

**Skill Enhancement Course (SEC): Print and Electronic Media**

**Course Title: Print and Electronic Media**

**Course Type: Skill Enhancement Course (SEC)**

**Department: Political Science**

**Credits: 3 Credits (as per UGC–NCCF guidelines)**

**Contact Hours: 45 Hours (Lecture + Practical + Discussion)**

**Course Objectives (COs)**

**The course aims to:**

- Introduce students to the structure and functioning of print and electronic media.
- Develop understanding of media's role in politics, democracy, and governance.
- Build basic skills in news writing, reporting, and media communication.
- Enable critical analysis of media content and political messaging.
- Promote media literacy and responsible media engagement.
- How to work by understanding the field situation.

**Course Outcomes**

**After completing the course, students will be able to:**

**CO1:** Understand the role of media in democratic political systems.

**CO2:** Analyze political news and media narratives critically.

**CO3:** Write basic news reports, editorials, and political summaries.

**CO4:** Understand ethical issues in journalism and media practices.

**CO5:** Demonstrate communication and media interpretation skills.

**Programme Outcomes (POs) Addressed**

**PO1:** Critical thinking and analytical reasoning

**PO2:** Effective communication skills

## **Structure of the Course Across Three Semesters**

The Skill Enhancement Course (SEC) in Print and Electronic Media shall be offered as three sequential papers, one in each semester (1st, 2nd, and 3rd Semester). Each paper will carry 3 credits (45 hours) in accordance with UGC–NCCF norms.

### **SEC Paper I – Media, Politics and Democracy (2nd Semester)**

#### **Course Objectives**

- Introduce basic concepts of media and communication
- Understand media's role in democracy and governance
- Develop awareness of media institutions and public opinion

#### **Unit-wise Syllabus**

##### **Unit I: Introduction to Media (15 Hours)**

- Meaning and types of media: Print, Electronic, Digital
- Evolution of mass media in India
- Media as the fourth pillar of democracy

##### **Unit II: Media and Politics (15 Hours)**

- Media and public opinion
- Media, state and civil society
- Role of media in elections and political campaigns

##### **Unit III: Media Laws and Ethics (15 Hours)**

- Freedom of press in India
- Media regulation and Press Council of India
- Ethical issues in journalism
- Fake news and misinformation

#### **Course Outcomes (Paper I)**

##### **Students will be able to:**

- Understand the relationship between media and democracy

- Explain the political role of media institutions
- Identify ethical and legal issues in media practices

## **SEC Paper II – Print Media Skills (3rd Semester)**

### **Course Objectives**

- Develop practical skills in news writing and reporting
- Understand the structure of newspapers and magazines
- Build analytical skills to interpret print media content

### **Unit-wise Syllabus**

#### **Unit I: Structure of Print Media (15 Hours)**

- Organization of newspapers and magazines
- News agencies and news flow
- Headline, lead and body structure

#### **Unit II: News Writing and Reporting (15 Hours)**

- Types of news reports
- Features and opinion writing
- Political reporting and election coverage

#### **Unit III: Practical Component (15 Hours)**

- Writing a short news report
- Writing this requires many years of experience in reporting.
- Newspaper content analysis

### **Course Outcomes (Paper II)**

#### **Students will be able to:**

- Write basic news reports and opinion pieces
- Understand professional practices in print journalism

## **SEC Paper III – Electronic Media and Political Communication (4th Semester)**

### **Course Objectives**

- Understand electronic media formats and communication styles
- Develop skills in script writing and media presentation
- Analyze political communication in electronic platforms

### **Unit-wise Syllabus**

#### **Unit I: Television and Radio Media (15 Hours)**

TV news structure and production basics

Role of radio in public awareness

Political debates, interviews, talk shows and walk-through

#### **Unit II: Electronic Political Communication (15 Hours)**

- Media trials and ethical concerns
- Social media and political campaigns
- Digital media and democracy

#### **Unit III: Practical Component (15 Hours)**

- Preparing a script for a news bulletin
- Analysis of a TV debate or political news segment
- Presentation on media content

### **Course Outcomes (Paper III)**

#### **Students will be able to:**

- Understand electronic media communication formats
- Prepare basic scripts for news and media presentation
- Critically evaluate political communication in electronic media

## **Assessment Pattern (Common to All Three SEC Papers)**

- Written assignment / News writing: 30%
- Presentation / Media analysis project: 30%
- Class participation and attendance: 20%
- Short test / Viva voce: 20%

## **Suggested Activities**

- Newspaper analysis sessions
- Mock press conference
- News bulletin presentation
- Media content review discussions

## **Indicative Readings**

### **English**

**Keval J. Kumar – Mass Communication in India**

**D.D. Basu – Introduction to the Constitution of India (Freedom of Press)**

**Rajendra Kumar – Media and Politics**

**Denis McQuail – McQuail’s Mass Communication Theory**

**B.N. Ahuja – Theory and Practice of Journalism**

**Vir Bala Aggarwal – Essentials of Practical Journalism**

**Reports of the Press Council of India**

**Ministry of Information & Broadcasting, Government of India – Media Policy Documents**

## **Bengali**

পর্যবেক্ষণ - গণমাধ্যম ও সমাজ অমমতাভ

চক্রবর্তী - সাংবাদিকতার হাটখড়ি অরুণ কুমার

সিঁ - গণট্ াগাট্ াট্গর পমরচয় সুশান্ত ঘ

াষ - সাংবাি ও সাংবািপত্র

ঘিবামশস ভটাচা থ গণমাধ্যম, রাজনীমত ও সমাজ

ঘেস কাউমিল অব ইমিয়া েমতট্িন (বাংলা অনুবাি সাংস্করণ, মি প্রাপ্ত হয়)

## **Progression Structure**

**Semester 2 → Media foundations and political role**

**Semester 3 → Practical print journalism skills**

**Semester 4 → Electronic media and political communication skills**