lays particular emphasis on writing process, paragraph structure, patterns of paragraph, paragraph development by narration, description, listing or examples, comparison or contrast, definition, classification, cause and effect and problem solution, practicing grammar and building vocabulary based on the students' need assessment. It throws light on writing simple features and letters to the editor. Students will be encouraged to think and write with confidence in ways that reflect their individual perspective an identity.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√	√	√						
CLO 3			√						√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Defining, classify the cause and effect and problem solution, practicing grammar and building vocabulary based on the students' need assessment.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Composing a range of styles and forms of expressions through prediction, inference, summarizing, and analyzing academic and beyond academic contexts with emphasis on journalistic view.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Apply the language skill to create journalistic pieces	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Langan, J. (2001) English Skills (7th edition). USA: Mc Graw Hill. Imhoof, M. & Hudson, H. (2013). From Paragraph to Essay (5th edition). Hong Kong: Longman.

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

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

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

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

Raman, M. S. S. (2004). Technical Communication (1st Edition). India: Oxford University Press.

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

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

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

Course Code: JMS 1203

Course Title: Bangladesh Culture and Heritage

Course Objectives:

This course aims at familiarizing the students with the milestones in the history of Bengal from the ancient period to the end of 19th century. The knowledge of the political, socio-cultural and economic history gained here will enable the students to understand better the course on contemporary history of the country.

Course Content:

It discusses the origin and development of the Bengalis as a nation, political developments from the medieval period to the 19th century, origin and growth of Bengali language and literature, Renaissance and the social reformations in 19th century. It sheds light on different components of Bengali culture and heritage such as music, theatre, architectural trends, sculptures, folk culture and cultures of indigenous societies. The course will give a brief overview of dress, food, festivals and other forms of culture in different ages.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								

CLO 2	√	√				√				
CLO 3	√	√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses the origin and development of the Bengalis as a nation	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate origin and growth of Bengali language and literature, Renaissance and the social reformations in 19th century	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Compose different components of Bengali culture and heritage such as music, theatre, architectural trends, sculptures, folk culture and cultures of indigenous societies	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

রায়, নীহাররঞ্জন. (২০০৬)। বাঙালীর ইতিহাস: আদি পর্ব (৫ম সংস্করণ)। কলকাতা: দে'জ পাবলিশিং।
 ইসলাম, সিরাজুল. (সম্পা.) (১৯৯৩)। বাংলাদেশের ইতিহাস (তিন খন্ড)। ঢাকা: এশিয়াটিক সোসাইটি অব বাংলাদেশ।
 ওদুদ, কাজী আবদুল (২০১১)। বাংলার জাগরণ। ঢাকা: কথাপ্রকাশ।
 মুখোপাধ্যায়, সুভাষ (২০১৪)। বাঙালীর ইতিহাস, সংক্ষেপে ডক্টর নীহার রঞ্জন রায় এর 'বাঙালীর ইতিহাস' (আদিপর্ব)। ঢাকা: মুক্তধারা।
 মুরশিদ, গোলাম (২০০৬)। হাজার বছরের বাঙালি সংস্কৃতি। ঢাকা: অবসর।
 খান, এস (২০০৬)। বাংলাদেশের লোক ঐতিহ্য (১ম খ-)। ঢাকা: বাংলাএকাডেমি।
 খান, এস. (২০০৮)। বাংলাদেশের লোক ঐতিহ্য (২য় খ-)। ঢাকা: বাংলাএকাডেমি।
 হালদার, গোপাল (২০০৫)। বাংলা সাহিত্যের রূপরেখা (অখ-)। ঢাকা: শুভপ্রকাশ।
 হুমায়ুন, আজাদ (২০১৫)। লাল নীল দীপাবলি বা বাংলা সাহিত্যের জীবনী। ঢাকা: আগামী প্রকাশনী।
 হুমায়ুন, আজাদ (১৯৯২)। কতো নদী সরোবর বা বাঙলা ভাষার জীবনী। ঢাকা: আগামী প্রকাশনী।

Course Code: JMS 2101

Course Title: Interpersonal and Group Communication

Course Objectives:

This course introduces the principles and practices of communication in interpersonal, group and organizational settings, explains relevant concepts and theories and gives an insight into the complexity of gender, cultural and global differences in communication.

Course Content:

Topics of interpersonal communication underscore universals and axioms in interpersonal communication, effectiveness in interpersonal communication, self in interpersonal communication: self-awareness, self-disclosure, assertiveness, shyness, communication apprehension, non-verbal and verbal communication, interpersonal relationships: functions, stages, emotions, conflicts. The discussion of group communication includes group structure, development, dynamics, cohesiveness, group-think, leadership, conflict resolution. The course throws light on structure of organizational communication, power, decision making and communication patterns in organizations.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√		√							
CLO 2			√	√						
CLO 3			√	√					√	

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Recognize group, interpersonal and organizational communication.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Understand the self as well as the others in the society	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Build constructive attitude towards effective interpersonal communication in the society, presentation skills, acceptability and credibility in various groups	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Devito, J. A. (2016). The Interpersonal Communication Book (14th Edition). New York: Pearson Education Ltd.

Galanes, G. J. & Brilhart, J. K. (1999). Communicating in Groups: Applications and Skills (4th Edition). USA: McGraw-Hill College.

Gamble, T. K. & Gamble, M. (2012). Communication Works (11th Edition). USA: The McGraw-Hill Companies, Inc.

Hargie, O., Saunders, C., & Dickson, D. (1994). Social Skills in Interpersonal Communication (3rd Edition). London: Routledge.

Tolbert, P. C. & Hall, R. H. (2016). Organizations: Structures, Processes and Outcomes (10th Edition). London: Routledge.

Ruben, B. D. & Stewart, L. P. (2006). Communication and Human Behavior (5th Edition). New York: Pearson.

Tubbs, Stewart L. & Moss, Sylvia (1990). Human Communication [New Edition]. McGraw-Hill Inc.

Course Code: ICT 2101**Course Title: Information and Communication Technology****Course Objectives:**

This course is designed to give students conceptual knowledge about the key information and communication technologies of the 20th and 21st centuries and their use in the news media.

Course Content:

Basic electronics and concepts of ICT; general literacy on personal communication and broadcast technologies including satellite, fibre optics, telephone, radio, television, cable television, mobile communications, internet, computer; ICT policy of Bangladesh and new world information and communication order; laws related to telecommunications; impact of information revolution and information society; cyber culture; telecommunications systems and services in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2						√	√		√	√
CLO 3						√	√		√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the basic concepts of Information Communication and Technology	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Learn to use Microsoft Software, presentation, antivirus software, cyber security and different parts of Hardware	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Create different presentation and online learning software including Kahoot, making web portal etc	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

David Bell – An Introduction to the Cyber cultures

Herbert Dordick – Understanding Modern Telecommunication

Tim Jordan – Cyber power

McChenescey et al (ed.) – Capitalism and the Information Age

E.M. Rogers – New Communication Technology

Course Code: Hum 2101

Course Title: Sociology and Economics

Course Objectives:

This course is designed to give students conceptual knowledge about the key information of the sociology and economics. To understand communication, journalism and visual contents, knowing sociology and economics is mandatory. This course will help the students to understand the subject from different perspective.

Course Content:

Nature, scope and perspectives of sociology; stages of social research and research methods; culture and civilization; socialization and personality development; globalization; media and individual; social organization and social problem; social stratification; industrial revolution, capitalism and socialism; work and economic life; environment and human activities; climate change and global risk; population and human society; urbanization and city development; social change and technology.

Definition of economics; principle of economics.

Micro Economics: Theory of demand and supply and their elasticity; price determination; nature of an economic theory; applicability of economic theories to the problems of developing countries; indifference curve technique; marginal analysis; optimization, market; production, production function, types of productivity; fixed cost and variable cost; internal and external economics and diseconomies.

Macro Economics: Savings, investment; national income analysis; inflation; monetary policy, fiscal policy and trade policy with reference to Bangladesh; planning in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√						√		
CLO 3		√						√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand nature, scope and perspectives of sociology; stages of social research and research methods	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Elaborate the theory of demand and supply and their elasticity; price determination; nature of an economic theory; applicability of economic theories to the problems of developing countries	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Differentiate between macro and micro economics	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Schaefer, Richard T.(2013) Sociology: A brief Introduction, 10th Edition, N.Y: McGraw Hill Inc.
 Giddens, Anthony (2015): Sociology, 7th Edition London
 Mohammed, Mabub A.: Population, Environment and Economy; South Asian Institute of Advanced Studies: 2015, Dhaka.
 Agarwala, H. N. (1998) Introduction to Economic Principles, ANE Books.
 Agarwala, S. K. (2008) Principles of Economics, Delhi, Excel Books.
 Ahuja, H. L. (2000) Advanced Economic Theory (5th Edition), India, S. Chand Group.
 Crowther, Geoffrey (2007) An Outline of Money, Seton Press.

Course Code: JMS 2103 (4 credits)

Course Title: Reporting and Editing (Print Media)

Course Objectives:

This course is designed to help the students develop basic skills for gathering information and writing news reports.

On the other hand, the course is also designed to help the students develop basic news editing skills both for print and broadcast media. The focus will be given on copyediting techniques, headline writing, rewriting, photo-editing, caption writing and translation.

Course Content:

Techniques of gathering information for print and electronic media, sources of news, news beats, interview as techniques of news gathering and its types, news writing structure, intro writing, writing simple news reports (emphasis will be given on the following areas: disaster, fire, accident, obituary).

Introduction to news copyediting; use of copyediting symbols; introduction to newsroom; qualities and functions of copyeditor; copy selection and treatment; stages in copyediting; rewriting; basics of translation; photo selection, editing and treatment; basics of layout, design and page make-up.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√				√					
CLO 2			√	√						
CLO 3					√	√				
CLO 4				√	√	√				

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Develop basic skills for gathering information and writing news reports	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination

CLO 2	Demonstrate interviewing including journalistic practices	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate copyediting symbols; introduction to newsroom	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 4	Organize copy selection and treatment; stages in copyediting; rewriting; basics of translation; photo selection, editing and treatment	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Carl Warren- Modern News Reporting
 Harris and Johnson- The Complete Reporter
 Campbell and Wolsely- Newsman at Work
 Melvin Mencher- News Reporting and Writing
 Sally Adams- Interviewing for Journalists
 Bastian, Case and Bakette- Editing the Days News
 Garst and Bernstein-Headlines and Deadlines
 Floyd K. Baskette, et. al- The Art of Editing
 R. Thomas Berner, Allyn and Bacon- The Process of Editing
 Bruce H. Westley- News Editing
 T.J.S. George- Editing: A Handbook for Journalists
 S.M.A. Chowdhuri- Sub-Editing John Morrish- Magazine Editing
 Stephen Quinn- Digital Sub-Editing and Design

Course Code: JMS 2105

Course Title: Writing for TV, Film and Advertising

Course Objectives:

This course covers the evolution of film language from the study of international silent cinema to the sound in Hollywood films. The introduction of television as a form of media arts, as well as advertising as a performing art, is the key highlight.

Course Content:

Discussions will take place on the development of feature film, short film, documentary film and advertising through selected screening, reading, lectures, small and highly personal discussion group. It will help students understand the visual literacy effectively. This course will also deal

with practical application of the principles and techniques of copywriting, including outdoor media in preparation for advertising campaigns. It will emphasize the development of professional skills in writing effective copy for advertising in the print, radio and film/television media covering the following: ad copy and layout for print, script for radio commercials with all necessary cues for sound effects and music, script and storyboard for a commercial to be produced on film or videotape.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√			√	√		√			√
CLO 3				√	√	√			√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Write development of feature film, short film, documentary film and advertising	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Understand the visual literacy	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Writing effective copy for advertising in the print, radio and film/television media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Carl Warren- Modern News Reporting
Harris and Johnson- The Complete Reporter
Campbell and Wolsely- Newsman at Work
Melvin Mencher- News Reporting and Writing
Sally Adams- Interviewing for Journalists
Bastian, Case and Bakette- Editing the Days News
Garst and Bernstein-Headlines and Deadlines
Floyd K. Baskette, et. al- The Art of Editing
R. Thomas Berner, Allyn and Bacon- The Process of Editing
Bruce H. Westley- News Editing

T.J.S. Jeorge- Editing: A Handbook for Journalists

S.M.A. Chowdhuri- Sub-Editing John Morrish- Magazine Editing

Stephen Quinn- Digital Sub-Editing and Design

ফাহিমদুল হক- চলচ্চিত্র: তত্ত্ব ও গবেষণা

সাইফুল হক অমি- কাউন্টার ফোর্স (১ ও ২)

Dave Monahan, Richard Barsam- Looking at Movies: An Introduction to Film

J V Vilanilam and A K Varghese Advertising Basics! A Resource Guide for Beginners

Course Code: JMS 2201

Course Title: Mass Communication: Structure and Process

Course Objectives:

This course gives an overview of the nature, scope and functions of mass communication.

Course Content:

It defines the meanings of mass communication and range of its functions. It discusses media structure and performance, media support system, composition and nature of media audience, process of media effects, barriers to communication, language and meaning, cognitive dissonance. It also throws light on comparative media systems and the communications revolution.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√	√						√		
CLO 3		√					√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Demonstrate mass communication and the range of its function	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Discuss media structure and performance, media support system, composition and nature of media audience	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate the model of mass communication and the	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

	communications revolution in developing countries		
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Suggested Books/Readings

E. Dennis. Everette. –(2002) Understanding Mass Communication (Houghton Mifflin Company)
Dominick.Joseph.R–(2010) The Dynamics of Mass communication (10th Edition, The McGraw Hill Education, Private Limited)
Schramm. Wilbur – (1973)-Men, Messages and Media. (New York: Harper and Row)
Ghosh.Subir– (2015, 2nd edition) Mass Communication: An Indian perspective- SahityaSamsad
Griffin. E.M- (2006)- A first look at Communication Theory. (Boston, McGraw Hill Inc.)
Michael W.Gamble and Teri Kwal Gamble-n (1989)- Introduction Mass Communication. McGraw Hill Inc New York.
মুহিউদ্দীন.খালেদ,আসাদুজ্জামান,এ.এস.এম- (২০০২)-যোগাযোগের তত্ত্ব- বিসিডিজেসি
মুহিউদ্দীন.খালেদ,আসাদুজ্জামান,এ.এস.এম- (২০০২)-যোগাযোগের ধারণা- বিসিডিজেসি
হায়দার.শাওকী, সামিন.সাইফুল- (২০১৪) গণযোগাযোগ তত্ত্ব ও প্রয়োগ- বাংলাদেশ প্রেসইনস্টিটিউট

Course Code: JMS 2203

Course Title: Political Processes and Institutions

Course objective:

This course deals with the conceptions of political processes, structures of political power and the holistic approaches to contemporary political theories and media-politics relationships.

Course contents:

Conceptualizing political processes; structures of political power; political culture; political socialization; political participation; elections in the political process; political organization; overview of some contemporary political theories; relation of political institutions and media; and the role of media in good governance and democracy.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√	√						√		
CLO 3		√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
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CLO 1	Conceptualizing political processes and structures of political power	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Demonstrate political theories and elections in the political process	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate relation of political institutions and media and the role of media in good governance and democracy	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

R. E. Dowse and J. A. Hughes- Political Sociology
J. Dearlove and P. Saunders- Introduction to British Politics
Arno A. And W. Dissanayake- The News Media in National and International Conflict
Thomas R. Dye and Harmon Zeigler- American Politics in the Media Age
Simon Cottle (ed)- Ethnic Minorities and the Media
Davidson, Walter Philips- Mass Communication and Conflict Resolution

Course Code: JMS 2205

Course Title: Media Research

Course Objective:

This course will discuss the techniques necessary to conduct communication and media researches. It will further help the students undertake independent research projects on media content. The students will also learn statistical tools necessary to process and present research data.

Course Content:

Purpose of mass media research; research design; research procedures; quantitative methods; sampling; survey; content analysis; qualitative methods; case studies; readership research; circulation studies; readability survey; media effect research; focus group discussion; historical analysis; data analysis; report writing measures of central tendency and measures of dispersion; correlation; and regression analysis.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								

CLO 2	√	√					√	√		
CLO 3		√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Conceptualizing basic concepts of media research	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Demonstrate different types of research methods and theories	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Design and conduct research works in the fields of communication and journalism and write reports	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Babbie Earl – The Practice of Social Research
 Therese L. Baker – Doing Social Research
 Floyed Fowler – Survey Research Methods
 Roger D. Wimmer & Joseph R. Dominick – Mass Media Research; An Introduction
 Allen Edwards – Statistical Methods

Course Code: JMS 2207

Course Title: Management and Media Marketing

Course objective:

This course will review the principles/practices of management and marketing concerned with the mass communication and media organizations.

Course Content:

The specific objectives of this course are: to understand the roles and functions of media managers at various levels; to comprehend the significance and necessity of managing stakeholders; to conceptualize how internal and external environment shape media-related organizations and their responses; and to demonstrate critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading the management functions in media. It will also introduce students to media marketing strategies and to the elements of marketing analysis: customer analysis, company analysis and competitor analysis; to familiarize you with the elements of the marketing mix (product, pricing, promotion, and distribution strategies), and to create successful marketing initiatives; and to expand your knowledge of the marketing industry while

increasing your awareness of the strategic and tactical decisions behind today's top performing brands.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√						√			
CLO 2	√	√				√	√	√		
CLO 3	√	√				√	√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the roles and functions of media managers at various levels	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Demonstrate critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading the management functions in media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Introduce students to media marketing strategies and to the elements of marketing analysis	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Philip Kotler-Principles of Marketing

Dave Chaffey & Fiona Ellis-Chadwick- Digital Marketing

PR Smith & Ze Zook- Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies

Course Code: JMS 2209

Course Title: Contemporary Bangladesh Affairs

Course Objectives:

The course introduces the students to the major socio-cultural and political and economic developments of Bangladesh from the beginning of the twentieth century to the present.

Course Content:

It discusses the emergence of Bangladesh as an independent country and its evolving political reality, economics and socio-cultural aspects. To give a background it throws light on the development of movements against British rule from the early phase of the twentieth century, creation of Pakistan, growth of the sense of Bengali nationality through language movement, cultural movements and movements in more concrete political forms such as Six-point Programme, Eleven Points Programmers, mass upsurge in 1969, general election of 1970, the Liberation War and independence in 1971. The course discusses a wide range of post-independence issues highlighting the Constitution and its amendments, assassination of Sheikh Mujibur Rahman, jail killing, rise of military rule and anti-military movements, concept of caretaker government, present state of democracy, economic growth and social advancement.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2	√	√	√				√			
CLO 3	√	√	√				√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses the emergence of Bangladesh as an independent country	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Demonstrate the development and journey towards the digital world	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate economic, social, cultural issues of the country	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Barua, T.K. (1978). Political Elite in Bangladesh: A Socio-Anthropological and Historical Analysis of the Processes of their Formation. Bern: Peter Lang.

Jahan, R. (ed.) (2002). Bangladesh Promise and Performance. Dhaka: The University Press Limited (UPL).

Sen, R. (1986). Political Elites in Bangladesh. Dhaka: The University Press Limited (UPL).

আহমদ, এ. এম. (১৯৭০)। আমার দেখা রাজনীতির পঞ্চাশ বছর। ঢাকা: নওরোজ কিতাবিস্তান।

ইসলাম, এস. (সম্পা.) (১৯৯৩)। বাংলাদেশের ইতিহাস (তিন খন্ড)। ঢাকা: এশিয়াটিক সোসাইটি অব বাংলাদেশ।

ইসলাম, আর (২০০৪)। বাংলাদেশের স্বাধীনতা সংগ্রাম। ঢাকা: ঐতিহ্য।

চৌধুরী, এস. আই. (২০১১)। বাঙালীর জাতীয়তাবাদ (পরিবর্ধিত তৃতীয় সংস্করণ)। ঢাকা: দি ইউনিভার্সিটি প্রেস লিমিটেড।

হান্নান, এম (২০০০)। বাংলাদেশের ছাত্র আন্দোলনের ইতিহাস। ঢাকা: আগামী প্রকাশনী।

Course Code: JMS 3101

Course Title: Newspaper Reporting

Course Objectives:

The objective of the course is to familiarize the students, who have been introduced to the basic rules of news gathering and writing in a 200-level course, with more mature ways of news gathering and writing for newspaper.

Course Content:

It is designed to stimulate the investigative and interpretative bent of mind of the students in gathering and writing news. In addition to writing news regularly on a variety of issues, the students will read good reports selected from Bengali newspapers, the Washington post, the New York Times, the Independent (UK) and the Guardian. Particular emphasis will be laid on writing news related to politics, different issues and debates in development, complex socio-cultural issues. The instructor critically discusses the students' reporting exercises and makes an evaluation of their reading of selected news stories.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√		√						
CLO 2		√	√		√	√	√			
CLO 3		√			√	√	√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Stimulate the investigative and interpretative bent of mind of the students for gathering information and writing news	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Practice reading news from the newspapers from home and abroad	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Practicing and writing news, feature, op-ed regularly on a variety of issues	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Warren, C. (1934). Modern news reporting. USA: Harper and Brothers
 Campbell, L.R. & Wolseley, R.E. (1961). How to report and write the news. New Jersey: Prentice Hall
 Dary, D. (1973). How to Write News for Broadcast and Print Media. PA, USA: GL Tab Books
 Harriss, J., Leiter, K. & Johnson, S. (1985). The Complete Reporter. London: Macmillan Pub Co.
 Rivers, W.L. (1964). The Mass Media: Reporting, Writing, Editing. New York: Harper and Row
 Mencher, M. (2007). Basic News Writing. New York: McGraw-Hill Education

Course Code: JMS 3103

Course Title: Media Laws and Ethics

Course Objectives:

The course introduces the students to the legal and ethical issues in relation to the media industry.

Course Content:

It reviews the press freedom and press influence, responsibility of press, factors that affect the functioning of journalism such as truth, lies, manipulation, temptation, bias, fairness. It discusses the laws related to the mass media in Bangladesh. A wide range of topics include defamation, decency and morality, contempt of court, parliament, copyright, media employees, official secrecy, press council, censorship, declaration and registration etc. It also discusses fundamental human rights, the constitution of Bangladesh and its amendments.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√				√	√			
CLO 2		√				√	√			
CLO 3	√	√				√	√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Reviews the press freedom and press influence, responsibility of press	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Discusses the laws related to the mass media in Bangladesh	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate defamation, decency and morality, contempt of court,	PPT, Lecture Notes, Reference Book	Mid Semester Examination,

	parliament, copyright and constitution of Bangladesh		Assignment, Class Test, Semester Final Examination
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Suggested Books/Readings

Moore, R.L. (1999). Mass Communication Law and Ethics. London: Routledge.
 Hoque, A.N.M.G. (1992). Mass Media Laws and Regulations in Bangladesh. Singapore: AMIC.
 Rahman, G.S. (1985). Laws Relating to the Press in Bangladesh. Dhaka: Jatiyo Mudran.
 Akhtaruzzaman, M. (2012). Freedom of the Press in South Asia. Dhaka: DIU Publisher
 Ahmed, M. A. (2009). Media Regulations, Political Culture and Reform in Bangladesh, Canadian Journal of Media Studies, UWO Volume.

Course Code: JMS 310

Course Title: Economic Processes and Institutions

Course Objectives:

The course is designed to give the students a good understanding of the fundamental economic concepts and the process of economic activity in various institutions of the society.

Course Content:

Throwing brief light on some basic concepts of economics, it discusses forms of market, national income, money, banking, investment, budgetary action, export and import, economic growth, inflation, employment, wealth and income distribution. It sheds brief light on development perspectives; it reviews the part played by manufactures, traders and consumers in the national economy, the pervasiveness of multinational corporations and the role of international financial institutions.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcome s (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√						√		
CLO 2	√	√					√	√		
CLO 3	√	√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Reviews the basic concepts of economics	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination

CLO 2	Discusses forms of market, national income, inflation, wealth and other issues related to economy	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate multinational corporations and the role of international financial institutions	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Samuelson, Paul and Nordhaus, W. D, (2009) *Economics*, New York: McGraw-Hill
 Krugman, P., Wells, R., and Graddy, K. (2010), *Essentials of Economics*, New York: Worth Publishers.
 Stiglitz, J.E. and Walsh, C.E. (2006), *Economics*, New York: W.W.Norton & Company.
 মুহাম্মদ, আনু (২০১০)। অর্থশাস্ত্র পরিচয়। ঢাকা: সংহতি প্রকাশনী
 আকাশ, এস, এম, (২০০৮)। বাংলাদেশের অর্থনীতি: অতীত, বর্তমান ও ভবিষ্যৎ। ঢাকা: প্যাপিরাস প্রকাশনী

Course Code: JMS 3107

Course Title: Broadcast Journalism

Course Objectives:

This course is designed to familiarize the students with the techniques of reporting and writing for television and radio.

Course Content:

It focuses on the unique nature of picture, footage and sound, special skills, knowledge and background that the students need to learn the craft of broadcast reporting. It covers different forms of broadcast news, finding gathering and capturing news. Topics include sourcing stories, reporting with sound, good interviewing, technique, writing broadcast copies, audio and video storytelling and feature making, ethics and law of broadcast journalism. The course lays emphasis on preparing broadcast bulletins, news presentation and visiting television and radio stations.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√				√					
CLO 2					√	√			√	√
CLO 3					√	√			√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
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CLO 3										
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Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the nature and process of journalism in the cyber environment	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate citizen journalism and future of web journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Creating web portal and uploading multimedia news	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Lister, Martin et al. (2009). *New Media: A Critical Introduction* (2nd ed.). Routledge: London.

Siapera, E. & Veglis, A. (eds.) (2012). *The Handbook of Global Online Journalism*. West Sussex: Wiley-Blackwell.

Ward, M. (2002). *Journalism Online*. Oxford: Focal Press.

Pavlik, J. V. (2001). *Journalism and New Media*.

Saxena, S. (2004). *Breaking News: The Craft and Technology of Online Journalism*. New Delhi: Tata McGraw-Hill.

Hall, J. (2001). *Online Journalism: A Critical Primer*. London: Pluto Press.

Gilmore, D. (2004). *We the Media: Grassroots Journalism by the People, for the People*. Sebastopol: O'Reilly Media.

Course Code: JMS 3201

Course Title: Media, Society and Culture

Course Objectives:

The course intends to explore the interplay between media, society and culture and analyze critically the role of media in society - cultural change and social behavior.

Course Content:

It examines the connectedness of media with culture and society, throwing light on effects studies, political economy of communication and cultural studies. It investigates pattern of media ownership, media manipulation of consent, role of the media in the social construction of reality, impact of media-disseminated messages on individuals. It pays particular attention to the knotty issue of how the media shape contemporary ideology and culture and look at the ways in which human identity is increasingly influenced by media representations. These

issues will be addressed mainly from the perspectives of Adorno and Horkheimer's Culture Industry, Herman and Chomsky's propaganda model, Benjamin's analysis of art in the age of mechanical reproduction, Mosco's political economy perspective, During's discussion of culture and McChesney's analysis of media and globalization.

The discussion will lead to the Bangladesh context with a view to relating the theoretical perspectives to local realities.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2	√	√	√					√		
CLO 3	√	√	√					√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the connection of media with media with culture and society	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate media's influence shaping the audience's mind	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Demonstrate different critical theories to understand the relation between society, state, power, culture and media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Gurevitch, M., Bennett, T., Curran, J. & Woollacott, J. (eds.) (1982). *Culture, Society and the Media*. London: Methuen.

Mosco, V. (1996). *The Political Economy of Communication*. London: Sage.

During, S. (1999). *The Cultural Studies Reader*. London: Routledge.

Hall, S. (1997). *Representation: Cultural Representations and Signifying Practice*. London: Sage Publications.

Herman, E.S. & Chomsky, N. (2002). *Manufacturing Consent: The Political Economy of Mass Media*. New York: Pantheon

ফাহিমদুল হক (২০১১)। অসম্মতি উৎপাদন। ঢাকা: সংহতি।

ফাহিমদুল হক ও আ-আল মামুন (সম্পা., ২০১৩)। মিডিয়া সমাজ সংস্কৃতি। ঢাকা: আগামী।

Course Code: JMS 3203

Course Title: International Communication

Course Objectives:

The course attempts to define the key concepts and theories of international communication and give a broad understanding of the cultural, social, political and economic bases of communications in global context.

Course description:

It enables the students to identify and critically analyze issues and trends in international communication from theoretical perspectives. Students of this course develop an insight into various issues in this field by studying evolution, channels, processes, dimensions, and politics of international communication. They understand various implications of global media by analyzing the relationship between globalization and media. The course seeks answers to some cardinal questions: Why is the flow of global news and information extremely one way? Who controls the flow of information and news in a global context? What is cultural or media imperialism? It discusses critically the use of empowering technologies of Internet, satellite television, and digital video by different groups, governments, and individuals, role and impact of media in international relations with an emphasis on war and peace and ethical issues in international communication.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√	√							
CLO 2	√	√	√					√		
CLO 3	√	√	√					√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand various implications of global media by analyzing the relationship between globalization and media.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Critically analyze issues and trends in international communication from theoretical perspectives	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Demonstrate media imperialism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Thussu, D.K. (ed.) (2010). *International Communication: A Reader*. New York: Routledge
Frederick, H.H. (1992). *Global Communication and International Relations*. New York: Houghton Mifflin Harcourt Press
McPhail, T.L. (2006). *Global Communication: Theories, Stakeholders, and Trends (Second edition)*. London:

Blackwell Publishing

Hamelink, C. (2014). *Global Communication*. London: Sage

Pednekar-Magal, V. (ed.) (2014). *International Communication: Essential Readings (second edition)*. CA, USA: Cognella Academic Publishing

Course Code: JMS 3205

Course Title: Communication and Media Theories

Course Objectives:

This course gives students an introduction to the theories of media studies, which will enable them to find appropriate theoretical framework while undertaking research projects and explain the roles and interest of media institutions.

Course Content:

Introduction to communication and media studies theories; the early communication and media studies theories; media system dependency theory; agenda setting theory; cultivation theory; cognitive dissonance theory; spiral of silence; uses and gratifications theory; normative theory; four theories of the press; social learning theory; critical theory; structuralism; post-structuralism and culturalism.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√	√							
CLO 2	√	√	√					√		
CLO 3	√	√	√					√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Introduction to communication and media studies theories	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Enabling the students to find appropriate theoretical framework while undertaking research projects	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Explaining the roles and interest of media institutions through the theories	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment,

			Class Test, Semester Final Examination
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Suggested Books/Readings

Severin and Tankard – Communication Theory

Edith Kurzweil – The Age of Structuralism

David Held – Introduction to Critical Theory

Em Griffin – A First Look at Communication Theory

Course Code: JMS 3207 Course Title: Newspaper Design, Make-up and Desktop Publishing

Course Objectives:

The course is designed to make skill desktop publisher in creating/producing, illustrating, evaluating, and designing related to news publishing process. The course also provide desktop concepts, desktop applications, learning and working in the windows and desktop environment.

Course Content:

Understanding the Desktop Publishing , Preparing Internal Workplace Documents, Creating Letterheads and Press Releases, Creating Promotional Documents—Flyers and Announcements ,Creating Brochures and Booklets Microsoft Publisher Documents, and Power Point Presentations an Producing Web Pages Introducing Microsoft Publisher. Students are given hands-on experience in desktop publishing.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1				√		√			√	√
CLO 2				√		√				√
CLO 3				√		√			√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understanding desktop publishing	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination

CLO 2	Preparing workplace documents	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Produce, illustrate and design the news related publishing materials	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Design for How People Learn, Julie Dirksen

Course Code: JMS 3209

Course Title: Social Processes and Institutions

Course Objectives:

The course gives a critical view of the role of specific social and cultural forces in changing and shaping existing social structure and circumstances.

Course Content:

It makes an analysis of the interplay among social institutions, culture and individuals by drawing on various perspectives and major theories of sociology. Students are instructed to critically examine contemporary social changes and underlying causes of social problems. A wide range of topics in the course includes family, social class, race and religion, gender, social inequality, power differentials, social movements, and other social phenomena. The course discusses different approaches to studying the impact of social processes on our lives.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√						√			
CLO 2		√					√	√		
CLO 3		√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses different approaches to studying the impact of social processes on our lives	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Critically examine contemporary social changes and underlying causes of social problems	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

CLO 3	Analysis the interplay among social institutions, culture and individuals by drawing on various perspectives and major theories of sociology	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
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Suggested Books/Readings

Design for How People Learn, Julie Dirksen

Course Code: JMS 4101

Course Title: Communication Research Methodology

Course Objectives:

The course aims to help students develop skills in gathering, organizing, interpreting and presenting research information on media and communication using different methods.

Course Content:

It gives an overview of the concepts, methods, and tools, by which communication research is designed, conducted and recorded. It enables the students to identify and avoid errors in enquiry, select research topic and define concepts/terms used in a research project, design research plans, formulate research questions and hypotheses and review literature. Topics include survey method, content analysis, focus group discussion, experimental method, ethnographic/field research. Students are instructed in making an effective research proposal.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√						√		
CLO 2	√	√					√	√		
CLO 3	√	√						√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses the concepts, methods, and tools of communication research	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Identify and avoid errors in enquiry, select research topic and define concepts/terms used in a research project	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

CLO 3	Formulate research questions and hypotheses and review literature	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
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Suggested Books/Readings

Priest, S.H. (2009). *Doing Media Research: An Introduction* (2nd edition). London: Sage Publications, Inc.

Babbie, E. (2009). *The Practice of Social Research* (12th edition). MA, USA: Cengage Learning.

Leedy, P.D. & Ormrod, J.E. (2015). *Practical Research* (11th edition). New York: Pearson Education, Limited.

American Psychological Association. (2010). *Publication manual of the American Psychological Association* (Sixth Edition). Washington, DC: Author

Poindexter, P. M., & McCombs, M. E. (2000). *Research in Mass Communication: A Practical Guide*. Bedford: St. Martin's.

Course Code: JMS 4103

Course Title: Gender and Media Methodology

Course Objectives:

This course is designed to help students learn the basic theories of advertising and techniques of preparing advertisements for the print, broadcast and online media. The techniques of creating advertisements for the social campaigns or services will also be discussed.

Course Content:

Male dominated knowledge production and portrayal by the media; feminist theoretical contributions to culture and media studies; historic representation of women in the media content; correcting distortions and creating alternatives; contemporary constructions of woman and man; and women in culture and democracy.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2	√	√						√		
CLO 3	√	√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses historic representation of women in the media content	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test,

			Semester Final Examination
CLO 2	Understand feminist theoretical contributions to culture and media studies	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Critically analyze the presentation and situation in media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

J. Berger – Ways of Seeing (2nd part)

Kamla Bhasin & Bina Agrwal (ed.) – Women and Media: Analysis, Alternatives and Actions

M. Gallagher – Unequal Opportunities; the case of women and the media

A. Kuhn – The Power of the Image: Essays on Representations and Sexuality

Course Code: JMS 4105

Course Title: Audio-Visual Production

Course Objectives:

This course gives students an elaborate idea about the theoretical and practical aspects of the video technologies, production processes as well as aesthetical sense needed in audio-visual content generation.

Course Content:

Development of video; characteristics of video; introduction to video camera and operation techniques; pre-production, production and post-production; perceiving the image; new forms of video; interactive video; extensions and expressions using video; techniques of documentary production; creative script writing; news casting; lighting; editing; and aesthetics of production.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2				√	√					
CLO 3				√	√				√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

CLO 1	√	√					√			
CLO 2	√	√					√	√		
CLO 3	√	√					√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses concept and nature of Development	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate influences of communication policies and strategies on the process of development	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Understand theoretical and methodological perspectives and discusses the prospects and limitations of development-related communication approaches	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Melkote, S.R. & Steeves, H.L. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice*. New Delhi: Sage Publications

McAnany, E.G. (2012). *Saving the World: A Brief History of Communication for Development and Social Change*. IL, USA: University of Illinois Press

Manyozo, L. (2012). *Media, Communication and Development: Three Approaches*. London: Sage Publications

McPhail, T.L. (ed.) (2009). *Development Communication: Reframing the Role of the Media*. NY: Wiley- Blackwell

Mody, B. (ed.) (2003). *International and Development Communication: A 21st-Century Perspective*. New Delhi: Sage Publications

Course Code: JMS 4109

Course Title: Agriculture and Development Journalism

Course Objectives:

This course equips students with the knowledge, skills and techniques required for development journalism, with particular focus on agriculture journalism. It will discuss the scopes and necessities of the agricultural reporting. The students will explore the fields of agricultural journalism and learn the techniques of agriculture reporting. The students will explore the fields of agricultural journalism and learn the techniques of agriculture reporting. The students will be

spurred to go on visits to agriculture fields to have a first-hand idea about the sector. Emphasis will also be given on the new concepts in journalism, advocacy journalism, and grassroots journalism.

Course Content:

Fundamentals of farm journalism; fields of agricultural journalism; present state of agriculture reporting in Bangladesh; writing style of farm journalism; economy and agriculture; modern agro-tools; rights of farmers; livestock; food and nutrition; state of import and export of agriculture products; scopes of development journalism; exploring potential reporting fields including gender concerns, good governance, health and nutrition, micro-finance, land rights, disaster management, rural empowerment, traditional media, right to communication, minority issues, agriculture, children and women, extrajudicial killing spree; forest and bio-diversity, poverty, and population.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√			√		√			
CLO 3	√	√			√		√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses fundamentals of farm journalism and fields of agricultural journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Writing farm economy and agriculture Journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Explore the scopes of development journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

DVR Murthy – Developmental Journalism

Alan B Chalkley – A Manual of Development Journalism

A. J. M. Shafiul Alam Bhuiyan (ed.) – Krishi Sangbadikota

Course Code: JMS 4101

Course Title: Communication Research Methodology

Course Objectives:

This course equips students with the knowledge, skills and techniques required for development journalism, with particular focus on agriculture journalism. It will discuss the scopes and necessities of the agricultural reporting. The students will explore the fields of agricultural journalism and learn the techniques of agriculture reporting. The students will explore the fields of agricultural journalism and learn the techniques of agriculture reporting. The students will be spurred to go on visits to agriculture fields to have a first-hand idea about the sector. Emphasis will also be given on the new concepts in journalism, advocacy journalism, and grassroots journalism.

Course Content:

Fundamentals of farm journalism; fields of agricultural journalism; present state of agriculture reporting in Bangladesh; writing style of farm journalism; economy and agriculture; modern agro-tools; rights of farmers; livestock; food and nutrition; state of import and export of agriculture products; scopes of development journalism; exploring potential reporting fields including gender concerns, good governance, health and nutrition, micro-finance, land rights, disaster management, rural empowerment, traditional media, right to communication, minority issues, agriculture, children and women, extrajudicial killing spree; forest and bio-diversity, poverty, and population.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2		√			√		√			
CLO 3	√	√			√		√	√		

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discusses fundamentals of farm journalism and fields of agricultural journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Writing farm economy and agriculture Journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

CLO 3	Explore the scopes of development journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
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Suggested Books/Readings

DVR Murthy – Developmental Journalism

Alan B Chalkley – A Manual of Development Journalism

B. J. M. Shafiul Alam Bhuiyan (ed.) – Krishi Sangbadikota

Course Code: JMS 4201

Course Title: Magazine Editing and Production

Course Objectives:

This course aims to familiarize the students with the essentials of magazine editing and production.

Course Content:

It describes how to conceptualize a magazine; plan issues and work with writers; check an article's fit and tone, structure, lead and conclusion; check facts and grammar; consider the ethical issues. It relates the process of producing a magazine; provides a behind-the-scenes look at the making of well-known magazines; analyzes the future of magazines in a digital environment and ongoing importance of magazine journalism. The course gives a brief overview of the magazines in Bangladesh from a socio-cultural perspective.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1				√			√			
CLO 2				√	√	√				√
CLO 3				√	√	√	√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Conceptualize a magazine's structure, writers, issues and planning	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination

CLO 2	Discuss the e-mag during the fourth revolution of technology	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Produce a full format of magazine	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Evans, M. R. (2004). The Layers of Magazine Editing. Columbia University Press. Navasky, V. S. & Cornog, E. (Ed.) (2012). The Art of Making Magazine. Columbia University Press. Hannett, J. (2010). Bibliopectia: Or the Art of Bookbinding, in All Its Branches. Cambridge Library Collection: Printing and Pulishing History (2nd ed.). Cambridge University Press.

Course Code: JMS 4203

Course Title: Public Relations and Campaign

Course Objectives:

This course teachers public relations (PR) as a distinct field of study. It covers some preliminaries and applications of public relations

Course Content:

Nature and process of public relations; methods of PR; application of RP; PR and new technologies; differences in PR, promotion, publicity; PR and the law; the future of public relations; public opinions and style and language in persuasion.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcome s (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√			√	√					
CLO 3	√			√	√			√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
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CLO 1	Conceptualize nature and process of public relations	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Understand methods, tools and techniques of PR and building image of organization	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Illustrate crisis management as part of PR	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

S. M. Cutlip – Public Relations

S. Black and M. L. Sharpe – Practical Public Relations

R. Simon – Perspective in Public Relations

Course Code: JMS 42XX

Course Title: Video Production

Course Objectives:

This course, designed for students with little or no background in video production, attempts to help them develop their creativity and technical expertise, which may be used for working in a broadcast media.

Course Content:

It familiarizes the students with the role and technical characteristics of video technologies, production process, script writing, news gathering, lighting, sound, editing (aesthetic and technical perspectives) etc. Topics include development of video, camera controls, camera facilities, video production, production approaches, choosing microphones, functions of microphones, aims of lighting, basic lighting approaches, editing principles, aims of makeup. The topics are discussed at both theoretical and practical levels.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2				√	√					
CLO 3				√	√				√	√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
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CLO 1	Familiarizes the students with the role and technical characteristics of video technologies, production process	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Development of video, camera controls, camera facilities, video production	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Create final production	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Millerson, G. (1993). *Effective TV Production*. New York: Focal Press,
 Zettl, H. (2015). *Television Production Hand Book (12th edition)*. Wadsworth Publishing
 Hanson, J. (1987). *Understanding Video*. London: Sage Publications,
 Kindem, G. (1987). *The Moving Image*. Scott, Foresman
 Millerson, G. (2001). *Video Production Hand Book (3rd edition)*. New York: Focal Press
 Wurtzel, A. & Acker, S.R. (1990). *Television Production*. New York: McGraw-Hill Education

Course Code: JMS 42XX

Course Title: Photo Journalism

Course Objectives:

This course focuses on building the fundamental skills needed to produce images for publication.

Course Content:

It helps the students learn the techniques of press photography to be visual storytellers. Emphasis is laid on the practical and theoretical aspects of photography, overview of history of press photography, and the broad nature and scope of photo journalism. Students learn about camera configuration, techniques of composition, sharpness, focusing techniques, lighting techniques, caption writing and extending photo journalism to social experiences. They also become familiar with the properties and techniques of digital and analog photography.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								
CLO 2				√	√					
CLO 3		√		√	√			√		√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the history and concept of photo journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Familiarizes techniques of press photography to be visual storytellers	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Critically analyze and capture photographs for news	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Hoy, F. P. (1986). *Photojournalism: The Visual Approach*. Prentice-Hall.

Kobre, K. (2008). *Photojournalism: The Professionals' Approach* (6th edition). New York: Focal Press.

Nieman Reports. (2010). *Visual Journalism: Fresh Approaches and New Business Strategies for the Multimedia Age*, The Nieman Foundation for Journalism at Harvard University.

ইসলাম, মো: রফিকুল (১৯৯৯)। ফটোগ্রাফি: কলাকৌশল ও মনন। ঢাকা: প্রিজম প্রকাশনী।

রহমান, পাভেল (২০১৬)। সাংবাদিকতা: আমার ক্যামেরায়। ঢাকা: মাওলা ব্রাদার্স।

Course Code: JMS 42XX

Course Title: Economic and Business Journalism

Course Objective:

The course is designed to help the students learn the techniques and methods of business and economic reporting.

Course Content:

It covers news and features, articles about people, places and issues of business organizations. Students learn how to report about a wide variety of issues, such as, budget, stock market, stock exchange, bond market, major business and industrial issues, SME issues, monetary and fiscal policy, businesspersons and consumers.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√			√	√		√			
CLO 3	√		√	√			√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the history and concept of business and economic journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate terms and writing features, articles of business journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Discuss major business and industrial issues from home and abroad	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Hayes, K. (2013). *Business Journalism: How to report on Business and Economics*.

Thompson, T. (2000). *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*. NewYork.

অজয় দাশগুপ্ত ও রোবায়ত ফেরদৌস (সম্পাদিত) (২০১০). ব্যবসায় সাংবাদিকতা. ঢাকা: শ্রাবণ প্রকাশনী।

Course Code: JMS 42XX

Course Title: Graphic Communication

Course Objectives:

The course gives a conceptual understanding of graphic communication and lets the students learn about different forms of graphic communication and their effective use in media.

Course Content:

It covers the theoretical aspects of graphic communication and influences of visual communication on audience. Topics include evolution of graphic communication, verbal and visual elements of communication and design and production of graphic communication, graphic design technology used in traditional and new media. It discusses the difference of type, image and three-dimensional graphics, copywriting for graphic communication, graphical representation of data and its use. Students are expected to participate in a term project on designing effective graphic communication material.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√								

CLO 2	√				√	√				√
CLO 3					√	√				√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Discuss the theoretical aspects of graphic communication	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate production of graphic communication, graphic design technology used in traditional and new media	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Create two and three-dimensional graphics for news and visual project	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Lester, P. M. (2013). Visual communication: Images with messages (6th ed.). Boston, MA: Cengage Learning. Ryan, W. E., & Conover, T. E. (2004). Graphic communications today. Clifton Park, NY: Thomson/Delmar Learning. Shaughnessy, A. (2009). Graphic design: A user's manual. London, U.K.: Laurence King.

Course Code: JMS 42XX

Course Title: Radio Journalism

Course Objectives:

This course teaches students the fundamentals of radio journalism. The students will learn the techniques of developing radio stories and radio documentaries. They will also learn the editing skills required to develop a radio story.

Course Content:

Exploring the field of radio journalism; types of stories; techniques of writing scripts for radio stories and documentary; use of sound; future of radio journalism in Bangladesh; assessing the present state of radio journalism in Bangladesh; and exploring the scope of community radio journalism in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2				√	√	√				√
CLO 3				√	√	√				√

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Explore the field and history of radio journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Writing scripts and learn techniques for radio stories and documentary	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Create final project for radio	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Paul Chantler and Peter Stewart – Basic Radio Journalism
Robert McLeish and Jeff Link – Radio Production

Course Code: JMS 42XX

Course Title: Business Journalism

Course Objective:

The course is designed to help the students learn the techniques and methods of business reporting.

Course Content:

It covers news and features, articles about people, places and issues of business organizations. Students learn how to report about a wide variety of issues, such as, budget, stock market, stock exchange, bond market, major business and industrial issues, SME issues, monetary and fiscal policy, businesspersons and consumers.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2	√			√	√		√			
CLO 3	√		√	√			√			

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand the history and concept of business journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Illustrate terms and writing features, articles of business journalism	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Discuss major business and industrial issues from home and abroad	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Hayes, K. (2013). *Business Journalism: How to report on Business and Economics*.

Thompson, T. (2000). *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*. NewYork.

অজয় দাশগুপ্ত ও রোবায়ত ফেরদৌস (সম্পাদিত) (২০১০). ব্যবসায় সাংবাদিকতা. ঢাকা: শ্রাবণ প্রকাশনী।

Course Code: JMS 42XX

Course Title: Feature, Editorial and Op-Ed Writing

Course Objectives:

This course is designed as a practical course for writing features, articles, editorials and opinions for different media, particularly the newspaper.

Course Content:

It attempts to present two types of writing: one is writing in the form of story-telling in a narrative style, the other is writing in a relatively serious manner. The first kind focuses on the importance of interviews in feature

writing, learning the art of adapting the tone of writing to different categories of subject matter, using apt introductions to play up a strong news angle or maximise a story's human interest. Feature writing explores eyewitness and offbeat approaches. This second kind focuses on effective editorial/opinion writing. It is intended to help students in writing clear, stylish and logically sound editorials, columns and op-eds. Emphasis is laid on the role of opinion writing, gaining credibility through careful writing and developing a style. Besides regular writing exercises, the students will read selected significant features, editorials and op-ed writings. The course instructor will make an evaluation of the depth of their reading.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2		√			√					
CLO 3		√			√					

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Focuses on writing in the form of story-telling in different style	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Selecting and deal with major issues of contemporary news	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Sharpen writing skill in opinion, feature and editorial based write up	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Hutchinson, E. R. (2007). *The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary*. Oxford: Oxford University Press.
 Blundell, W. B. (1988). *The Art and Craft of Feature Writing*. New York: Plume.
 Standring, S. M. (2013). *The Art Opinion Writing*. RRP International LLC.

Course Code: JMS 42XX

Course Title: Public Speaking and Broadcast Presentation

Course Objectives:

The course is designed to help the students learn the techniques of preparing and delivering speeches. It helps them in sharpening their critical thinking, strengthening general communication skills and building specific speaking skills.

Course Content:

This course gives instruction in preparing and delivering speeches within a group discussion and public setting. The topics include overview of a speech, types of speeches, the effective coordination between verbal and non-verbal communication, audience analysis, speech content and its organization and effective delivery. Students prepare and deliver speeches on a variety of issues as part of practical exercises. They also give close reading of selected great speeches and try to study the art of speaking by listening to the speeches. This course familiarizes the students with certain presentation techniques for broadcast media.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2		√			√					
CLO 3		√			√					

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Prepare and deliver speeches within a group discussion and public setting.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Selecting and deal with major issues of contemporary news	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Sharpen writing skill in opinion, feature and editorial based write up	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Lucas Stephen, (2009) *The Art of Public Speaking*, New York: McGraw-Hill
Prentice, D. & Payne, J. (1994). *Public Speaking Today*. : National Textbook Company
Hyde, S. (1987). *Television and Radio Announcing*.
Cohler, D. K. (1994). *Broadcast Journalism: A Guide for the Presentation of Radio and Television News*. New Jersey: Allyn & Bacon, Inc.

Course Code: JMS 42XX

Course Title: Sports Journalism

Course Objectives:

This course is designed to help students learn the skills of sports reporting. It also discusses the relationship among the modern sports, business and globalization.

Course Content:

Style of sports reporting; scopes of sports reporting; opportunities and limitations of sports reporting; sports as the money generating weapon; reporting international sports competition; reporting cricket, football, hockey, tennis and athletics; promoting local games and sports of Bangladesh; and sports and nationalism.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√									
CLO 2										
CLO 3										

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand style and scope of sports reporting	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Compare the relationship among the modern sports, business and globalization	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Practicing writing feature, news story on sports from all over the world	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Phil Andrews – A Practical Introduction.

Kathryn T. Stofer, James R. Schaffer & Brian A. Rosenthal – Sports Journalism: An Introduction to Reporting and Writing.

Course Code: JMS 42XX

Course Title: Public Communication

Course Objectives:

This course teaches students an integrated approach to communication that includes critically analyzing situations, managing information, and crafting messages that work in an increasingly global society.

Course Content:

Trans-disciplinary theories, methods, and tools in preparation for supporting sustainable and ethical community-based public policies and communication; public policy theories; communication contexts – cultural, social and political; campaign design and production; medial liaison and writing; and organizational communication management.

Mapping Course Learning Outcomes (CLOs) with the PLOs

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO 1	√	√						√		
CLO 2		√	√		√					
CLO 3	√		√		√					

Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy

Number	CLO	Teaching-Learning Strategy	Assessment Strategy
CLO 1	Understand trans-disciplinary theories, methods, and tools in preparation for ethical community-based public policies.	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Class Test, Semester Final Examination
CLO 2	Critically analyzing situations, managing information in an increasingly global society	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination
CLO 3	Practicing writing feature, news story on sports from all over the world	PPT, Lecture Notes, Reference Book	Mid Semester Examination, Assignment, Class Test, Semester Final Examination

Suggested Books/Readings

Roderick P. Hart, Gustav W. Friedrich, Barry Brummett – *Public Communication*
 Stuart Price – *Discourse Power Address: The Politics of Public Communication*