

Semester	1
Paper	Multi-Disciplinary Course (MDC)
Paper Description	Community Journalism
Paper Code	UPOAMDC11012
Paper Type	Theory
Credit	3
Class hours	45
Distribution of Marks	75 (60 Marks in Theory + 10 CE + 5 ATT)
Duration of the Examination	2.5 hours

Brief Course Description:

This course deals with the basics of Community Journalism, where journalism works to create a sense of community and fellow feeling. Community Journalism works as an alternative to the big mainstream media to cater to specific communities' information and communication needs. Communities in these cases often belong to the marginalized sections.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course

Course Objectives:

Knowledge acquired:

- (1) Basic understanding of community, identity, and belonging
- (2) Origin and Forms of Community Journalism
- (3) Alternative Media

Skills gained:

- (1) Community organizational skills
- (2) Handling gender, economic and social issues
- (3) Media coordination at the societal level

Competency Developed:

- (1) Applying the understanding of community organization to solve real-life socio-economic issues
- (2) Developing coordination skills with the media

Course Syllabus

UNIT I - Basic Concepts

Community: its concept and significance; Community as Place; Community as Identity/Belonging; Community as an Ideology; Demographics, changing nature of community, communities of interest, virtual communities.

UNIT II – Origin and Development

Community Journalism: Origin and Development, concerns of community journalism (women, gender, economy, social, environmental, health, and nutrition, etc.); development support communication, skills of community journalists.

UNIT III - Community Media as Alternative Media

Concept, need, and origin; types of alternative media; alternative media vis-à-vis mainstream media

UNIT IV - Community Media Space

Alternative Print Media – strengths, weakness, prospects, examples; Alternative audio-visual media – strengths, weakness, prospects, examples; Alternative Radio – strengths, weakness, prospects, examples with particular focus on community radio

UNIT V - Traditional Media

Meaning, the importance of traditional media in Communication, different forms of traditional media, and types of traditional media in North Bengal.

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings

Reader, B. & Hatcher, J. (2012) *Foundations of Community Journalism*. India: Sage Publications.

Lauterer, J. (2009). *Community Journalism: Relentlessly Local*. United States: University of North Carolina Press.

Abernathy, P. M. (2014). *Saving Community Journalism: The Path to Profitability*. United States: University of North Carolina Press.

Robinson, S. (2016). *Community Journalism Midst Media Revolution*, United Kingdom: Taylor & Francis.

Pavarala, V. & Malik, K. K. (2007). *Other Voices: The Struggle for Community Radio in India*. India: SAGE Publications.

Udupa, S. (2015). *Making News in Global India: Media, Publics, Politics*. United Kingdom: Cambridge University Press.

Atton, C. (2015). *The Routledge Companion to Alternative and Community Media*. United Kingdom: Taylor & Francis.

Sinha, A. (2023). *Community Newspapers in India: Manifestation and Metamorphosis*. United Kingdom: Taylor & Francis.

Malik, K. K, &Pavarala, V. (2020). *Community Radio in South Asia: Reclaiming the Airwaves*. United States: Taylor & Francis.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24