

BMC (Honours)

Details of CBCS Syllabus

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

- To this end, we strive.
- To become a centre of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.

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- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

PROGRAMME OUTCOME

After the completion of B.A. Honours Degree Programme, the students will be able to:

PO1: Professional knowledge: Use knowledge of philosophical, sociological, political and economic foundations of education.

PO2: Critical and Cognitive skills: Develop and demonstrate the ability to insightful response and analyse of work of art in order to participate in discussions and studio critiques.

PO3: Environment and sustainability: Understand the impact of professional engineering solutions in societal and environmental contexts, and demonstrate knowledge of, and need for sustainable development.

PO4: Communication: Demonstrate familiarity with and analyze verbal and writing issues and forms of contemporary art with clear understanding of historical precedents.

PO5: Research and Analysis: Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in social science.

PO5: Employability and Higher Education: Show adeptness in professional, employable and soft skills required for higher education and placements.

PO6: Ethics: Apply ethical principles and commit to professional ethics, responsibilities and norms of humanitarian practice.

PROGRAMME SPECIFIC OUTCOME

After the completion of the programme, the student will attain the ability to:

PSO 1: Understand the nature and scope of the programme. Also, they would be able to assess their potential and critically analyse aptitude in various media.

PSO2: Use communication as a potential tool to be employable in media through techniques of reporting, writing and editing skills.

PSO 3: Learn to use various tools and softwares required in media from reporting to filmmaking.

PSO 4: Acquire basic knowledge required to be employable in print and electronic media houses.

PSO 5: Work in other sectors of media like Advertising, Public Relations, Cinematography, Video/Radio production.

PSO 6: Shoot, edit videos, anchor, write reports and scripts, review films etc.

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 Gange
 Shashwathi
 Ajay Kumar
 Divya
 Parul
 Chaitanya
 Aniket Raju
 Mr. K. and
 Apneeta Pathak

Reading List:

- Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.
- Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- Baran and Davis, Mass Communication Theory.
- Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.
- Fiske, John 1982, Introduction to Communication Studies, Routledge.
- Gupta, Nilanjana ed.(2006) Cultural Studies, World View Publishers.
- McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.
- Miller, Katherine, (2004), Communication theories: perspectives, processes and contexts, McGraw Hill.
- Michael Ruffner and Michael Burgoon, Interpersonal Communication.
- Narula, Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications, New Delhi
- Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008
- Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.
- Williams, Kevin. Understanding Media Theory

MIC 101 : INTRODUCTION TO ADVERTISING

CO 1: Provide a brief idea about the Advertisement as a Communication.

CO 2: Acquaint with the different models of advertising, theories and also the different mass media through which advertising is done.

CO 3: Impart basic understanding of Advertising and its types.

CO 4: To understand the writing style used in advertising and apply it in work.

BMC MIC 101: INTRODUCTION TO ADVERTISING		
PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1.	Introduction <ul style="list-style-type: none"> • Concept, Nature, Definition, Evolution and History • The Advertisement as Communication • Capitalism and the Advertising Industry 	7
2.	Basic Theories of Advertising - Information, Service, Ideology Grammar of Advertisements – print, audio-visual	8
3.	Models of Advertising <ul style="list-style-type: none"> • AIDA model • DAGMAR model • Maslow's Hierarchy model 	9
4.	Types and Classification of Advertising- <ul style="list-style-type: none"> • Broadcast, Direct mail, Print, Mobile, outdoor advertising, Social media 	6

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	<ul style="list-style-type: none"> Factors determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages 	
	Practical	15
	TOTAL	30

Reading List:

- Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.
- Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books
- Goldman, R. (1992). Reading Ads Socially, London Routledge.

MDC 101: INTRODUCTION TO NEW MEDIA

- CO1:** To understand the importance of new media, its use in current time and the different applications and technologies used.
- CO2:** Learn the basic difference between the functioning of traditional (Print/ Radio/ TV} and the New Media. They will be familiarised with the undergoing change in media.
- CO3:** Apply hands on training on various tools and technologies required for New Media and it's functioning.
- CO4:** To develop writing skills expressed in relevant new media formats and build a career in the same.

BMC MDC 101: INTRODUCTION TO NEW MEDIA		
PWC (Theory: 2 Credits+Practical -1Credit)		
Unit	Topics to be covered	No. of hours
1.	Understanding the Technology <ul style="list-style-type: none"> Components of computers; Input- Output devices, Processing devices, concept of hardware and software Application software: Word processing, Spreadsheet, Image Editing, Internet, World Wide Web (WWW}, Search Engines, SEO. Technology and Social life 	10
2.	Nature of the Web <ul style="list-style-type: none"> Revolutionary change in communication, the unparalleled Benefits & Drawbacks of Internet and social media Freedom of expression v/s Privacy, The 'Dark Net' 	10
3.	New media – Definition and Practices <ul style="list-style-type: none"> New Media Industry- An Overview Introduction to Web-designing, Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Web Content Management System Digital Tools for Journalists, Security issues in using digital technology (Malware, Phishing, Identity Theft) 	10

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4.	Introduction to Mobile Journalism (Practical) <ul style="list-style-type: none"> • Introduction to MoJo, Digital Story Telling, Creating Stories using Mobile Phones • Tools – Software/Apps and accessories. 	10
	Practical	5
	Total	45

Readings List:

- Online News: Journalism and the Internet by Stuart Allan ,2006
- Internet Journalism in India by Om Gupta, Ajay S. Jasra
- Flash Journalism: How to Create Multimedia News Packages by Mindy McAdams 2005
- The Handbook of New Media by Leah A. Lievrouw, Sonia Livingstone Sage Publications, 2007
- Encyclopedia of New Media by Steve Jones Sage Publications
- Writing for Interactive Media by Jon Samsel, Allworth Press

SEC 101 : THEATRE AND COMMUNICATION

CO 1: Understand the nature and features of drama, theatre and play. They will be able to use theatre in communication.

CO 2: Differentiate between Classical and Modern Theatre.

CO 3: Work in Theatre Team Production and understand different forms of Drama, which includes Tragedy, Comedy, Farce, and Realistic Play.

CO 4: Develop understanding of self-expression through workshop on speech and diction and perform

BMC SEC 101: THEATRE AND COMMUNICATION PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	An Introduction to Theatre Drama, Theatre and Play, Features of Drama Why Theatre? Types of Theatre	5
2	History of Theatre Origin of Western Theatre, Classical Greek Theatre, Theatre as Resistance	10

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3	The Theatre Production Team Introduction, Objective Specialists involved in the Production, The Playwright – Brecht, Albert Camus, Dario Fo	7
4	Different Forms of Drama- Tragedy, Comedy, The Realistic Play, The Actor, The Technician, The Director, The Audience, Speech Workshop	8
	Practical	15
	TOTAL	45

Reading List:

- Carlson, M. (2014). Theatre: A very short introduction. OUP Oxford.
- Phillip B. Zarrilli, Bruce McConachie, Gary Jay Williams, and, Carol Fisher Sorgenfrei
General Theatre Histories: An Introduction (2010)
- Stanislavski, C. (2013). An actor prepares. A&C Black

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 Swastika
 Jay Kumar Jha
 Ditya
 Gurvinder
 Rishi
 Mr. K
 Anubhai Bajaj
 Apurajita Patil

SEMESTER II

Sl no	Name of Course	Type of Course	L-T-P	Credit	Marks
1	Major Course 2	MJC-2	6-1-0	6	100
2	Minor Course 2	MIC-2	4-1-0	3	100
3	Multidisciplinary course 2	MDC-2	4-1-0	3	100
4	Environmental Science	AEC-2	2-1-0	2	100
5	Skill Enhancement Course	SEC-2	1-0-3	3	100
6	Value added Course	VAC-2	1-0-3	3	100

Total Credit: 20

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Amitabha Dasgupta

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MJC 202 : INTRODUCTION TO JOURNALISM

- CO 1** To impart a comprehensive understanding of Journalism, its principles, ethical aspects
- CO 2** To introduce the students with a basic understanding of News process from event to the reader.
- CO 3** To acquaint the students with the principles of journalism and what are the important points to keep in mind while covering news.
- CO 4** To provide a brief idea about the language and narrative of news which will further help in their future when one will be employed in any media organisation.

BMC MJC 202: INTRODUCTION TO JOURNALISM PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Journalism and Society <ul style="list-style-type: none"> Media and Democracy: The Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India Media Consumption and News Production; Audience, Readerships, Markets Forms of Journalism: news, features, opinions, yellow, tabloid, page 3. Changing Practices: new/alternative media Regulatory bodies, Editors Guild of India Web Journalism/ Digital Journalism 	20
2	Principles of Journalism <ul style="list-style-type: none"> Social Responsibility and Ethics Positioning, Accuracy, Objectivity, Verification, Balance and Fairness Defining Opinion, Identification/Attribution News vs Opinion, Hoaxes Media Laws 	12
3	The News Process: from the event to the reader <ul style="list-style-type: none"> News: meaning, definition, nature Space, Time, Brevity, Deadlines Five Ws and H, Inverted pyramid Sources of news, use of archives, use of internet etc. 	8
4	Language and Narrative of News <ul style="list-style-type: none"> Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline and dateline. Styles for print, electronic and online journalism Features 	20
	Practical	30
	Total	90

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Written Examination

Practical - Project + Viva

Reading List:

- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
- Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
- Flemming,, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.
- Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson,
- John E.: Key Concepts in Journalism Studies, Sage, London, 2005.
- Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.
- King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
- Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York,
- Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York,
- Smith, Jon: 2007, Essential Reporting, Sage, London,
- Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London, \
- Watson, Don: 2003, Gobbledygook, Atlantic Books, London,
- Willis, Jim: 2010, The Mind of a Journalist, Sage, London,

MIC 202 : ADVERTISING AND MEDIA

- CO 1** To provide a brief idea about the different types of Advertisement.
- CO 2** To introduce the students with the concepts and principles of advertising, ad agency management.
- CO 3** To impart basic understanding of Advertising and the ethical issues of it.
- CO 4** To develop an understanding about the various laws and regulatory bodies of advertising.

BMC MIC 202: ADVERTISING AND MEDIA PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	Advertising through Print, Electronic and Online Media <ul style="list-style-type: none"> • Types of media for advertising • Segmentation, Positioning and Targeting • Media selection, Planning, Scheduling, Campaigning 	8
2	Digital Advertising- <ul style="list-style-type: none"> • Evolution and Current status • Advertising and Media 	5

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2	Bihar Folk and theatre Folk songs of Bihar Folk Dances of Bihar Eminent Folk writers and Singers, Folk Theatre in Bihar, Dramatist from Bihar, Eminent Playwrights	10
3	Classical and Regional Theatre Kutiyattam Bhagavaat Mela, Jatra Nautanki Ramleela Tamashaa Bhavai	7
4	Theatre as Self-expression Devising a Message Writing a Script, Designing a Set Performing a scene Nukkad Natak	8
	Practical	15
	TOTAL	45

Reading List:

- Carlson, M. (2014). Theatre: A very short introduction. OUP Oxford.
- Prasanna. (2013). Indian method in acting.
- Lal, A. (2004). The Oxford companion to Indian theatre. Oxford University Press, USA

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Swastika

Anita B. Singh

Apurita Pathan

A meeting of Board of studies of Department of Mass Communication, Patna Women's college, Patna was held on 27.01.2024 at 12:00pm in the department.

Agenda of the meeting were as under:-

1. Approval of the syllabus for BMC Honours from Sem III to Sem VIII according to the Choice Based Credit System suggested by UGC, New Delhi as per NEP
2. Approval of the list of examiners.

Following members of the Board of studies were present:-

- | | | |
|--------------------------|---------------------------|------------------------------|
| 1. Ms. Roma | — Chairperson | Roma
27/01/24 |
| 2. Mr. Belmiki Ram | — Vice Chancellor Nominee | P. B. Chatterjee
27/01/24 |
| 3. Ms. Manisha Brahas | — Subject Expert | N. K. |
| 4. Mr. Prachant Ravi | — Subject Expert | P. R. Ravi
27/01/24 |
| 5. Mr. Kumod Kumar | — Industry Expert | K. M. Kumar
27/01/24 |
| 6. Ms. Swati Saran | — Meritorious Alumni | Swati Saran
27/01/24 |
| 7. Mr. Ajay Kumar Shukla | — Faculty member | Ajay Kumar Shukla |
| 8. Mr. Anurag Rajan | — Faculty member | Anurag Rajan |
| 9. Ms. Madhuri Kumar | — Faculty member | Madhuri Kumar |
| 10. Ms. Ankita | — Faculty member | Ankita
27/01/24 |
| 11. Ms. Divya Gautam | — Faculty member | Divya Gautam
27/01/24 |
| 12. Mr. Gaurav Prasad | — Faculty member | Gaurav Prasad
27/01/24 |
| 13. Dr. Aprajita Pathak | — Faculty member | Aprajita Pathak |

RESOLUTION:

1. Resolved the syllabus for BMC Honours from Sem III to Sem VIII according to the Choice Based Credit System suggested by UGC, New Delhi as per NEP.
2. Approval of the list of examiners.
3. Discussed the names of examiners for BMC Honours from Sem III to Sem VIII.
4. Names of the proposed examiners approved by the Board of Studies (BOS)

Signatures of all present:-

- | | | | | |
|-----|---------------------|---|--------------------|---------------------------------|
| 1. | Ms. Roma | - | Chairperson | <i>Roma</i>
27/01/24 |
| 2. | Mr. Balwinder Ram | - | V.C. Nominee, P.U. | <i>Bes</i>
27/01/24 |
| 3. | Ms. Manisha Prakash | - | Subject Expert | <i>Mh</i>
27/01/24 |
| 4. | Mr. Prachant Pari | - | Subject Expert | <i>Prachant</i>
27/01/24 |
| 5. | Mr. Kunal Kumar | - | Industry Expert | <i>Kunal</i>
27/01/24 |
| 6. | Ms. Swati Savam | - | Meritorious Alumni | <i>Swati</i>
27/01/24 |
| 7. | Mr. Ajay Kumar Jha | - | Faculty member | <i>Ajay Kumar Jha</i> |
| 8. | Ms. Anitabh Rayan | - | Faculty member | <i>Anitabh Rayan</i> |
| 9. | Ms. Madhu Kumar | - | Faculty member | <i>Madhu Kumar</i> |
| 10. | Ms. Anshu | - | Faculty member | <i>Anshu</i>
27/01/24 |
| 11. | Ms. Divya Gautam | - | Faculty member | <i>Divya</i>
27/01/24 |
| 12. | Mr. Gaurav Arora | - | Faculty member | <i>Gaurav Arora</i>
27/01/24 |
| 13. | Dr. Apoorva Pathak | - | Faculty member | <i>Apoorva Pathak</i> |



PATNA WOMEN'S COLLEGE

Autonomous
PATNA UNIVERSITY

3rd Cycle NAAC Accredited at **A** Grade with CGPA 3.58/4
'College with Potential for Excellence' (CPE) status accorded by UGC

SYLLABUS

for

Choice Based Credit System (CBCS)

On the basis of
**OUTCOME BASED EDUCATION
(OBE)**

MASS COMMUNICATION(UG)

For
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PATNA WOMEN'S COLLEGE

Autonomous
PATNA UNIVERSITY

3rd Cycle NAAC Accredited at A Grade with CGPA 3.58/4

'College with Potential for Excellence' (CPE) status accorded by UGC

BMC (Honours)

Details of CBCS Syllabus

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a center of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

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- To this end, we strive
- To become a center of excellence in higher education for women in an atmosphere of autonomy.
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- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
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- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.

Handwritten signatures and names at the bottom of the page:
B. S. Singh, P. S. Singh, G. S. Singh, S. S. Singh, M. S. Singh, R. S. Singh, A. S. Singh, M. S. Singh, D. S. Singh, G. S. Singh

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 Gaurambhaya Prithi
 Swasthavya Sh R and
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B.A. MASS COMMUNICATION

NEP 2020 Based Curriculum Framework

Semester-I

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 1	Communication, Media and Society	BMCMJC 101	6	100
2.	Minor 1	Introduction to Advertising	BMCMIC 101	3	100
3.	Multidisciplinary 1	Introduction to New Media	BMCMDC 101	3	100
4.	SEC 1	Theatre and Communication	BMCSEC101	3	100
5.	AEC 1	English/ Hindi		2	100
6.	VAC 1			3	100

Semester II

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 2	Introduction to Journalism	BMCMJC202	6	100
2.	Minor 2	Advertising and Media	BMCMIC202	3	100
3.	Multidisciplinary 2	Writing for New Media	BMCMDC202	3	100
4.	SEC 2	Indian Theatre Culture	BMCSEC202	3	100
5.	AEC 2		AECEVS202	2	100
6.	VAC 2			3	100

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Semester-III

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 3	Radio Production	BMCMJC303	6	100
2.	Major 4	Print Media Production	BMCMJC304	6	100
3.	Minor 3	Social media	BMCMIC303	3	100
4.	Multidisciplinary 3	Indian Constitution, Laws and Ethics	BMCMDC303	3	100
5.	AEC 3	Disaster Risk Management	AECDRM303	2	100
6.	SEC 3	Advertising and Media	BMCSEC303	3	100

Semester IV

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 5	Exploring Cinema	BMCMJC405	6	100
2.	Major 6	Graphic Designing and the Visual images	BMCMJC406	6	100
3.	Major 7	Television Journalism	BMCMJC407	6	100
4.	Minor 4	Writing for Media	BMCMIC404	3	100
5.	AEC 4			2	100

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Aparna
Madhu
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Semester-V

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 8	Development Communication	BMCMJC508	6	100
2.	Major 9	Camera and Editing for TV	BMCMJC509	6	100
3.	Minor 5	Radio Production	BMCMIC505	3	100
4.	Minor 6	Television Journalism	BMCMIC506	3	100
5.	Internship			4	100

Semester VI

Sl. No.	Type of Course	Name of Course	Course Code	Credits	Marks
1.	Major 10	Reporting and Anchoring	BMCMJC610	6	100
2.	Major 11	Still Photography	BMCMJC611	6	100
3.	Major 12	Documentary	BMCMJC612	6	100
4.	Minor 7	Reporting, Anchoring and Editing	BMCMJC607	3	100
5.	Minor 8	Media moments in History	BMCMJC608	3	100

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Ravi, B. er, Basu, Chandra Prasad, Sankar, Mh, K. an, Ajay Kumar, Madhavi, Anjali, and others.

Bex  Bala:  Gaurav
 Shashwari Jh Rn  and  madam
 Ajay Kumar            



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SEMESTER III

Sl no	Name of Course	Type of Course	Credit	Marks
1	Major Course 3	MJC-3	6	100
2	Major Course 4	MJC-4	6	100
3	Minor Course 3	MIC-3	3	100
4	Multidisciplinary course 3	MDC-3	3	100
5	Ability Enhancing Course (Course on Disaster Risk Management)	AEC-3	2	100
6	Skill Enhancement Course	SEC-3	3	100

Total Credit: 23

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SEMESTER -III

MJC 3 RADIO PRODUCTION

CO 1 Develop an understanding of Radio, its history and evolution.

CO 2 Understand a brief idea about the grammar and aesthetics, sound and the production process required for Radio.

CO 3 Acquaint with Radio Production, working in radio and different challenges faced.

CO 4 Develop proficiency in Pre-production and Post production of Radio.

BMC MJC 3 : RADIO PRODUCTION

PWC (Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Growth of Radio <ul style="list-style-type: none">• What is Radio?• Evolution of Radio – Amateur and HAM to FM and Digital• Radio Broadcast in India• Radio and Democracy – participatory, community radio, special needs, development communication, distress and disaster	12
2	The Grammar and aesthetics of Radio <ul style="list-style-type: none">• Radio formats (simple and complex)• Radio features, documentaries and magazines• Writing for radio – idiom of the spoken word	13

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3	Sound for Radio <ul style="list-style-type: none">• Voice behind the mic – different types of mics• Sound – Frequency and Wave Length• Journey of Sound – Analogue and Digital• Special effects – Menu and Synthesis	15
4	Production for Radio <ul style="list-style-type: none">• Pre-Production – (Idea, research, Radio script, storyboard, proposal writing, budget, floor plans, pilot)• Production – Creative use of Sound; Listening, recording, using archived sounds (execution, requisite, challenges)• Editing, Creative use of Sound editing	15
	Practical	5
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

- Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.
- Luthra ,H.R. Indian Broadcasting, Publication Division.
- Mc Liesh, Robert. Radio Production, Focal Press.
- Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.

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Gour, Panda, Chatterjee, Swastika, Uth, Ajay Kumar, Madhuri, A. S. L.

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MJC 4 PRINT MEDIA PRODUCTION

CO 1 Develop a comprehensive understanding of the production process on the print platform, with an emphasis on the newspaper.

CO 2 Understand a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle.

CO 3 Acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

CO 4 Develop an understanding of the stages from advertising to printing before the newspaper comes out as a finished product.

BMC MJC 4 : PRINT MEDIA PRODUCTION		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Trends in Print Journalism <ul style="list-style-type: none"> ● Agenda setting role of newspapers – Ownership, Revenue, Editorial Policy ● Citizen Journalism, Investigative Journalism ● Ethical Debates in Print Journalism – Paid News, Advertorials ● Ethics and Practices 	11
2	Specialised Reporting <ul style="list-style-type: none"> ● Business ● Parliamentary ● Agriculture/Rural ● International Affairs ● Entertainment/Cultural ● Health etc 	9

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3	Production of a Newspaper <ul style="list-style-type: none"> • Planning for print: size, anatomy, grid, design • Format, typography, copy, pictures, advertisements • Plotting text: headlines, editing pictures, captions • Page-making: Front Page, Editorial Page, Supplements 	15
4	Technology and Print <ul style="list-style-type: none"> • The Invention of Printing Press • Technology and Page making techniques: layout, use of graphics and photographs • Printing Process: Traditional vs modern • Desk Top Publishing: Quark Express, Photoshop, InDesign etc 	15
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
- Sarkar, N.N. Principles of Art and Production, Oxford University Press
- Stuart Allan, Journalism: Critical Issues, Open University Press

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MIC 3 SOCIAL MEDIA

CO 1 Develop basic knowledge about the social media and its use in current time.

CO 2 Comprehend brief idea about the different applications and technologies used and also the various types and impact of social media on people.

CO 3 Develop an in depth understanding about the paper and also aware about the various important terminologies.

CO 4 Introduce the students about social media technologies and its impact on people in broader aspect.

BMC MIC 3 : SOCIAL MEDIA

PWC

(Theory : 2 Credits + Practical : 1 Credit)

Unit	Topics to be covered	No. of Hours
1	Social Media – a new paradigm <ul style="list-style-type: none">• The Digital Experience – mobile, cyberspace, online apps• Technology and Literacy Redefined – Internet, Intranet and www• The User and the Fourth Screen – representation and reproduction• Changing Character of Communication – Ethical Issues	7
2	Social Media Technology and Applications <ul style="list-style-type: none">• Analogue and Digital Technology• Digitization of Media• Media Convergence• ICT- scope and role	7

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3	Types of Social media <ul style="list-style-type: none">• Facebook, X, WordPress, Blogger• YouTube, Docs, Drive, Hangouts, Social Bookmarking, SlideShare• Skype, Building Communities – pages and Channel• Telegram, Signal, Line	6
4	Impact of Social Media <ul style="list-style-type: none">• Internet/Online Activism• Citizen Journalism• Cyber Crime• Democratization/Digital Divide• Audience Analysis & Content Planning	5
	Practical	5
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

- Bennett, W. Lance. *New Media Power: The Internet and Global Activism* 2003.
- Castells. *Manual The Network Society: a cross-cultural perspective*, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
- Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" *New Media & Society*, Vol. 6, No. 1, 2004.
- Lister Martin. *New Media – A critical Introduction*. Routledge, 2009.

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2	Media Laws Official Secret Act, Defamation, Books and Newspapers Registration Act, Working Journalist Act 1955 and Wage Boards, Right to Information Act 2005, Cable Television Network Regulation Act 1995 & Rules, Prasar Bharti Act (Broadcasting Cooperation of India) Act 1990, Copyright Act, Intellectual Property Right, GI Tags, Types of Cyber Crime, Cyber laws in India, Censor Board, Censorship Act and Procedures, Information Technology (Guidelines and Digital Media Ethics Code) Rules 2021, Digital Personal Data Protection Act 2023	8
3	Media Ethics and Regulation, Media Organizations UN Charter, Journalistic Ethics: Concept, Importance and Debates, Journalists' Code of Conduct, Resolving Ethical Dilemmas: Methods and steps, Pressure on Media: Political, Corporate, Social, religious, advertisers and lobbies etc, dealing with sensitively with marginalized communities- Women issues, Dalit issues, linguistic and religious minority groups, Physically Challenged person, UNESCO, Press Council of India, Press Freedom Index, Hate Speech, Visual manipulation: Deep fake, fake news	9
4	Case Studies Project report on case and media studies	5
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

- Khosla, M. (2012). The Indian constitution: Oxford India short introductions. OUP India.
- Kundra, S. (2005). Media laws and Indian constitution: For degree.
- Divan, M. G., & Sorabjee, S. J. (2013). Facets of media law.
- Shipra, K. (2008). Indian law and press.

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SEC 3 ADVERTISING AND MEDIA

CO 1 Understand a brief idea about the Advertisement as a Communication.

CO 2 Understand the different models of advertising, importance of ad agencies and also the different mass media through which advertising is done.

CO 3 Develop basic understanding of Advertising and the ethical issues of it.

CO 4 Apply knowledge to acquire job in future in this field.

BMC SEC 3: ADVERTISING AND MEDIA		
PWC (Theory : 1 Credit + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Introduction <ul style="list-style-type: none">• The Advertisement as Communication• Capitalism and the Advertising Industry• Grammar of Advertisements – print, audio-visual	5
2	Models of Advertising <ul style="list-style-type: none">• AIDA model• DAGMAR model• Maslow's Hierarchy model• Types of Advertising	5
3	Advertising through Print, Electronic and Online Media <ul style="list-style-type: none">• Types of media for advertising -Print, Electronic, Internet: Youtube, Pop-ups , Flash• Segmentation, Positioning and Targeting• Media selection, Planning, Scheduling, Ad Campaign• Market Strategy and Branding	10

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4	The Ad Agency-Practices <ul style="list-style-type: none">• Profile of the advertising professional• Encoding the Ad• Cultural Codes• Ethical Issues in Advertising – Regulatory Bodies	5
	Practical	5
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

- Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.
- Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books
- Goldman, R. (1992). Reading Ads Socially, London Routledge.

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Romp, Ber, Basu, Gauri, Sankar, Mh, K, Madhuri, Ajay Kumar, Bipin Kumar.



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SEMESTER IV

Sl no	Name of Course	Type of Course	Credit	Marks
1	Major Course 5	MJC-5	6	100
2	Major Course 6	MJC-6	6	100
3	Major Course 7	MJC-7	6	100
4	Minor Course 4	MIC-4	3	100
5	Ability Enhancing Course (Course on Disaster Risk Management)	AEC-4	2	100

Total Credit: 23

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Ramp, Bex, Pasha, Gaurin, Sat, Sarany, Vh, K, mod, med, Ajoy Kumar, Disha Gauram



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SEMESTER IV

MJC 5 EXPLORING CINEMA

CO 1 Articulate about the history of cinema and theatre and to make them understand how communication process is made with the help of cinema.

CO 2 Develop an understanding about the different turns in cinema.

CO 3 Develop better understanding about different terminologies which is used in cinema like formula films, angry young man diaspora with reference to cinema.

CO 4 Introduce to New Wave Cinema, The Formula Film, The Angry Young Man and also some significant turns related to it.

BMC MJC 5 : EXPLORING CINEMA		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Historical Overview: <ul style="list-style-type: none">•The Parsi Theatre•The Silent Era and The Talkie• The Studio Era• Partition and Cinema, Narrating the Nation in Cinema• Pre and Post-Independence Cinema	10
2	<ul style="list-style-type: none">• Social Context and World Cinema• German Expressionism and Film Noir – Film makers, Impact and Legacy• Italian Neorealism – Neorealist Cinema, Downfall and Legacy• Soviet Montage, Iranian Children Cinema• French New Wave – Cinematic Style and Legacy• Feminist Film Theory – Visual Pleasure, Feminist Criticism• Indian New Wave, Parallel Cinema and Formula Films• Film Genres	15

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Ajay Kumar
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Pankaj
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3	Indian Film Culture <ul style="list-style-type: none">• Contemporary Bollywood and Regional Cinema• Liberalization and Indian Cinema• Rise of Multiplex and OTT Culture, Short Films• Journey of Indian Film Music (Silent, Melody, Folk, Classical, Disco Musical, Rap etc.) Music, Background Score• Music Directors, Lyricists, Singers• Censorship, Film Criticism and Film Review• Film Festivals – National Film Festival, Academy Award, Golden Globe Award, IIFA etc.	15
4	Cinematic Study: Cinematic Analysis of films of: Satyajit Ray, Ritwik Ghatak, Guru Dutt, Stephen Spielberg, Robert Weine, Akira Kurosawa etc.	10
	Practical -Show the films for better understanding of Unit 1& 2	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

- Bose, Mihir. Bollywood: a history. Tempus.
- Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.
- Mazumdar, Ranjani (2007) "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007.
- Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985

Handwritten signatures and initials:
Romy Beer, Basida, Guruprasanna, Subhanshu, Anay Kumar, Dily, Madhusri, A

Ram
Bach
Gaurab Singh
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MJC 7 TELEVISION JOURNALISM

CO 1 Develop an understanding of Journalism in relation to Television.

CO 2 Comprehend a brief idea about journalism and different types of television program as well as the basic principles of camera, uses of graphics and video production.

CO 3 Understand the ethical issues in TV Journalism

CO 4 Apply their job skill in various media organisation or they can work as freelancer journalist or stringer.

BMC MJC 7 : TELEVISION JOURNALISM

PWC (Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Television in India <ul style="list-style-type: none">•News, Information and Entertainment – Doordarshan•Audience Segments and Cultural Impact•Satellite TV and Private TV Channels•24 X 7 News	8
2	Television News Gathering <ul style="list-style-type: none">•The Camera - News for TV•Finding the Story and Sources•Packaging•Ethical issues in TV Journalism	10
3	Formats and Types for TV programmes <ul style="list-style-type: none">•Theories of Visual Literacy: Gestalt, Semiotics•Reporting Skills, Research and Editing•Use of graphics and special effects•Positioning the Camera for TV shots	12

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4	The Construction of Real Life <ul style="list-style-type: none">• Presenting Reality<ul style="list-style-type: none">i. News/Debates/Opinionsii. Breaking Newsiii. Interviewsiv. The soap<ul style="list-style-type: none">• Constructing Reality in Reality Shows• Consuming Television• Measurement of viewership: TAM, TRP etc	20
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
2. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
3. Mankekar, Purnima (1994). Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books.
4. Trevin, Janet, Presenting on TV and Radio, Focal Press.
5. Yorke, Ivor, Television News (Fourth Edition), Focal Press

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MIC 4 WRITING FOR MEDIA

CO1: Understand and learn the writing style for print media

CO2: Develop writing style for electronic media

CO3: Develop an understanding about the basics of new media

CO4: Apply the writing techniques in practical

BMC MIC 4 : WRITING FOR MEDIA

PWC

(Theory : 1 Credit + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Writing for Print Media <ul style="list-style-type: none"> Understanding of Mass Media and Applied Media-Writing for newspapers and magazines; writing for PR and advertising News – Soft and Hard news News Writing – Spot news/Live news, in depth, investigative, interpretative. Structure/Format – Inverted, Hourglass Basic Principles of News Writing 	8
2	Writing for Electronic Media <ul style="list-style-type: none"> Principles of TV News writing and Editing, language of visuals TV News Format (a) Std/Anc (b) Package (c) Std Bite (d) Sot/Bite (e) Walk through (f) Tictac (g) Ticker (h) PTC (i) Phono-live (j) Vox-pop (k) Dry news/ news with graphics •Packaging 	8
3	Writing for New Media <ul style="list-style-type: none"> Basics of writing for news websites, portals, Mobile journalism Principle of writing for News Portal Content production team for web media 	9

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4	Practical	5
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

1. Raman Usha (2009). Writing for the media. Oxford University Press
2. Scott A. Kuehn, Andrew Lingwall, The Basics of Media Writing
A Strategic Approach. SAGE Publications.

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Rama, Bera, Prasad, Chandan, Sushant, Savary, Jha, K., Madhuri, A., Singh.



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SEMESTER V

Sl no	Name of Course	Type of Course	Credit	Marks
1	Major Course 8	MJC-8	6	100
2	Major Course 9	MJC-9	6	100
3	Minor Course 5	MIC-5	3	100
4	Minor Course 6	MIC-6	3	100
5	Internship	INT-1	4	100

Total Credit: 22

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SEMESTER V

MJC 8 DEVELOPMENT COMMUNICATION

CO 1 Understand the development aspect in relation to communication.

CO 2 Comprehend a brief idea about the social changes and issues, Strategic approaches as well as paradigms of Development Communication.

CO 3 Interpret with the models which will give a broad understanding of Development communication and its need in India and World.

CO 4 Evaluate the importance of Development communication in relation to India and World and also can secure a job as a 'Development reporter'.

BMC MJC 8 : DEVELOPMENT COMMUNICATION

PWC (Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Social Change and Issues in Development <ul style="list-style-type: none">•Global Parameters of Development and India,•Global and Regional Initiatives- SDG, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare•Communication and Social Change•Media and Social Marketing	10
2	Strategic Approaches to Development Communication <ul style="list-style-type: none">•Development Support Communication-RTI, Social Audits, Grass-root activism, Whistle-blowers, NGOs, other agencies•Wood's Triangle•Multi-Media Campaigns, radio, cyber-media,•Diffusion of Innovation; Magic Multiplier; Empathy	10

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Shastri
Aiyksh
Aiyksh
Madhuni

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3	Paradigms of Development Communication <ul style="list-style-type: none"> • Linear Models - Rostow's Demographic transition, transmission • Non-Linear - World System Theory, Marxist Theory • Dependency Paradigm – centre-periphery, unequal development, development under development • Alternative Paradigms –participatory, think local/act global 	15
4	Development Communication- Praxis <ul style="list-style-type: none"> •Designing the Message for Print •Community Radio and Development •TV and Rural Outreach •Digital Media and Development Communication 	15
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Gupta V.S. Communication and Development, Concept Publication, New Delhi.
2. Ganesh S (1995) lectures in Mass Communication, India Publishers.
3. Joshi Uma (2001). Understanding Development Communication, Dominant Publishers, New Delhi.

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MJC 9 CAMERA AND EDITING FOR TV

CO 1 Apply practical implementation with Camera, Different lenses and their operating techniques

CO 2 Understand and apply practical experience of lighting equipment and its techniques

CO 3 Develop knowledge of Video Editing, Broadcast stages of Video Editing and Timeline Video Editing.

CO 4 Understand Pictorial elements, scene elements and Use of Graphic design.

BMC MJC 9 : CAMERA AND EDITING FOR TV

PWC

(Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Camera <ul style="list-style-type: none">• Camera Structure• Different Lenses and their Characteristics• Camera Perspective and Movement• Operating Techniques	10
2	Lighting Equipment and Techniques <ul style="list-style-type: none">• Fundamental Lighting Concepts• Types of Lights• Studio Lighting Procedures• Lighting Objectives	15
3	Pictorial Elements <ul style="list-style-type: none">• Concept of Pictorial Design• Sets and Graphics• Scene Elements• Use of Graphic Design	15

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4	Editing <ul style="list-style-type: none">• Introduction to Video Editing• Broadcast stages of Video Editing• Timeline Video Editing	10
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Anderson, Gary H. Video Editing and Post Production, Focal Press, London, 1993.
2. Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi, 2003.
3. Jackman, John. Lighting for Digital Video and Television 2010.
4. Millerson, Gerald. Video Camera Techniques (Media Manuals), Focal Press, London.
5. Musberger, Robert B. Single-camera Video Production

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Rome, Bex, Basda, Gardab, Swastika, Ajay Kumar, K, Madhuri, A., Singh



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MIC 5 RADIO PRODUCTION

CO 1 Develop an understanding of Radio, its history and evolution.

CO 2 Understand a brief idea about the grammar and aesthetics, sound and the production process required for Radio.

CO 3 Acquaint with Radio Production, working in radio and different challenges faced.

CO 4 Develop proficiency in Pre-production and Post production of Radio

BMC MIC 5 : RADIO PRODUCTION		
PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	Growth of Radio <ul style="list-style-type: none">• What is Radio?• Evolution of Radio – Amateur and HAM to FM and Digital• Radio Broadcast in India• Radio and Democracy – participatory, community-driven, special needs, development communication, distress and disaster	8
2	The Grammar and aesthetics of Radio <ul style="list-style-type: none">• Radio formats (simple and complex)• Radio features, documentaries and magazines• Writing for radio – idiom of the spoken word	7

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3	Sound for Radio <ul style="list-style-type: none">• Voice behind the mic – different types of mics• Sound – Frequency and Wave Length• Journey of Sound – Analogue and Digital• Special effects – Menu and Synthesis	5
4	Production for Radio (Practical) <ul style="list-style-type: none">• Pre-Production – (Idea, research, Radio script, storyboard, proposal writing, budget, floor plans, pilot)• Production – Creative use of Sound; Listening, recording, using archived sounds (execution, requisite, challenges)• Editing, Creative use of Sound editing	10
	Practical	
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

- Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002.
- Saxena, Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers.

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Rony, Bera, Rashmi, Gourab Das, Sharmistha, Ajay Kumar, [unclear], [unclear], [unclear], Madhuri



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MIC 6 TELEVISION JOURNALISM

CO 1 Develop an understanding of Journalism in relation to Television.

CO 2 Comprehend a brief idea about journalism and different types of television program as well as the basic principles of camera, uses of graphics and video production.

CO 3 Understand the ethical issues in TV Journalism

CO 4 Apply their job skill in various media organisation or they can work as freelancer journalist or stringer.

BMC MIC 6 : TELEVISION JOURNALISM		
PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	Television in India <ul style="list-style-type: none">•News, Information and Entertainment – Doordarshan•Audience Segments and Cultural Impact•Satellite TV and Private TV Channels•24 X 7 News	5
2	Television News Gathering <ul style="list-style-type: none">•Finding the Story and Sources•Packaging•Ethical issues in TV Journalism	5
3	Formats and Types for TV programmes <ul style="list-style-type: none">•Theories of Visual Literacy: Gestalt, Semiotics•Reporting Skills, Research and Editing•Use of graphics and special effects•Positioning the Camera for TV shots	5

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Gausar Dargha
Shruti Samy
Ajay K. Jha
Prashant
Prashant
Madhuri



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4	The Construction of Real Life <ul style="list-style-type: none">• Presenting Reality<ul style="list-style-type: none">i. News/Debates/Opinionsii. Breaking Newsiii. Interviewsiv. The soap<ul style="list-style-type: none">• Constructing Reality in Reality Shows• Consuming Television,• Measurement of viewership: TAM, TRP etc	5
	Practical	10
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

1. Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
2. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
3. Mankekar, Purnima (1994). Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books.
4. Trevin, Janet, Presenting on TV and Radio, Focal Press.
5. Yorke, Ivor, Television News (Fourth Edition), Focal Press

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Internship

<u>BMC INT-1 : INTERNSHIP- 4 CREDITS</u>		
PWC		
Unit	Topics to be covered	No. of Hours
	On the job training: Students will be going to organization for Practical exposure in the field of Print, Electronic, Advertising, Public Relations, Digital media.	40
	Preparation of Project Report/ Dissertation	
	Total Marks	100

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SEMESTER VI

Sl no	Name of Course	Type of Course	Credit	Marks
1	Major Course 10	MJC-10	6	100
2	Major Course 11	MJC-11	6	100
3	Major Course 12	MJC-12	6	100
4	Minor Course 7	MIC-7	3	100
5	Minor Course 8	MIC- 8	3	100

Total Credit: 24

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MJC 10 REPORTING AND ANCHORING

CO1 Develop proficiency about Anchoring and its importance and the different terminologies used while working professionally.

CO 2 Acquire awareness about TV Reporting and its principles and its different types, techniques and beats.

CO 3 Develop an understanding of the two important and popular term used while opting journalism as their career.

CO 4 Impart basic knowledge about Anchoring, Body language, Voiceover, and reporting from the field.

<u>BMC MJC 10 :</u> REPORTING AND ANCHORING		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Introduction to Reporting <ul style="list-style-type: none"> • Principles of Reporting • Functions and Responsibilities • News elements vis-a-vis Reportage • Qualities of a Reporter 	14
2	Reporting Types & Techniques <ul style="list-style-type: none"> • News gathering technique • Reporting- Types of News Reports • Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education, • Reporting- Conferences/ Seminars/ Workshops, etc 	12

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3	Anchoring <ul style="list-style-type: none">•Target audience and research in Public Speaking•The Voice and the Microphone<ul style="list-style-type: none">i. Breathing and articulationii. Voice and its functioniii. Pitch/tone/intonation/inflection/ fluency•Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos•Body language, Studio autocue reading & recording the voice•Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)	14
4	Production <ul style="list-style-type: none">•Reporting from the field•Piece to camera- meaning, importance and use•Vox Pop- meaning and use•Techniques of Television Interview	10
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Herbert Zettl , Television Production Handbook.
2. Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.
3. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
4. Debates and Talk Shows on National and Private Channels (as teaching material)

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MJC 11 STILL PHOTOGRAPHY

CO1 Understand a brief idea about the Journey of Visual Art called 'Photography'.

CO2 Interpret about the different types of Camera and related accessories - their structural designing and practical utility in field as well as Photography elements.

CO 3 Learn new technologies that are introduced and use of DSLR/Mirrorless Camera for Video Shooting/Production which will further help them if they are passionate about making Short film/Documentary.

CO 4 Acquaint with the various aspects of Photojournalism and add different skills as well like Documentary and Conceptual photography, event photography.

BMC MJC 11 : STILL PHOTOGRAPHY

PWC

(Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	The Photograph <ul style="list-style-type: none">• Invention and Implications• Photography, the photograph and Culture• The Black and White, Colour and It's impact• Image and The text- The Captioned Pix.	12
2	Photographic Equipment, Controls & Tools <ul style="list-style-type: none">• Camera: Point& Shoot, SLR's, DSLR's, SLDs,SLT, Mirrorless, Digital• Camera Settings, Menus, Exposure, Shooting Modes and their Significance• Aperture – Role and Significance in image making. Aperture - Definition, Effects and Affects of Aperture in Photography,• Shutter – Significance and applications. Shutter - Definition, Types and Importance in photography. Role in Creative Photography.	15

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	<ul style="list-style-type: none"> • ISO - Definition and Importance, Grains/Noise in Photo, ISO settings and their significance. Exposure Value and The Elements of Exposure Value • Types of Film, Types of Censors in Digital Format, Digital Camera Formats (DX/FX/Medium Format) • Types of Cameras – (Analog to digital and modern practices). • Photography Lens – Design, Types & their uses. • White Balance. Metering- Definition, Settings and use different modes, Bracketing, HDR, Exposure Compensation. • Camera Shooting modes, Settings and other features • Smartphone as a new photography tool – Settings and Accessories • Composition. 	
3	<p>Understanding Light and its creative use in Photography</p> <ul style="list-style-type: none"> • Light- Visible spectrum, Colour Temperature, Units and Significance in Photography • Light Source – Natural and Artificial, Golden Hour • Types of Light – Hard and Soft (Direct and Diffused) • Lighting Equipments- Flash light & Studio Light – Their uses and Limitation. Lighting Accessories- flash and Studio & their uses. Use of Different Light source for different genre of photography. • Use of artificial Light (Flash and Studio) in Indoor and Outdoor Photography. Use of Natural Light source in Indoor and Outdoor Photography • Types of Lighting - Single, Spot, Key(main), Three Point Lighting. Use of lighting accessories- Barn door, Honeycomb, Beauty dish etc 	13



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4	Production /Photo Editing <ul style="list-style-type: none">• Digital image, Resolution, DPI, PPI, Pixels, Megapixels – Different Types of Image Files• Analog to Digital Conversion- Scanning and Correction using Photo Editing Software• Darkroom Practices of Photo Editing for Photojournalism• Photo Editing – Photoshop/Lightroom• Writing Captions• Moral and Social Responsibilities of Photojournalism• News Photo/Photo Essay/ Photo feature	10
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Berger, J. Ways of Seeing, Harmondsworth, Penguin, 1972.
2. Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. *Langford's Basic Photography: The Guide for Serious Photographers*, July 23, 2010, Revised 9th Edition.
3. Sontag, Susan. *On Photography*, London: Penguin, 2008

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Ravi, Ber, Pankaj, Gaurav, Satish, Mayank, Sh, K, Madhuri, Singh, etc.



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MJC 12 DOCUMENTARY

CO 1 Interpret theoretical and the practical aspects of Documentary.

CO 2 Understand the different types, ethics, research, script writing and production process of Documentary.

CO 3 Develop an understanding about the basic of Production, developing a kind of understanding of production as well as finer nuances of Film making.

CO 4 Apply practical implementation with the shooting styles, production details and logistics and editing styles.

BMC MJC 12: DOCUMENTARY		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Documentary Theory <ul style="list-style-type: none">•Understanding the Documentary•Observational and Verity documentary•The performative/fictive in Documentary: Using re-enactment/reconstruction•Ethics and Representation	12
2	Pre-Production <ul style="list-style-type: none">•Researching the Documentary•Modes of Research: Library, Archives, Location, Life Stories, Ethnography•Writing a concept: telling a story•Script Writing, Treatment•Writing a proposal and budgeting	15

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MIC 7 REPORTING, ANCHORING AND EDITING

CO 1: Develop proficiency about Anchoring and its importance and the different terminologies used while working professionally.

CO 2: Acquire awareness about TV Reporting and its principles and its different types, techniques and beats.

CO 3: Impart basic knowledge about Anchoring, Body language, Voiceover, and reporting from the field.

CO 4: Develop knowledge of Video Editing, Broadcast stages of Video Editing and Timeline Video Editing.

BMC MIC 7 : REPORTING, ANCHORING & EDITING		
PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	Introduction to Reporting <ul style="list-style-type: none">• Principles of Reporting• Functions and Responsibilities• News elements vis-a-vis Reportage• Qualities of a Reporter	6
2	Reporting Types & Techniques <ul style="list-style-type: none">• News gathering technique• Reporting- Types of News Reports• Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education,• Reporting- Conferences/ Seminars/ Workshops, etc	6

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Rony, Ber, Pankaj, Gaurav, Swastika, Anshu, Anshu, Madhuri, A.C.



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3	Anchoring <ul style="list-style-type: none">•Target audience and research in Public Speaking•The Voice and the Microphone<ul style="list-style-type: none">i. Breathing and articulationii. Voice and its functioniii. Pitch/tone/intonation/inflection/ fluency•Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos•Body language, Studio autocue reading & Recording the voice•Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)	8
4	Editing <ul style="list-style-type: none">• Introduction to Video Editing• Broadcast stages of Video Editing• Timeline Video Editing	5
	Practical	5
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

1. Herbert Zettl , Television Production Handbook.
2. Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.
3. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
4. Debates and Talk Shows on National and Private Channels (as teaching material)
5. Anderson, Gary H. Video Editing and Post Production, Focal Press, London, 1993.

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Gang, Bher, Pankaj, Gaurav, Shantanu, Anshu, Anand, Madhuri, Anjali



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MIC 8 MEDIA MOMENTS IN HISTORY

CO 1: Develop an understanding of Media impact on individual and society

CO 2: Comprehend an overview of Media and Democracy

CO 3: Interpret with Media moments in History like Dandi March, Tryst with Destiny, Fall of Berlin War, The Emergency in India.

CO 4: Develop a brief idea about public sphere and its critique.

BMC MIC 8 : MEDIA MOMENTS IN HISTORY		
PWC (Theory : 2 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of Hours
1	Media and Society <ul style="list-style-type: none">• Media impact on individual and society• Democratic Polity and mass media• Media and Cultural Changes• Rural-Urban Divide in India: grass-roots media	8
2	Media and Democracy <ul style="list-style-type: none">• Mediated Democracy• Civic ritual• Secularisation of entertainment• Creation of Public opinion	8
3	Media Moments in History <ul style="list-style-type: none">• World War 1 & 2, Cold War, Fall of Berlin War• Journey of Gandhi- Dandi March, Champaran Satyagraha• Tryst with Destiny' broadcast• The Emergency in India	5

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4	Public Sphere and its critique <ul style="list-style-type: none"> • “Public sphere” of the disempowered? • Media and Social Difference: class, gender, race etc. • Genres – Romance, Television, Soap Opera, Sports • ‘Public Sphere’ of the Marginalised Community 	9
	TOTAL	30

Written Examination

Practical - Project + Viva

Reading List:

1. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media. theories and approaches: A global perspective. PalgraveMacmillan. 2009.
2. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
3. Sreberny, Annebelle. "Society, culture, and media: Thinking comparatively" in *The SAGE handbook of media studies*, Sage. 2004.
4. Sundaram, Ravi (1991) "Recycling modernity: pirate electronic cultures in India." *Third Text* 13, no. 47.

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SEMESTER VII

MJC 13 COMMUNICATION RESEARCH



CO 1 Create an understanding about the need and importance of Research in Communication.

CO 2 Develop an understanding on the different types and methodologies as well as various tools used while conducting research.

CO 3 Acquaint with the ethical aspects of research.

CO 4 Apply skill to present a research paper and all the important aspects of conducting research which will further help them in their near future if they want to do PhD or become a Research Associate.

BMC MJC 13 : COMMUNICATION RESEARCH PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Introduction to Communication Research <ul style="list-style-type: none"> • Definition, Role and Function • Basic and Applied Research • Role of Theory in Research • Ethical Issues 	10
2	Some Research Methodologies <ul style="list-style-type: none"> • Quantitative – Qualitative Methods • Content Analysis • Archival Methods • Ethnographic Methods 	10

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3	The Survey: Readership, Audience, Consumers <ul style="list-style-type: none"> • Survey: Schedule, Sample • Focus Groups, Questionnaire Design • Field Work, Telephone Polls, Online Polls • Primary and Secondary Data 	15
4	Presenting Research <ul style="list-style-type: none"> • Writing a proposal – research question, thesis statement • Tools of Data Collection • Data Analysis: Statistical-Coding and Tabulation, Non- Statistical-Descriptive and Historical • Bibliography and Citation 	15
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

- Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.
- Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
- Kothari, C.R, Research Methodology: Methods and Techniques, New age International Ltd. Publishers.
- Wimmer and Dominick, Mass Media Research Thomson Wadsworth.

• Wimmer and Dominick, Mass Media Research Thomson Wadsworth.



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MJC 14 INTEGRATED MARKETING COMMUNICATION

CO 1: Develop an understanding about the Integrated marketing Communication, Key features, objectives and components.

CO 2: Acquaint with the promotional elements and tools of IMC.

CO 3: Understand basic knowledge about the Marketing Communication, Segmentation, Targeting and positioning.

CO 4: Develop minimum knowledge about IMC plan and Campaigns.

BMC MJC 14 : INTEGRATED MARKETING COMMUNICATION		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Understanding Integrated Marketing Communication <ul style="list-style-type: none">• Meaning and concept• Key features, Objectives and components of IMC• Theoretical Underpinnings and Models of IMC• Benefits and Barriers	10
2	Promotional Elements and Tools Understanding Promotional mix, IMC Tools <ul style="list-style-type: none">i. Personal Sellingii. Advertisingiii. Public Relationsiv. Direct and Database Marketingv. Sales Promotionvi. Online Communication/Interactive Marketing	15

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3	Marketing Communication <ul style="list-style-type: none">• The Marketing Concept• Segmentation, Targeting and Positioning• Developing Marketing Strategy – SWOT analysis, Strategic planning process• Consumer Behaviour	10
4	IMC Plan and Campaigns <ul style="list-style-type: none">• Developing IMC Plan/ Campaign Planning• Situation analysis, Market research and formulating objectives• Campaign creation and production• Media Planning, Selection, Budgeting and Scheduling	15
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

- Fill C. (2009). Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall.
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.
- Ramaswami V.S and Namakumari S. (2010). Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.

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MJC 15 GLOBAL POLITICS AND MEDIA

CO1 Understand a brief idea about Globalisation in relation to Media.

CO 2 Develop an understanding about the importance and impact of Globalisation on Media as well as Cultural politics and Global Conflict.

CO 3 Articulate about the entire world, impact and importance of Globalisation.

CO 4 Comprehend about the ideology, Culture and Globalisation

BMC MJC 15 : GLOBAL POLITICS AND MEDIA

PWC (Theory : 4 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Media and Globalisation <ul style="list-style-type: none">• Globalisation: barrier-free economy, multinationals and development• Technological advances, telecommunication• Globalisation of TV formats• India 'Pole' in International Politics	15
2	Media and Global Market <ul style="list-style-type: none">• Trans-world production chains and BPOs/Call Centres• Media Conglomerates and monopolies: Ted Turner/ Rupert Murdoch• Global and regional integrations: Comparative study• Entertainment: Local/Global/Hybrid – KBC/Big Boss and others	15

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Ran, Bero, P. S. S., Gaurav, S. S. S., May 16/20, D. S. S., K. S. S., May 16/20, Madhuri



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3	Global Conflict and Global Media <ul style="list-style-type: none">• World Wars and Media Coverage – the rise of Radio – propaganda and persuasion• The Gulf Wars: CNN's satellite transmission, embedded journalism• 9/11 and implications for the media• 26/11 and implications for the media• Russia Ukraine Conflict, Middle East Crisis	15
4	Ideology, Culture and Globalisation <ul style="list-style-type: none">• Cultural Politics: media hegemony and legitimization of media driven global cultures, homogenisation, the English language• Rise of regional initiatives: Al-Jazeera• Hacking: Wikileaks, Media Executions• Freedom of Expression Debates	15
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Patnaik, B.N & Imtiaz Hasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.
2. Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
3. Thussu, Daya Kishan Continuity and Change, Oxford University Press
4. Narayan, Sunetra Sen, Globalization and Television, Oxford University Press, 2013

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Ravi, Bes, P. S. D., G. S. D., S. S. D., A. K. S., P. S. D., S. S. D., M. S. D., K. S. D., M. S. D.

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MIC 9 APPLIED PHOTOGRAPHY

CO1: Understand basics of photography

CO2: Develop knowledge of optics i.e. camera lens and its application

CO3: Apply knowledge of camera handling

CO4: Acquaint with the various aspects of Photography and practical exposure

BMC MIC 9 : APPLIED PHOTOGRAPHY-1

PWC

(Theory : 2 Credits + Practical : 2 Credits)

Unit	Topics to be covered	No. of Hours
1	Introduction and Basics of Photography <ul style="list-style-type: none"> Photography as communication, Definitions of Photography derived from the traditional to the contemporary era. Brief journey of Camera and Photography. Analog to Digital – Technology shift Different types of camera and accessories. 	6
2	Optics/ Lens <ul style="list-style-type: none"> Lens of a camera. Knowledge about the camera and lens as well as the structure. Focal length, angle of View and Lens accessories. 	7
3	Exposure Value <ul style="list-style-type: none"> Exposure Value and its component. Relation between Shutter Speed, aperture & Film Speed. Depth of field, motion blur, noise/ grains 	7
4.	Practical	20
	TOTAL	40

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Reading List:

1. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen "Hand Book of Photography Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25,2008)

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SEMESTER VIII

Sl no	Name of Course	Type of Course	Credit	Marks
1	Major Course 16	MJC-16	6	100
2	Minor Course 10	MIC-10	4	100
3	Research Project	RP-1	12	100

Total Credit: 22

Total Credit: 22



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SEMESTER VIII

MJC 16 COMMUNICATION AND PUBLIC RELATIONS

C01 Learn the basic concept of PR, its growth in India, with a fair understanding of laws and ethics related to PR.

C02 Understand planning in PR but also understand how media relations play a vital role in Corporate Communication.

C03 Understand public attitude and public opinion. This learning would help them influence the target audience.

C04 Focuses on conducting research with the help of case studies they understand the practical implementation of planning and preparedness for crisis management.

BMC MJC 16 : COMMUNICATION AND PUBLIC RELATIONS		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Basic Concept <ul style="list-style-type: none">Public Relations – Definition – nature, scope, principles and elementsHistory and Growth of PR in IndiaPropaganda, Publicity, AdvertisingPublic Relations and Ethics and Law	10
2	Planning in PR <ul style="list-style-type: none">Planning – Implementation – Research - EvaluationPR Practitioners and Media RelationsPR tools – Press Conference – Press ReleasePR as Management FunctionCorporate/Organisational Communication	15

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3	Public, Public Opinion, Attitude and Influence <ul style="list-style-type: none">• Understanding Attitude, Formation of Public Opinion• Communication in PR• PR Agencies• PR and its various publics, stakeholders• Corporate Social Responsibilities	15
4	Crisis Management, Case Studies <ul style="list-style-type: none">• Understanding crisis, Types of crises• PR Research and Emergency Trends Public, Public Opinion, Attitude and Influence• Understanding Attitude, Formation of Public Opinion• Communication in PR• PR Agencies• PR and its various publics, stakeholders	10
	Practical	10
	TOTAL	60

Written Examination

Practical - Project + Viva

Reading List:

1. Bernays, E. L. (2013). Public relations. University of Oklahoma Press.
2. Jacquie, L. (2007). Public relations: Concepts, practice and critique. Sage.
3. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). Public relations: Strategies and tactics. Pearson.
4. Regester, M., & Larkin, J. (2008). Risk issues and crisis management in public relations: A casebook of best practice. Kogan Page Publishers.

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MIC 10: Applied Photography -2

CO 1: Develop knowledge of framing and basic techniques of photography

CO 2: Acquaint with the genres of photography

CO 3: Apply the modern techniques of photo editing for different types of media

C04: Acquaint with the various aspects of Photography and practical exposure

<u>BMC MIC 10 :</u> APPLIED PHOTOGRAPHY - 2		
PWC (Theory : 2 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of Hours
1	Photography Techniques- This entity provides basic techniques of photography such as exposure, depth of field, action, etc. <ul style="list-style-type: none"> • Composition- practices and rules • Students will get knowledge about darkroom techniques as well as Digital Photo Editing. • Characteristics of light (White Balance, Color Theory etc.) 	5
2	Types of Photography <ul style="list-style-type: none"> • Landscape /Nature This unit provides the students to explore various Landscape and Monumental Photography • Photo journalism - This unit makes the students to take photo based on (iii) Photojournalism. (iv) Photo Feature / Any social Issues like Environmental, National Integration, Road Safety Etc... Commercial Photography - This unit allows the students to perform <ul style="list-style-type: none"> • Fashion photography • Product Photography • Industrial Photography • Event Photography. • Portrait This unit encourages the student to portray humans and monuments etc effectively. 	8

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3	Effects and Photo Editing Silhouette, Special effects, Freezing Movement and Panorama. <ul style="list-style-type: none">• Adobe Photoshop/ Lightroom for basic to advance Photo editing.• Digitization of analog media	7
4	Practical	20
	Total	40

Reading List:

1. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen "Hand Book of Photography Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25,2008)
3. Richard Zakia, Leatie Stroebe, "The encyclopaedia of photography", Focal Press-London, 3rd edition-1993.
4. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition (2000).

Ray
Be...
Basda
Gaus...
Sh...
Ajay...
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Madhusi
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Research Project/ Dissertation (RP-1)

Research Projects / Dissertation on relevant topics selected and approved
by the Head and faculty members of the Department.

For
Bea
Prasidai
Ganeshganga
Satnamy
Maya
Wh
K
Madhuri
Signature