

Department of Mass Communication and Journalism
Faculty of Social Sciences
University of Dhaka

Syllabus for Bachelor of Social Science (BSS) programme in
Mass Communication and Journalism
Session 2016-17

The Department of Mass Communication and Journalism at the University of Dhaka is regarded as the top-ranking Department of its kind in the country. Over the years it has produced brilliant graduates who are now working in the leading national newspapers and electronic media, government and nongovernmental organizations, international organizations, advertising agencies, bank and business organizations, and academic institutions.

The Department aims to ensure quality education, develop a strong sense of accuracy, fairness and diversity, and create an awareness of the rights and responsibilities of media professionals and scholars.

The Department offers a four-year undergraduate programme. It lays emphasis on the process, uses and effects of different types and forms of communication, interrelationships between media and society, structure, organization and history of mass communication, emerging forms of communication technology, international communication, techniques of media reporting and editing, and communication research methodology.

The theory, syntactics, semantics and pragmatics of mass communication are given considerable importance in the entire gamut of the academic programme. The culture and heritage of the country, political and socio-economic perspectives, and contemporary national and international affairs are well integrated into the course structure. The courses are designed so as to enable the students to have a broad view of media, society and culture, with a good grounding in the theory and practice of mass communication.

The course instructors are at the cutting edge of their profession. They are consistently serious about enhancing their knowledge and skill for the benefit of the students.

Students will take 32 courses in eight semesters. They need to earn a total of 128 credits in fulfilment of the requirements for the degree of BSS.

First Semester

MCJ 101: Concepts of Communication

Objective:

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.

Description:

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.

Suggested 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

MCJ 102: Concepts of Journalism

Objective:

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.

Description:

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 practised in television, radio and new media.

Suggested Readings:

- Campbell, L. & Wolseley, R. (1961). *How to Report and Write the News*. Prentice-Hall: USA
- Kamath, M. (1980). *Professional Journalism*. New Delhi: Vikas Publishing House
- Bond, F. (1954). *An Introduction to Journalism*. New York: The Macmillan Company

Harcup, T. (2004). *Journalism Principles and Practice*. New Delhi: Vistaar Publications
Kunczik, M. (1988). *Concepts of Journalism North and South*. Bonn: Friedrich-Ebert-Stiftung (FES)

MCJ 103: Mass Media in Bangladesh

Objective:

The course aims at imparting a basic knowledge of history, growth and performance of the media in Bangladesh. It enables the students to get a view of the media scenario.

Description:

It deals with the emergence, growth and development of newspaper, electronic media, film and the new media. As the history of Bangladeshi media is linked to that of undivided India, the issue will be addressed from the root periodically. Important topics include the historical growth of the media in the context of socio-cultural, political and economic environs, media during Bangladesh War of Liberation and post-independence period. It also discusses media structure, performance and effects of media; profile of media personalities; emerging media and media institutions/ organisations of the country.

Suggested 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 সदन।

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।

MCJ 104: Journalistic Writing Skills: Bangla

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

Description:

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.

Suggested readings:

ঠাকুর, অবনীন্দ্রনাথ (১৩৫৩)। *পথে বিপথে*। কলিকাতা: বিশ্বভারতী।

ঘোষ, শঙ্খ (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।

Second Semester

MCJ 105: Interpersonal and Group Communication

Objective:

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.

Description:

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.

Suggested Readings:

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

Galanes, G. J. & Brillhart, 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.

MCJ 106: Mass Communication: Structure and Process

Objective:

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

Description:

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.

Suggested 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-* Sahitya Samsad

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 ও আসাদুজ্জামান, এ.এস.এম (২০০২)। *যোগাযোগের তত্ত্ব*। ঢাকা: বিসিডিজিসি।

মুহিউদ্দীন, খালেদ ও আসাদুজ্জামান, এ.এস.এম (২০০২)। *যোগাযোগের ধারণা*। ঢাকা: বিসিডিজিসি।

হায়দার. শাওকী ও সামিন, সাইফুল (২০১৪)। *গণযোগাযোগ তত্ত্ব ও প্রয়োগ*। বাংলাদেশ প্রেস ইনস্টিটিউট।

MCJ 107: Bangladesh Culture and Heritage

Objective:

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.

Description:

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.

Suggested Readings:

রায়, নীহাররঞ্জন (২০০৬)। *বাঙ্গালীর ইতিহাস: আদি পর্ব* (৫ম সংস্করণ)। কলকাতা: দে'জ পাবলিশিং।
ইসলাম, সিরাজুল. (সম্পা.) (১৯৯৩)। *বাংলাদেশের ইতিহাস* (তিন খণ্ড)। 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 খণ্ড)। ঢাকা: বাংলা একাডেমি।
খান, এস. (২০০৮)। *বাংলাদেশের লোক ঐতিহ্য* (২য় খণ্ড)। ঢাকা: বাংলা একাডেমি।
হালদার, গোপাল (২০০৫)। *বাংলা সাহিত্যের রূপরেখা* (অখণ্ড)। ঢাকা: শুভ প্রকাশ।
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।

MCJ 108: Journalistic Writing Skills: English

Objective:

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.

Description:

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 and identity.

Suggested 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.

Third Semester

MCJ 201: News Gathering and Writing

Objective:

This course introduces the techniques of news gathering and writing for news media, with an emphasis on the techniques used in current print media journalism.

Description:

Highlighting the importance of news gathering, it discusses the techniques of writing news, arranging news structure, writing different types of intro. The students will learn how to report accident, public speech, death and simple social and cultural events. The course helps the students identify the key points of news and the sources, how to get background information and how to develop resources to make the coverage balanced and effective.

Suggested Readings:

Warren, C. (1934). *Modern news reporting*. USA: Harper and Brothers
Clayton, C.C (1947). *News Reporting Today*. USA: The Odyssey Press
Mencher, M. (2007). *Basic News Writing*. New York: McGraw-Hill Education
Kovach, B. & Rosenstiel, T. (2007). *The Elements of Journalism*. New York: Three Rivers Press

MCJ 202: ICT Skills

Objective:

This course aims to give the students a good grounding in necessary computer skills, internet uses and uses of mobile phone for journalism.

Description:

The course gives hands-on experience in certain computer skills like office programs (Word, Excel, Power Point, Access) and graphics. Students will get familiar with computer terminologies and brief history of computer from socio-cultural perspective.

Internet and mobile experience have become integral part of journalism in contemporary world. This course pays particular attention to how the students can build internet and mobile phone experience more effectively. They are familiarized with the various uses of internet with specific purposes. They will learn the basics of mobile photography and video, which is of considerable use in the making of mojos.

Suggested Readings:

Price, M.A. (2011). *Computer Basics in Easy*. London: Easy Steps Limited
Stephen, M. (2004). *Teach Yourself Basic Computer Skills*. New York: McGraw-Hill
Parsons, J.J., & Oja, D. (2011). *Practical Computer Literacy* (3rd edition). USA: MediaTechnics Corporation
Bruzzone, L. (2015). *Smartphones and Technological Convergence*
ইসলাম, মোহাম্মদ শহীদুল (২০০৪)। *মৌলিক কম্পিউটার*। ঢাকা: বাংলা একাডেমী
সরকার, মো. আব্দুল মান্নান (১৯৯৫)। *কম্পিউটার এনটমি*। বগুড়া: জাতীয় বহুভাষী সাঁটলিপি প্রশিক্ষণ ও গবেষণা একাডেমী।

MCJ 203: Social Processes and Institutions

Objective:

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

Description:

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.

Suggested Readings:

Dillon, M. (2014). *Introduction to Sociological Theory: Theorists, Concepts, and their Applicability to the Twenty-First Century*. New Jersey: Wiley-Blackwell
Ritzer, G. (2014). *The McDonaldization of Society*. London: SAGE Publications
Newman, D.M. (2013). *Sociology: Exploring the Architecture of Everyday life*. London: Sage Publications
Anthony Giddens et al. (2013). *Introduction to Sociology*. USA: W. W. Norton & Company
Kivisto, P. (2012). *Social Theory: Roots and Branches*. UK: Oxford University Press
Morrison, K. (1995). *Marx, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage Publications

MCJ 204: Contemporary Bangladesh Affairs

Objective:

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.

Description:

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 Programmes, 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.

Suggested 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 খণ্ড)*। 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।

Fourth Semester

MCJ 205: Introduction to Editing

Objective:

The course is designed to help the students develop the basic editing techniques to make a news copy more readable and capable of holding readers' interest.

Description:

It is concerned with editing skills that are required for working in the newspaper. The focus will be on copy editing, rewriting, headline writing, simple page make-up of a newspaper and translation. The course is a good combination of the concepts of news editing technique and practice.

Suggested Readings:

Brown, H.C. (1970) *News Editing and Display*, New York: Harper and Row

Newsom D and Wollert, J A (1985)- *News for the Mass Media: Media Writing*, New York: Wadsworth Publishing Company

রায়, সুধাংশু শেখর (২০০৩)। *সাংবাদিকতা: সাংবাদিক ও সংবাদপত্র*। ঢাকা: ম্যাস লাইন মিডিয়া সেন্টার।

খন্দকার, রফিকুল ইসলাম (২০১৪)। *খবর লেখা ও সম্পাদনা*। ঢাকা: বাংলাদেশ প্রেস ইনস্টিটিউট।

আশরাফ, খোন্দকার আলী (২০০৩)। *সংবাদ সম্পাদনা*। ঢাকা: বাংলাদেশ প্রেস ইনস্টিটিউট।

MCJ 206: Mass Communication Theories

Objective:

The course aims to provide the students a thorough and in-depth knowledge about the theoretical foundation of mass media and communication. It discusses a wide range of theories, models, and theoretical perspectives related to mass media.

Description:

The course lays emphasis on the theories of media and society, media structure and performance, media content, audience and effect. A wide range of topics include information theory, theory of uses and gratifications, theories of power and social change relating to the media, agenda setting. The course sheds light on violence and erotica, basics of semiotics, cultural and alternative viewpoints, uses and implications of new media.

Suggested Readings:

Baran, S & Davis, D. (2003). *Mass Communication Theory: Foundations, Ferment, and Future*. Belmont: Thomson-Wadsworth.

McQuail, D. (2000). *Mass Communication Theory: An Introduction*. London: Sage Publications.

Severin, W. & Tankard, J. (1988). *Communication Theories: Origins, Methods and Uses*. New York: Longman.

DeFleur, M.L. & Ball-Rokeach, S. (1988). *Theories of Mass Communication*. New York: Longman.

Griffin, E. (2009). *A First Look at Communication Theory*. New York: McGraw Hill.

MCJ 207: Political Processes and Institutions

Objective:

This course aims to examine the nature of politics and political institutions in perspective of key political theories and comparative politics. It extricates the intricacies of the processes and institutions and sheds light on the consequence of politics in contemporary society.

Description:

The course relates the thoughts of political thinkers from Plato to Marx to the explication of political realities, processes and institutions. It enables the students to comprehend and critically assess the ways in which political culture, democracy and electoral process, authoritarian regimes, political party, government, bureaucracies, political participation, political socialization, social movements, and public policies are operative. The course discusses the influences of political art, music, film, political content in the media, advertisement on politicization.

Suggested Readings:

Caramani, D. (2011). *Comparative Politics*. UK: Oxford University Press

Jha, S. (2010). *Western Political Thought: From Plato to Marx*. London: Pearson

McNally, M. & Schwarzmantel, J. (eds.) (2009). *Gramsci and Global Politics: Hegemony and Resistance*. London: Routledge

Hague, R. & Harrop, M. (2007). *Comparative Government and Politics: An Introduction* USA: Palgrave Macmillan

Gaus, G.F. & Kukathas, C. (eds.) (2004). *Handbook of Political Theory*. London: Sage Publications

MCJ 208: Contemporary World Affairs

Objective:

The course aims to investigate the nature of global conflicts, low intensity wars and a wide range of issues with varied parameters in the contemporary world.

Description:

It sheds light on the scale of global change in terms of crisis, conflict, cooperation and conformity from the early phase of the 20th century. It discusses the world wars, revolutions and the period between the world wars with an emphasis on the great depression, rise of fascism and Nazism, spread of communism, near-breakdown of capitalism, end of old empires and growth of neo-imperialism. It examines rivalry between the U.S. and U.S.S.R. in the cold war, peaceful coexistence and dismemberment of the USSR. It looks critically at the increase in mass unemployment, cyclical slumps, growing economic inequality from mid-1970s to the present. Some of the major conflicts like the Vietnam War, war and turmoil in the Middle East, wars in former Yugoslavia, wars in Afghanistan and war on terrorism come under the purview of the course. It takes into account scientific advances and the state of arts and reviews the significant current events covered by the media.

Suggested Readings:

Grenville J.A.S, *A History of the World from the 20th to the 21st century*, Abingdon Oxon Routedledge, 2005

Tignor Robert et al, *World Together and World Apart Vol II*, New York W.W.Norton and Company, 2011

Hobsbawm Eric, *The Age of Extremes*, London Abacas, 1995

The New York Times, The Guardian, The Nation, New Statesman and other dailies and weeklies.

Fifth Semester

MCJ 301: Newspaper Reporting

Objective:

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.

Description:

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.

Suggested 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

MCJ 302: Media Laws and Ethics

Objective:

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

Description:

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.

Suggested 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.

MCJ 303: Economic Processes and Institutions

Objective:

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.

Description:

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 and reviews the part played by manufactures, traders and consumers in the national economy, the role of multinational corporations and international financial institutions.

Suggested 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।
আকাশ, এম এম (২০০৪)। বাংলাদেশের অর্থনীতি: অতীত, বর্তমান ও ভবিষ্যৎ। ঢাকা: প্যাপিরাস।
মুহাম্মদ, আনু (২০০৮)। বিশ্ব পুঁজিবাদ এবং বাংলাদেশের অনুন্নয়ন। ঢাকা: সংহতি।
আলম, জাহাঙ্গীর এম এস ড. (২০১৩)। রাষ্ট্র পরিচালনায় অর্থনীতির গুরুত্ব। ঢাকা: মুক্তধারা।

MCJ 304: Communication Research Methodology

Objective:

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

Description:

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.

Suggested 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.

Sixth Semester

MCJ 305: Media, Society and Culture

Objective:

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 behaviour.

Description:

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.

Suggested 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

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

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

MCJ 306: Statistics in Communication Research

Objective:

The course is designed to give the students a good grounding in statistics required for doing communication/social research.

Description:

It attempts to explain measures of central tendency and variability in statistical data; principles of sampling and probability; hypothesis testing; strength of association between variables; computing and interpreting regression equations. The course enables the students to acquire competence in using statistical software in data analysis.

Suggested readings:

Tripathi, P. C. (2002). *A textbook of Research methodology in Social Sciences*, New Delhi: Sultan Chand

Levin, J. & Fox, J. A. (2007). *Elementary statistics in social research: The Essentials* (2nd Edition). Boston: Pearson

Miller, E.L. (1986). *Basic statistics: A conceptual approach for beginners*. IN, USA: Accelerated Development Muncie

MCJ 307: International Communication

Objective:

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.

Suggested 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

MCJ 308: Editing and Publishing

Objective:

This course is designed to help students sharpen their editing skills learnt in an introductory course and raise them to a higher level.

Description:

Students in this course go for continuous practices of editing/writing news stories in different forms and with emphases. They will be able to understand the preparation of schedule, layout and page make up of a national daily. They learn the more advanced forms of page makeup using different methods. They are given hands-on experience in the production and publication of newspapers. Topics include techniques of editing complex stories; layout and page make up; grading and beautification process of newspapers; process of printing system; comparative analysis of news of different newspapers.

Suggested Readings:

Herbert, J. (2000). *Journalism in the Digital Age*, MA, USA: Focal Press
Moen, D. (2000). *Newspaper Layout and Design* (4th edition). IA, USA: Iowa State University Press
Islam, M. (2016). *A Manual of Style and Standards in Academic Writing, Editing and Publishing*, Singapore: Partridge

Seventh Semester

MCJ 401: Communication and Information Technologies

Objective:

The course intends to familiarize the students with the wide range of communication and information technologies.

Description:

It focuses on the foundations of modern information technologies including the new media, throwing some light on the history of the technologies. It discusses the technological structures and functions of the following technologies: computer hardware and software, internet, wireless technology and mobile phone, and satellite. The varied aspects of social media and issues like privacy, obscenity, security, digital divide, gender and ICT, political economy of new media, civil movement and new media, and internet governance are included in the scope of this course.

Suggested Readings:

Mirabito, Michael M.A. (2004). *The Communication Technologies: Applications, Policy and Impact* (5th ed.). Burlington: Focal Press.
Martin Lister et al (2009). *New Media: A Critical Introduction* (2nd edn.). London: Routledge.
Fuchs, Christian (2014). *Social Media: A Critical Introduction*. London: Sage Publications Ltd.
Castells, Manuel & Cardoso (eds.) (2005). *Network Society: From Knowledge to Policy*. Massachusetts: The Johns Hopkins University

MCJ 402: Gender and Communication

Objective:

This course aims to explore the relationship between communication and gender and create in the students a keen awareness of gender-sensitive communication.

Description:

It explains the basic concepts of gender studies, including patriarchy, feminism(s) and the formation of gender identities and roles. It focuses on the gendered nature of communication in various contexts, such as, family and social relationships, educational and professional environments, print and electronic media. It looks at gender in the context of the rapid growth of technology. The gender stereotypes at all levels of communication and culture are discussed with a view to highlighting the necessity of a comprehensive gender sensitive media policy.

Suggested Readings:

- DeFrancisco, V. L., Palczewski, C. H., & McGeough, D. D. (2013). *Gender in communication: A critical introduction* (2nd ed.). London: SAGE Publications.
- Kearney, M. C. (2012). *The gender and media reader*. New York: Routledge.
- Nelson, A., & Brown, C. D. (2012). *The Gender Communication Handbook: Conquering Conversational Collisions between Men and Women*. New Jersey: Wiley.
- Gallagher, M. (1981). *Unequal Opportunities: the case of women and the media*. Paris: UNESCO.
- Bhasin, K. (2000). *Understanding Gender*. New Delhi: Kali For Women.
- Lips, M. H. (1993). *Sex and Gender: An Introduction*. California: Mayfield Publishing.
- ফেরদৌস, রহমান ও চৌধুরী (২০১০)। *জেন্ডার যোগাযোগ*। ঢাকা: বাঙলায়ন।
- শারমিন ও ফেরদৌস (২০০১)। *বাংলাদেশের সংবাদপত্রে জেন্ডার সংবেদনশীলতা*। ঢাকা: প্লাজ।

MCJ 403: Broadcast Journalism

Objective:

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

Description:

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.

Suggested Readings:

- Mayeux, E.P. (1991). *Broadcast News: Writing and Reporting*. USA: Brown and Benchmark.
- Warren, C. (1934). *Modern News Reporting*. USA: Harper and brothers.
- Mencher, M. (2008). *News Reporting and Writing*. 11th edition. USA: Boston: McGraw-Hill Higher Education.
- মেহেদী, সূজন (২০১১)। *টিভি রিপোর্টিং*। ঢাকা: ঐতিহ্য প্রকাশনী।
- আল-আমিন, শামীম (২০১৩)। *টেলিভিশন সংবাদ উপস্থাপনা*। ঢাকা: অনুপম প্রকাশনী।
- Bhatt, C.S. (2010). *Broadcast Journalism: Basic Principles*. India: Haranand Publications.
- Hyde, S. W. (2015). *Television and Radio Announcing*. 12th edition. USA: Forgotten Publishers.
- Cohler, K. D. (1994). *Broadcast Journalism*. New Jersey: Prentice Hall.

MCJ 404: Development Communication

Objective:

This course is intended to provide the students with an informed understanding of the processes and methods through which different types of communication and media production influence economic, social, political and cultural development in a society.

Description:

It discusses the misconceptions of the nature of development, distinction between development and underdevelopment, essential features of development, issues of inequality and poverty, and influences of communication policies and strategies on the process of development. By drawing on theoretical and methodological perspectives it discusses the prospects and limitations of development-related communication approaches and the critical views on media's role in reinforcement/removal of inequality.

Suggested 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

Eighth Semester

Students choose two courses from MCJ 405 through MCJ 414. MCJ 405 and MCJ 406 are mutually exclusive. They will take either MCJ 415: Research or MCJ 416: Internship mandatorily. MCJ 417 (Comprehensive and Oral) is obligatory for all. This is how they take four courses in total.

MCJ 405: Video Production

Objective:

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.

Description:

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.

Suggested 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

MCJ 406: Photo Journalism

Objective:

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

Description:

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.

Suggested 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।

MCJ 407: Economic and Business Journalism

Objective:

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

Description:

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.

Suggested 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*. New York

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

MCJ 408: Graphic Communication

Objective:

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.

Description:

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.

Suggested 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.

MCJ 409: Online Journalism

Objective:

The objective of this course is to provide the students an idea of the nature and process of journalism in the cyber environment.

Description:

It briefly introduces the fundamentals of cyberspace and its culture. Topics include the nature, advantages and disadvantages of online journalism, difference between traditional print journalism and online journalism, advertising on the web, circulation of web newspapers, citizen journalism and future of web journalism. The course throws light on both global and Bangladesh contexts. It lays emphasis on practices using online platforms, writing news stories, features and articles on the web, presentation and layout of web newspapers and magazines.

Suggested 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.

MCJ 410: Public Speaking and Broadcast Presentation

Objective:

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.

Description:

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, effective coordination between verbal and non-verbal communication, audience analysis, speech content and its organisation 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.

Suggested 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

MCJ 411: Feature, Editorial and Op-Ed Writing

Objective:

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

Description:

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. The 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.

Suggested 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.

MCJ 412: Magazine Editing and Production

Objective:

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

Description:

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.

Suggested 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). *Bibliopegia: Or the Art of Bookbinding, in All Its Branches*. Cambridge Library Collection: Printing and Publishing History (2nd ed.). Cambridge University Press.

MCJ 413: Business Communication and Corporate Social Responsibility

Objective:

The course aims to explain the process of effective communication in business, connections and contradictions between business and social good and social responsibility of the corporate world.

Description:

It focuses on various issues of business communication and covers a wide range of topics, such as, concepts and principles of business communication, barriers to business communication, essentials of good business communication and building blocks for effective business communication. It discusses strategic corporate communication, listening in business, body sports, creating goodwill, good writing, presentation, group discussion, interview, time management, working in a team, conflict handling, report and proposal writing, tele working. It also throws light on business sustainability and CSR and overall effects of CSR on business and society.

Suggested Readings:

Kitty O, L. & Kaczmarek, S.K.T. (2011). *Business Communication* (3rd Edition). New Delhi: McGraw Hill Education Private Limited.
David, N. & Butterworth, S.S. (1996). *Business Communications*. Oxford: Butterworth-Henemann.
Du, S., Bhattacharya, C. B., & Sen, S. (2010). "Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication". *International Journal of Management Reviews*, 12(1), 8-19. doi: 10.1111/j.1468-2370.2009.00276.x
Carroll, A. B. (1998). "The Four Faces of Corporate Citizenship". *Business and Society Review*, 100(1), 1-7. doi: 10.1111/0045-3609.00008
Carroll, A. B. (1999). "Corporate Social Responsibility". *Business & Society*, 38(3), 268-295. doi: 10.1177/000765039903800303
সালাম, শেখ আবদুস ও মেহতাজ, অবন্তী (২০১৪)। *বিজনেস কম্যুনিকেশন*। ঢাকা: অবসর প্রকাশনী সংস্থা।

MCJ 414: Development Support and Strategic Communication

Objective:

The course is designed to make the students perceive how development initiatives, projects and programs may resonate by an integration of development support communication with strategic communication.

Description:

It gives an overview of the concepts of Development Support Communication (DSC), its origin, features and emerging trends. It attempts to elucidate the process of communicating organization policy strategically and understand the actors that drive communication in the public sphere and modulate public perception. Both DSC and strategic communication aim at reaching the benefits of development to the broader sections of the people; therefore the combination of the two is expected to contribute to the dynamism of communication and eventually to socio-economic amelioration.

The course discusses the planning of DSC campaign with a focus on the advantages of campaign, creating the plan, techniques of campaign, selecting media and method, prospects and challenges of DSC in Bangladesh. In order to relate the discussion to strategic communication the course throws light on the context of strategic communication, theories of strategic communication, strategic planning, messaging strategies, implementing plans, issue and crisis management. Case study: Students will work on developing a communication strategy for a development project of their own choice.

Suggested Readings:

Paul, C. (2011). *Strategic Communication: Origins, Concepts, and Current Debates*. Connecticut: Greenwood Publishing Group.

Farwell, J.P. (2012). *Persuasion and Power: The Art of Strategic Communication*. Washington: Georgetown University Press.

Allen, M. (2015). *Strategic Communication for Sustainable Organizations: Theory and Practice*. Switzerland: Springer International Publishing.

Mefalopulos, P. (2008). *Development Communication Sourcebook: Broadening the Boundaries of Communication*. Washington: World Bank Publications.

Wilkins, K.G., Tufte, T. & Obregon, R. (2014). *The Handbook of Development Communication and Social Change*. New Jersey: Wiley-Blackwell Publishing.

Scott, M. (2014). *Media and Development (Development Matters)*. London: Zed Books Ltd.

MCJ 415: Research

Objective:

The course aims to equip the students with the techniques of doing systematic research, both quantitative and qualitative, in the area of communication, media and journalism.

Description:

The student conducts a rigorous study under the supervision of a teacher throughout the semester. Regular meeting with the supervisor for proper guidance is an integral part of the course. S/he will write a research proposal and finally submit a complete monograph.

MCJ 416: Internship

Objective:

Internship helps students get a firsthand experience of working in media organizations, advertising agencies, PR departments of different organizations and development organizations.

Description:

A student undergoing internship will be under the primary supervision of a teacher of the Department and guidance of a responsible person in the place of internship. S/he will meet the supervisor at the Department on a regular basis, keep a diary and write a paper drawing on theories of communication/journalism to give a theoretical basis of his/her practical work. Finally s/he will submit a report.

MCJ 417: Comprehensive

Objective:

This course aims to test the students' knowledge of the courses they have studied.

Description:

It has two parts- written comprehensive and oral comprehensive. There is no specific course work here. The purpose of the comprehensive examination is to evaluate the cumulative knowledge the students have acquired through the four-year period.

Distribution of Marks

Each course carries 100 marks.

The distribution of marks for all the courses except MCJ 415, MCJ 416 and MCJ 417 is given below:

Sessional examinations: 50 marks Final examination: 50 marks

MCJ 415: Research

Sessional examinations – 25 marks [Meeting - 05, Literature Review - 10 and Research Proposal -10]

Monograph – 75 marks

MCJ 416: Internship

Sessional examinations – 25 marks [Meeting-05, Diary-10 and Theoretical Paper-10]

Final report – 75 marks

MCJ 417: Comprehensive

Written comprehensive: 50 marks

Oral comprehensive: 50 marks

The oral examinations are spread out in four different semesters. The distribution of marks is as follows.

Second semester: 10 marks

Fourth semester: 10 marks

Sixth semester: 10 marks

Eighth semester: 20 marks