

**Centre for Journalism and Mass Communication, Visva-Bharati**

**Multidisciplinary Course for Under Graduation (UG) Syllabus to be offered during  
Odd Semesters**

**Course Title: Media and Society: An Introduction to Communication & Journalism**

**Total Credit: 3 - THREE CLASSES PER WEEK**

**Group A**

**Unit 1: Foundations of Media and Communication (Theory): Credit 1**

- History and evolution of media
- Impact of media on society and culture
- Types of media and communication channels

**Group B**

**Unit 1: Basics of Journalism (Theory): Credit 1**

- Techniques of news, feature and article writing
- Process of editing
- Web presentation

**Group C**

**Unit 1: Communication Skills (Practical): Credit 1**

- Developing practical communication skills, including interpersonal communication, public speaking, and writing for media
- Inputs regarding content creation for different media platforms and audiences

**References:**

- History of Indian Journalism by J. Natarajan (Publication Division, Ministry of Information & Broadcasting, GoI)
- The Media Student's Handbook by G. Branston and R. Stafford (Routledge)
- Handbook of Journalism & Mass Communication by V. S. Gupta & Vir Bala Aggarwal (Concept Publishing Company Pvt. Ltd.)
- The Journalists Handbook by M.V. Kamath (Vikas Publishing House)
- News Reporting and Editing by K.M. Srivastava (Sterling Publishers)
- Social and Personality Development by David R. Shaffer (Wadsworth Publishing)
- Vilanilam, J. V. (2005). Mass communication in India: A sociological perspective. Sage.

*Mausumi Bhattacharya*  
प्रभारा / In-Charge / ভারপ্রাপ্ত  
सि.जे.एम.सि. / CJMC / সি.জে.এম.সি.  
विश्वभारती / Visva-Bharati / বিশ্বভারতী  
शान्तिनिकेतन / Santiniketan / শান্তিনিকেতন  
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