

SYLLABUS
for
Choice Based Credit System
(CBCS)

On the basis of
Outcome Based Education
(OBE)

BACHELOR OF MASS COMMUNICATION

CC/DSE/GE/AECC(HINDI/ENG/ENVIR SC)/SEC(IRS)



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

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 center 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.
- 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 achieve the following outcomes:

- PO1: Professional knowledge:** Acquire profound knowledge of humanities/Arts, its concepts and principles such as literary, philosophical, sociological, political, historical, economic foundations of education etc.
- PO2: Critical and Cognitive skills:** Develop and Demonstrate the ability to insightful response and analysis of a work of art in order to participate in discussions.
- PO3: Environment and sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO4: Effective Communication:** Demonstrate familiarity with and ability to analyze both verbally and in writing issues and forms of contemporary art with a 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.
- PO6: Employability and higher Education:** Show proficiency in professional, employability and develop soft skills required for higher education and placements.
- PO7: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.
- PO8: Arts and Society:** Apply humanities knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional arts practice.

PO9: Interdisciplinary Learning: Integrate academic curriculum with other co- curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across all disciplines.

PO10: Nation Building: Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the World at large.

PROGRAMME SPECIFIC OUTCOME

Upon completion of the programme, the student would be able to:

PSO1: Introduced to a plethora of courses which would help them understand the nature and the scope of the programme and also they would be able to assess their potential and critically analyse aptitude in various media.

PSO 2: Use communication as a potential tool to sustain & survive in media. They would be able to use communication skills and techniques in reporting events , writing scripts, interacting with masses to interviewing big people.

PSO 3: Apply different tools and soft wares required in various media from reporting to film making.

PSO 4: Acquire the basic knowledge of everything required to be employable in both in the print & electronic media.

PSO 5: Explore wide range of job opportunities like Advertising, Public Relations, cinematography, Video/Radio production where they can explore, be employable and excel.

PSO 6: Implement shooting, video editing, anchoring, writing reports, scripting and reviewing films etc.

SEMESTER -I

Core Course: A Course, which should compulsorily be studied by a candidate as a core requirement is termed as Core Course.

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Familiarizes with the basic understanding of the depth of communication, the various terminologies associated with it.
- CO2.** Understand better knowledge of language (especially English) and also the different models of Communication in detail.
- CO3.** Learn the communication skills and understand the different levels of Communication through which they can improve their communication skills.
- CO4.** Introduce to different theories of Communication in detail.

BMC CC 101 : COMMUNICATION , MEDIA & SOCIETY PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Introduction to Communication <ul style="list-style-type: none">• Definition and Processes• Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.)• Levels of Communication (interpersonal, intra-personal, group, public, mass com)• Communication as Subversion (silence, satire, subterfuge)	20
2	Determinants and Shifting Paradigms <ul style="list-style-type: none">• Culture and Communication• Ideology and Communication• Digital Communication (SMS, Email, Facebook, Whatsapp, MOJO)	15
3	Mass Media and Mass Communication <ul style="list-style-type: none">• Normative Theories and the Public sphere• Affect and Effect (Agenda Setting, Limited Effect, Cultivation, Spiral of Silence)	18

	<ul style="list-style-type: none"> • Effective Communication • Media and Society 	
4	Uses and Gratification: Four Models <ul style="list-style-type: none"> • Publicity Model • Ritual Model • Convergence Model • Reception Model 	07
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

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

CC 102 INTRODUCTION TO JOURNALISM

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop comprehensive understanding of Journalism, its principles, ethical aspects
- CO2.** Comprehend a basic understanding of News process from event to the reader.
- CO3.** Acquaint with the principles of journalism and what are the important points to keep in mind while covering news.
- CO4.** Develop 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 CC 102 : 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, penny press, page 3. • Changing Practices: new/alternative media 	20

	<ul style="list-style-type: none"> • PCI-1, PCI-2 • Web Journalism/ Digital Journalism 	
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. 	08
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

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,

GE 101 ADVERTISING AND MEDIA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand brief idea about the Advertisement as a Communication.
- CO2.** Understand the different models of advertising, importance of ad agencies and also the different mass medias through which advertising is done.
- CO3.** Develop basic understanding of Advertising and the ethical issues of it.
- CO4.** Apply knowledge to acquire job in future in this field.

BMC GE 101 : ADVERTISING AND MEDIA PWC (Theory : 4 Credits + 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 • Theories of Advertising - Information, Service, Ideology • Grammar of Advertisements – print, audio-visual 	20
2	Models of Advertising <ul style="list-style-type: none"> • AIDA model • DAGMAR model • Maslow's Hierarchy model • Types of Advertising 	15
3	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 • Market Strategy and Branding • Advertising and Media (Types of media for advertising -Print, Electronic, Internet: Youtube, Pop-ups, Flash) 	18
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 	07
	Practical	30
	TOTAL	90

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.

Ability Enhancement Compulsory Courses (AECC)

English (2 Credits)

“AECC” courses are the courses based upon the content that leads to Knowledge enhancement; i. English/Hindi communication, ii. Environmental Science

SEMESTER- I

COURSE OUTCOME

On completion of the course, the students will be able to:

- CO1.** Communicate effectively using the techniques in the area of spoken as well as written communication.
- CO2.** Hone their LSRW skills within their communication.
- CO3.** Design and answer job interview questions
- CO4** Demonstrate the ability to craft professional messages that are clear yet courteous.

ENG AEC101 : English Communication PWC (Theory :2 credits)		
Unit	Topics to be covered	No. of hours
1	Communication (a) Definition of Communication (b) Stages of Communication (c) Barriers of Communication	05

	(d) Verbal and Non-verbal Communication (e) Skills of Communication – Listening, Reading, Writing, Speaking	
2	Listening Skill (a) Meaning and Importance of Listening (b) Principles of Good listening	05
3	Writing Skills (a) Notice, Agenda, Minutes of the meeting (b) Report writing, Circulars (c) Writing Resume (d) Building vocabulary	15
4	Speaking Skill (a) Interview (b) Meeting (c) Situational Conversation	05
	TOTAL	30

Suggested Readings:

1. Scot, O.; Contemporary *Business Communication*. Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall Of India Pvt. Ltd., New Delhi.
4. R. C. Bhatia, *Business Communication*, Ane Books Pvt Ltd, New Delhi

SEMESTER – I

HINAECC101 – हिन्दी-व्याकरण और सम्प्रेषण

परिणाम:

1. विभिन्न प्रतियोगी परीक्षाओं के लिए तैयार करना।
2. सम्प्रेषण-क्षमता की वृद्धि करना।
3. कार्यालयी-पत्र लेखन की क्षमता विकसित करना।
4. हिन्दी के व्याकरणिक एवं सैद्धांतिक स्वरूप की जानकारी हासिल करना।

HINAECC101 PWC हिन्दी व्याकरण और सम्प्रेषण (Theory: 2 credits)		
Unit	Topics to be covered	No. of hours
1	हिन्दी व्याकरण और रचना : संज्ञा, सर्वनाम, विशेषण, क्रिया, अव्यय, उपसर्ग, प्रत्यय, समास, सन्धि, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के लिए एक शब्द, मुहावरे एवं लोकोक्तियाँ, पल्लवन, संक्षेपण, शब्द शुद्धि, वाक्य शुद्धि, विविध प्रकार के पत्र-लेखन	15
2	सम्प्रेषण: भाषिक सम्प्रेषण : स्वरूप और सिद्धांत, सम्प्रेषण की अवधारणा और महत्व, सम्प्रेषण की प्रक्रिया, सम्प्रेषण के विभिन्न मॉडल, सम्प्रेषण की चुनौतियाँ	05
3	सम्प्रेषण के प्रकार : मौखिक और लिखित, वैयक्तिक और सामाजिक, व्यावसायिक, भ्रामक सम्प्रेषण, सम्प्रेषण बाधाएँ और रणनीति	05
4	सम्प्रेषण के माध्यम : एकालाप, संवाद, सामूहिक चर्चा, प्रभावी संप्रेषण	05
	TOTAL	30

SEMESTER- II

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand multi disciplinary nature of environmental studies.
- CO2.** Understand the concept and types of natural resources and environmental pollution.
- CO3.** Evaluate the anomalies created due to haphazard population growth and its impact on environment.
- CO4.** Understand about the organizations, conventions and legislations working on mitigation of environmental issues.

EVS AEC 202 : Environmental Science (2 Credits) PWC		
Unit	Topics to be covered	No. of hours
1	(a) Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance. (b) Concept of Ecosystem: - Components, Elementary Idea of Major Ecosystem:	07
2	(a) Natural Resources : Land, Water, Forest And Mineral Resources : Introduction; Earth's Resources and Man; Renewable and Non-Renewable Resources ; Natural Resources and Associated Problems ; Non-Renewable Resources ; Renewable Resources ; Non-Renewable Energy; Renewable Energy, Conservation of Natural Resources (b) Biodiversity and its conservation: Hotspots and threats to Biodiversity: Biodiversity ; Definition ; Keystone Species ; Conservation of Biodiversity ; Methods For The Conservation of Wildlife ; Hot Spots ; Types of Biodiversity ; Genetic, Species and Ecosystem Diversity, Threats to Biodiversity ; Endangered And Endemic Species ;	10

	Conservation of Biodiversity: In Situ And Ex-Situ ; Wildlife Sanctuaries and National Parks of India ; The Need for An Integrated Protected Area System (IPAS) ;; Beej Bachao Andolan ; List of Biosphere Reserves in India ; Tiger Reserves in India.	
3	Environmental Pollution: (a) Causes, Effects, and Control Measures ; Types and sources of Pollution. (i) Air Pollution ; Sources of air pollution and its impact on human health. (ii) Water Pollution and contamination: Introduction, Types and sources; Classification of Water Pollutants. Impact on human health (iii) Soil Pollution: Introduction: Contaminants and Degradation; Impact on human health. (iv) Noise Pollution: Effects of Noise Pollution on Physical Health; Permitted Noise Levels; Noise-Control Techniques. Impact on human health. (b) Public Awareness about Greenhouse Effects; Acid Rain; Effects; Ozone Layer Depletion, Ganga Action Plan (GAP); Chipko Movement; Chernobyl disaster; Bhopal Gas Tragedy. (c) Environment and Human Health: Outcome of Unhygienic Environmental Conditions	05
4	Human Population and Environment and Important Organizations: (a) Population Growth, Variation Among Nations : Global Population Growth ; Population Explosion – Family Welfare Program ; Urban Poverty and The Environment ; Environment and Human Health ; Environmental Health ; Examples of	08

	<p>Linkages ; Definition of Health Impact Assessment (HIA) by WHO ; Climate and Health ; Infectious Diseases; Water borne and water related diseases, Mitigation Strategies to control adverse health impact, Role of Information Technology in Environment and Human Health.</p> <p>(b) Important Organizations : IUCN ; WWF ; BNHS ; PETA; Important Dates and Years; Some Important Environmental Conventions ; Atmospheric conventions ; Biodiversity conventions ; Land conventions ; Hazardous wastes ; Some important Acts and Notifications in India ; Environment Action Programme – India (EAP) ; Environment Protection Act ; Penalties ; Air (Prevention and Control of Pollution) Act 1981 ; Penalties ; Water (Prevention and control of Pollution) Act ; Penalties ; Wildlife Protection Act ; Penalties ; Forest Conservation Act ; Penalties ; Issues involved in enforcement of environmental legislation.</p>	
	TOTAL	30

Reading List :

1. Chandna R. C., 2002: *Environmental Geography*, Kalyani Publications, Ludhiana.
2. UNEP, 2007: *Global Environment Outlook: GEO4: Environment for Development*, United Nations Environment Programme
3. Odum, E. P. et al, 2005: *Fundamentals of Ecology*, Cengage Learning India.
4. Singh S., 1997: *Environmental Geography*, Prayag Pustak Bhawan. Allahabad.
5. Baskar Sushmita and Baskar R. 2007 : *Environmental studies for Undergraduate Courses*, Unicorn Books, Bangalore

SEMESTER II

CC 203 COMMUNICATION RESEARCH

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** To create an understanding about the need and importance of Research in Communication.
- CO2.** Develop an understanding on the different types and methodologies as well as various tools used while conducting a research.
- CO3.** Acquaint the students with ethical aspects of research
- CO4.** Apply skill to present a research paper and all the important aspects of conducting a research which will further help them in their near future if they want to do Phd or become a Research Associate.

BMC CC 203 : 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	20
2	Some Research Methodologies <ul style="list-style-type: none">• Quantitative – Qualitative Methods• Content Analysis• Archival Methods• Ethnographic Methods	15
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	18

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 	07
	Practical	30
	TOTAL	90

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.

CC 204 PRINT MEDIA PRODUCTION

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop a comprehensive understanding of the production process on the print platform, with an emphasis on the newspaper.
- CO2.** Understand a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle.
- CO3.** Acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

CO4. Develop an understanding of the stages from advertising to printing before the newspaper comes out as a finished product.

BMC CC 204 : 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 	20
2	Specialised Reporting <ul style="list-style-type: none"> • Business • Parliamentary • Agriculture/Rural • International Affairs • Entertainment • Health 	15
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 	18
4	Technology and Print <ul style="list-style-type: none"> • Technology and Page making techniques: layout, use of graphics and photographs • Printing Process: Traditional vs modern 	07

	<ul style="list-style-type: none"> • Desk Top Publishing: Quark Express, Coral Draw, Photoshop etc • The Invention of Printing Press • Indesign 	15
	Practical	30
	TOTAL	90

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

GE 202 SOCIAL MEDIA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop basic knowledge about the Social media and its use in current time.
- CO2.** Comprehend a brief idea about the different applications and technologies used and also the various types and impact of social media on people.
- CO3.** Develop an in depth understanding about the paper and also aware about the various important terminologies.
- CO4.** Understand social media technologies and its impact on people in broader aspect.

BMC GE 202 : SOCIAL MEDIA PWC (Theory : 4 Credits + Practical : 2 Credits)		
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 	20
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 	15
3	Types of Social Media <ul style="list-style-type: none"> • Facebook, Twitter • Wordpress, Blogger • YouTube, Docs, Drive, Hangouts, Social Bookmarking, Sildeshare • Skype, Building Communities – pages and Channel • Telegram, Signal, Line 	18
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 	7
	Practical	30
	TOTAL	90

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.

SEMESTER- II

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand multidisciplinary nature of environmental studies.
- CO2.** Understand the concept and types of natural resources and environmental pollution.
- CO3.** Evaluate the anomalies created due to haphazard population growth and its impact on environment.
- CO4.** Understand about the organizations, conventions and legislations working on mitigation of environmental issues.

EVS AEC 202 : Environmental Science (2 Credits) PWC		
Unit	Topics to be covered	No. of hours
1	(a) Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance. (b) Concept of Ecosystem: - Components, Elementary Idea of Major Ecosystem:	07

2	<p>(a) Natural Resources : Land, Water, Forest And Mineral Resources : Introduction; Earth's Resources and Man; Renewable and Non-Renewable Resources ; Natural Resources and Associated Problems ; Non-Renewable Resources ; Renewable Resources ; Non-Renewable Energy; Renewable Energy, Conservation of Natural Resources</p> <p>(b) Biodiversity and its conservation: Hotspots and threats to Biodiversity : Biodiversity ; Definition ; Keystone Species ; Conservation of Biodiversity ; Methods For The Conservation of Wildlife ; Hot Spots ; Types of Biodiversity ; Genetic, Species and Ecosystem Diversity, Threats to Biodiversity ; Endangered And Endemic Species ; Conservation of Biodiversity: In Situ And Ex-Situ ; Wildlife Sanctuaries and National Parks of India ; The Need for An Integrated Protected Area System (IPAS) ;; Beej Bachao Andolan ; List of Biosphere Reserves in India ; Tiger Reserves in India.</p>	10
3	<p>Environmental Pollution:</p> <p>(a) Causes, Effects, and Control Measures ; Types and sources of Pollution.</p> <p>(i) Air Pollution ; Sources of air pollution and its impact on human health.</p> <p>(ii) Water Pollution and contamination: Introduction, Types and sources; Classification of Water Pollutants. Impact on human health</p> <p>(iii) Soil Pollution : Introduction: Contaminants and Degradation; Impact on human health.</p>	05

	<p>(iv) Noise Pollution: Effects of Noise Pollution on Physical Health; Permitted Noise Levels; Noise-Control Techniques. Impact on human health.</p> <p>(b) Public Awareness about Greenhouse Effects; Acid Rain; Effects; Ozone Layer Depletion, Ganga Action Plan (GAP); Chipko Movement; Chernobyl disaster; Bhopal Gas Tragedy.</p> <p>(c) Environment and Human Health: Outcome of Unhygienic Environmental Conditions</p>	
4	<p>Human Population and Environment and Important Organizations:</p> <p>(a) Population Growth, Variation Among Nations : Global Population Growth ; Population Explosion – Family Welfare Program ; Urban Poverty and The Environment ; Environment and Human Health ; Environmental Health ; Examples of Linkages ; Definition of Health Impact Assessment (HIA) by WHO ; Climate and Health ; Infectious Diseases; Water borne and water related diseases, Mitigation Strategies to control adverse health impact, Role of Information Technology in Environment and Human Health.</p> <p>(b) Important Organizations : IUCN ; WWF ; BNHS ; PETA; Important Dates and Years; Some Important Environmental Conventions ; Atmospheric conventions ; Biodiversity conventions ; Land conventions ; Hazardous wastes ; Some important Acts and Notifications in India ; Environment Action Programme – India (EAP) ; Environment Protection Act ; Penalties ; Air (Prevention and</p>	08

	Control of Pollution) Act 1981 ; Penalties ; Water (Prevention and control of Pollution) Act ; Penalties ; Wildlife Protection Act ; Penalties ; Forest Conservation Act ; Penalties ; Issues involved in enforcement of environmental legislation.	
	TOTAL	30

Reading List :

1. Chandna R. C., 2002: *Environmental Geography*, Kalyani Publications, Ludhiana.
2. UNEP, 2007: *Global Environment Outlook: GEO4: Environment for Development*, United Nations Environment Programme
3. Odum, E. P. et al, 2005: *Fundamentals of Ecology*, Cengage Learning India.
4. Singh S., 1997: *Environmental Geography*, Prayag Pustak Bhawan. Allahabad.
5. Baskar Sushmita and Baskar R. 2007 : *Environmental studies for Undergraduate Courses*, Unicorn Books, Bangalore

SEMESTER – III

CC 305 EXPLORING CINEMA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Articulate about the history of cinema and theatre and to make them understand how communication process is made with the help of cinema .
- CO2.** Develop an understanding of different turns in cinema.
- CO3.** Develop better understanding about different terminologies which is used in cinema like formula films ,angry young man diaspora with reference to cinema

CO4. Introduce to New Wave Cinema, The Formula Film, The Angry Young Man and also some significant turns related to it.

BMC CC 305 : 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 Theatre • The Silent Era and The Talkie • Origin and growth of India Theatre- Natyashastra 	12
2	Some Significant Turns <ul style="list-style-type: none"> • New Wave Cinema and The Formula Film • Contemporary Bollywood/ Hollywood/ Regional Regional Indian Cinema • Parallel Cinema • The Journey of Indian Cinema • Introduction to the World Cinema(French Wave, German Expressionism) • Genres and OTT 	16
3	Film Music <ul style="list-style-type: none"> • Cinematic Narrative and the Song (theme) • Understanding Cinema (story/plot) • Journey of Indian Film Music (Silent, Melody, Disco Musical, Rap etc) • Music, Background score. • Symbolism in Cinema • Indian Cinema and Society 	12
4.	Practical : Cinematic Study: Satyajit Ray, Ritwik Ghatak, Stephen Spielberg, Robert Weine, Akira Kurosawa et al	18
	Practical -Show the films for better understanding of Unit 1& 2	30
	TOTAL	90

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.

CC 306 GRAPHIC DESIGNING AND THE VISUAL IMAGES

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop better understanding about the basic principles of graphic design which will help students to design on various subjects.
- CO2.** Apply practical learning of different types of software, which will help them to get employment in future.
- CO3.** Get employment opportunities in various media institutions, as well as it also motivates them for self-employment.
- CO4.** Acquire jobs as Work-from-home such as making book covers, photo editing, making cards etc.

BMC CC 306 : Graphic Designing And The Visual Images PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Communication and Graphics <ul style="list-style-type: none">• Principle and Theory of Design and Graphics	18

	<ul style="list-style-type: none"> • Layout: concepts and types • Working with color: theory of colors • Pixel and Resolution: Vector and Bitmap Graphics 	
2	Digital Images <ul style="list-style-type: none"> • Working with Images • File Formats of Images • Editing Images, Morphing and Manipulation • Creating Special Effects 	12
3	Working with Software for Visual Imaging <ul style="list-style-type: none"> • Adobe Photoshop • Corel Draw • Adobe In design • Using Image for Motion and Video Graphics 	08
4	Production <ul style="list-style-type: none"> • Book Cover • Posters • Tabloid • Preparing Text Graphics/ 2D Graphic 	22
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

1. White Alex W , The Elements of Graphic Design (Second Edition)
2. Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.
3. Vilamil , John & Molina, Louis. (2001) Multimedia: An Introduction, Prentice – Hall, New Delhi.

CC 307 TELEVISION JOURNALISM

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop an understanding of Journalism in relation to Television.
- CO2.** Comprehend brief idea about journalism and different types of television program as well as the basic principles of camera, uses of graphics and video production.
- CO3.** Understand the ethical issues in TV Journalism
- CO4.** Apply their job skill in various media organisation or they can work as freelancer journalist or stringer.

BMC CC 307 : 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	10
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	15
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	20
4	The Construction of Real Life <ul style="list-style-type: none">i. News/Debates/Opinions	15

	ii. Breaking News iii. Interviews iv. Constructing Reality in Reality Shows <ul style="list-style-type: none"> • Consuming Television • Measurement of viewership: TAM, TRP etc • The Journey from Soap to Web series • Changing Trends of Media Consumption • (Television Sets to Gadgets) 	
	Practical	30
	TOTAL	90

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

GE 303 PUBLIC SERVICE BROADCASTING

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop an with the global overview of Public service broadcasting, state initiatives and interventions under it.
- CO2.** Understand the details, models, history and importance of PSB.

- CO3.** Develop thorough understanding of Public Service Model in India
- CO4.** Understand the different participatory communication and its need

BMC GE 303 : PUBLIC SERVICE BROADCASTING PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Introduction to PSB <ul style="list-style-type: none"> • Definition and Mappings • Revenue Models • Global Overview of Public Service Broadcasting • PSB model in India - Policy and 	20
2	State Initiatives and Interventions <ul style="list-style-type: none"> • All India Radio • Doordarshan • Films Division • The Prasar Bharati Bill 	15
3	Participatory Communication <ul style="list-style-type: none"> • Community Radio, Campus Radio • Community Video • Citizen Journalism • Digital Media and ICT 	18
4	Case Studies: <ul style="list-style-type: none"> • Public Service Broadcasting Trust, (PSBT, India) • British Broadcasting Corporation (BBC) 	7
	Practical	30
	TOTAL	90

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 .

Skill Enhancement Course (SEC) (2Credits)

SEMESTER – III

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop Inter-religious harmony & better understanding of other religions.
- CO2.** Interpret the different religions of the world.
- CO3.** Identify the common elements that bind different religions together.
- CO4.** Acquaint with the salient features of different religions.

IRS SEC301 : Inter-Religious Studies (Value Based) (02credits)		
Unit	Topics to be covered	No. of hours
1	Nature and Need of Inter-Religious study, Scope of Comparative Religion.	10
2	Salient Features of Hinduism, Jainism and Buddhism, Salient Features of Christianity, Islam and Sikkhism.	
3	Similarities and Differences among Religions, Conflicting Truth claims of different religions and inter-religious Harmony.	
4	Religious Tolerance, Secularism.	
	TOTAL	90

Reading List :

1. Chaudhary, C. Neeraj (1979). "Hinduism", B.I. Publication, New Delhi.
2. Devraj, N.K., (1917) - "Hinduism and Christianity" Asian Publishing House.
3. Gordh, George, - "Christian Faith and its Cultural Expression", Printed in USA.
4. Hick, John, - "Philosophy of Religion", Prentice Hall of India.
5. Hopfe, M. Lewis (1983) - "Religion of the World", Macmillan Publishing Co. Inc, New York
6. Masih, Y. (1990) - "Comparative study of Religion", Motilal Banarasi Dass.
7. Sethi, S. Arijit, Pummer, Reinhard, (1979) - "Comparative Religion", Vikas Publishing House Pvt. Ltd, Delhi.
8. Singh, B.N., (1994) - "Vishwa Dharma Darshan ki Samasyain", Ratna Printing Works.
9. Tiwari, Nath Kedar, (1983) - "Comparative Religion", Motilal Banarasi Dass.
10. Ward, C.H.S (1998) - "Early Buddhism", Caxton Publication, Delhi.

SEMESTER – IV

CC 408 DEVELOPMENT COMMUNICATION

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand the development aspect in relation to communication.
- CO2.** Comprehend a brief idea about the social changes and issues, Strategic approaches as well as paradigms of Development Communication.
- CO3.** Interpret with the models which will give a broad understanding of Development communication and its need in India and World.

CO4. Evaluate the importance of Development communication in relation to India and World and also can secure a job as a 'Development reporter'.

BMC CC 408 : 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 	18
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 	14
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 think global/act local 	18

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 	10
	Practical	30
	TOTAL	90

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.

CC 409 CAMERA AND EDITING FOR TV

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Apply practical implementation with Camera, Different lenses and their operating techniques
- CO2.** Understand and apply practical experience of lighting equipment and its techniques
- CO3.** Develop knowledge of Video Editing, Broadcast stages of Video Editing and Timeline Video Editing.
- CO4.** Understand Pictorial elements, scene elements and Use of Graphic design.

BMC CC 409 : 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 	18
2	Lighting Equipment and Techniques <ul style="list-style-type: none"> • Fundamental Lighting Concepts • Types of Lights • Studio Lighting Procedures • Lighting Objectives 	10
3	Pictorial Elements <ul style="list-style-type: none"> • Concept of Pictorial Design • Sets and Graphics • Scene Elements • Use of Graphic Design 	8
4	Editing <ul style="list-style-type: none"> • Introduction to Video Editing • Broadcast stages of Video Editing • Timeline Video Editing 	24
	Practical	30
	TOTAL	90

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

CC 410 REPORTING AND ANCHORING

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop proficiency about Anchoring and its importance and the different terminologies used while working professionally.
- CO2.** Acquire awareness about TV Reporting and its principles and its different types, techniques and beats.
- CO3.** Develop an understanding of the two important and popular term used while opting journalism as their career.
- CO4.** Impart basic knowledge about Anchoring, Body language, Voiceover, and reporting from the field.

BMC CC 410 : 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 	12
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 	10

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 articulation ii. Voice and its function iii. 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) 	24
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 	14
	Practical	30
	TOTAL	90

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)

GE 404 MEDIA MOMENTS IN HISTORY

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop an understanding of Media impact on individual and society
- CO2.** Comprehend an overview of Media and Democracy
- CO3.** Interpret Media moments in History like Dandi March, Tryst with Destiny, Fall of Berlin War, The Emergency in India.
- CO4.** Develop a brief idea about Public sphere and its critique.

BMC GE 404 : MEDIA MOMENTS IN HISTORY PWC (Theory : 5 Credits + Practical : 1 Credits)		
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	20
2	Media and Democracy <ul style="list-style-type: none">• Mediated Democracy• Civic ritual• Secularisation of entertainment• Creation of Public opinion	15
3	Media Moments in History <ul style="list-style-type: none">• Dandi March• Tryst with Destiny' broadcast• Fall of Berlin War• The Emergency in India• World War 1 & 2, Cold War• Champaran Satyagraha	18
4	Public Sphere and its critique <ul style="list-style-type: none">• "Public sphere" of the disempowered?	07

	<ul style="list-style-type: none"> • Media and Social Difference: class, gender, race etc. • Genres – Romance, Television, Soap Opera, Sports • 'Public Sphere' of the Marginalised Community 	
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

1. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media. theories and approaches: A global perspective. Palgrave Macmillan. 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.

SEC 402 THEATRE AND COMMUNICATION

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand the importance of Public Communication and Infotainment.
- CO2.** Learn the difference between the Classical and the Modern Theatre.
- CO3.** Communicate by using different Theatrical Techniques such as The Sutradhar, The Vidhushak etc.
- CO4 -** Develop a basic understanding of self-expression through framing the message and communicating in theatre.

BMC SEC 402 : THEATRE AND COMMUNICATION PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Communication and the Public <ul style="list-style-type: none"> Orality and Performance : speech, song, dance, visual effects Entertainment and Information – jatra, bahurupiya, nautanki Religion and the Theatrical – Ramleela, Krishnaleela Theatre as Subversion – Colonial Rule and the Dramatic Performances Act of 1876 Theatre as Resistance 	20
2	Locals and Spectators <ul style="list-style-type: none"> The Marketplace- Commedia dell'arte The Street Corner- Nukkad Natak The Mobile Tableaux- Jhaki, processions The Theatre and its architectonics -Classical Greek, Modern 	15
3	Theatrical Techniques as Communication <ul style="list-style-type: none"> Brecht's Alienation Effect Dario Fo's Act III The Mask in Classical Greek Drama Bibek in the Jatra of Bengal The Chorus The Sutradhar The Vidushak and Shakespeare's Clown 	18
4	Theatre as Self-Expression Devising a Message Writing a Script Designing a Set Performing a Scene	7
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

1. Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.
2. Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.
3. Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.
4. Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition. Chicago: The University of Chicago Press, 2006.

SEMESTER – V

CC 511 GLOBAL POLITICS AND MEDIA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand a brief idea about Globalisation in relation to Media.
- CO2.** Develop an understanding about the importance and impact of Globalisation on Media as well as Cultural politics and Global Conflict.
- CO3.** Articulate about the entire world, impact and importance of Globalisation.
- CO4.** Comprehend about the ideology, Culture and Globalisation

BMC CC 511 : GLOBAL POLITICS AND MEDIA		
PWC (Theory : 5 Credits + Practical : 1 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	20

	<ul style="list-style-type: none"> • Technological advances, telecommunication • Globalisation of TV formats • Global networks: information society, network service economy, movement of intangibles 	
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
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 	18
4	Ideology, Culture and Globalisation <ul style="list-style-type: none"> • Cultural Politics: media hegemony and legitimisation of media driven global cultures, homogenisation, the English language • Rise of regional initiatives: Al-Jazeera • Hacking: Wikileaks, Media Executions • Freedom of Expression Debates 	07
	Practical	30
	TOTAL	90

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

CC 512 DOCUMENTARY

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Interpret theoretical and the practical aspects of Documentary.
- CO2.** Understand the different types, ethics, research, script writing and production process of Documentary.
- CO3.** Develop an understanding about the basic of Production, developing a kind of understanding of production as well as finer nuances of Film making.
- CO4.** Apply practical implementation with the shooting styles, production details and logistics and editing styles.

BMC CC 512 : 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 	10
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

3	People and Techniques <ul style="list-style-type: none"> • The Documentary Crew • Equipment • Scripting • Sound for documentary 	10
4	Video Documentary Production <ul style="list-style-type: none"> • The Documentary Camera • Shooting Styles • Production details and logistics • Editing Styles 	25
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

1. Barnow Erik and Krishnaswamy Documentary.
2. Das Trisha How to Write a Documentary.
3. Mehrotra, Rajiv , The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.
4. Renov Michael “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI

DSE 501 RADIO PRODUCTION

COURSE OUTCOME

After completion of the course, the student will be able to

CO1. Develop an understanding of Radio, its history and evolution.

CO2 Understand a brief idea about the grammar and aesthetics, sound and the production process required for Radio.

- CO3** Acquaint with Radio Production, working in radio and different challenges faced.
- CO4** Develop proficiency in Pre production and Post production of Radio.

BMC DSE 501 : 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-driven, special needs, development communication, distress and disaster 	10
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 	15
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 	10
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 	25
	Practical	30
	TOTAL	90

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.

DSE 501
PUBLIC SERVICE BROADCASTING & MEDIA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Familiarise with the global overview of Public service broadcasting, state initiatives and interventions under it.
- CO2.** Understand the details, models, history and importance of PSB.
- CO3.** Develop a thorough understanding of Public Service Model in India
- CO4.** Understand the different participatory communication and its need

BMC DSE 501 : PUBLIC SERVICE BROADCASTING & MEDIA PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Introduction to PSB <ul style="list-style-type: none">• Definition and Mappings• Aims & Objectives• Global Overview of Public Service Broadcasting• PSB model in India	20
2	State Initiatives and Interventions <ul style="list-style-type: none">• All India Radio• Doordarshan	15

	<ul style="list-style-type: none"> Films Division, DAVP, PIB, Field Publicity, Publication Division, The Prasar Bharati Bill 	
3	Participatory Communication <ul style="list-style-type: none"> Community Radio, Campus Radio Community Video Citizen Journalism Digital Media and ICT 	18
4	Case Studies: Public Service Broadcasting Trust, (PSBT, India) British Broadcasting Corporation (BBC)	7
	Practical	30
	TOTAL	90

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.

DSE 502 PHOTOGRAPHY

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand 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.

- CO3.** 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.
- CO4.** Acquaint with the various aspects of Photojournalism and add different skills as well like Documentary and Conceptual photography, event photography.

BMC DSE 502 : 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 • Photographic Optics: Lenses their Use, Types and Specification • 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. • 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 Censor in Digital Format, Digital Camera Formats (DX/FX/Medium Format) 	18

	<ul style="list-style-type: none"> • Types of Camera – (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	Understanding Light and its creative use in Photography <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 	10
4	Production /Photo Editing <ul style="list-style-type: none"> • Digital image , Resolution, DPI,PPI, Pixels, Megapixels – Different Types of Image Files 	20

	<ul style="list-style-type: none"> • 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/ Photofeature 	
	Practical	30
	TOTAL	90

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

DSE 502

APPLIED PHOTOGRAPHY

Course Objective: To make students to experience the art of photography. Photography record should contain at least 3 Photographs under each exercise. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). At the end of the course, learners will be able to:

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Gain knowledge about Photography
- CO2.** Gain knowledge about handle the camera and Techniques to shoot photo
- CO3.** Gain knowledge about handle the camera to shoot Different Genre of Photography.
- CO4.** Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

BMC DSE 502 : APPLIED PHOTOGRAPHY		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Introduction and Basics of Photography <ul style="list-style-type: none">• This unit describes Photography as communication. From this unit students will be able to study various definitions of Photography derived from the traditional to this contemporary era.• This unit states the lens of a camera. It also gives knowledge about the types of camera and lens as well as the structure.• This entity presents the major features such as focal length, aperture, and angle of view (Composition).	15
2	Techniques <ul style="list-style-type: none">• This entity provides basic techniques of photography such as exposure, depth of field, action, etc.• Students will get knowledge about darkroom techniques as well as Digital Photo Editing.• Characteristics of light (White Balance, Color Theory etc.).	15

3	Types of Photography Community Radio, Campus Radio <ul style="list-style-type: none"> • Landscape /Nature - This unit provides the students to explore various (i) Landscape (ii) Monumental Photography and • Photo journalism - This unit makes the students to take photo based on (iii) Photo journalism. (iv) Photo Feature / Any social Issues like Environmental, National Integration, Road Safety Etc... • Commercial Photography - This unit allows the students to perform • (v) Fashion photography • (vi) Product Photography • (vii) Industrial Photography • (viii) Event Photography. • Portrait - This unit encourages the student to portray humans and monuments etc effectively. 	30
4	Effects and Photo Editing <p>This entity presents the students to do (x) Silhouette, (xi) Special effects, (xii) Freezing Movement and (xiii) Panorama.</p> <ul style="list-style-type: none"> • Adobe Photoshop/ Lightroom for basic Photo editing . • Digitization of analog media 	30
	Practical	30
	TOTAL	90

TEXT BOOKS:

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)

REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebe, "The encyclopedia of photography", Focal Press – London, 3rd edition - 1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition (2000).

SEMESTER – VI

CC 613 COMMUNICATION AND PUBLIC RELATIONS

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Learn the basic concept of PR, its growth in India, with a fair understanding of laws and ethics related to PR.
- CO2.** Understand planning in PR but also understand how media relations play a vital role in Corporate Communication.
- CO3.** Understand public attitude and public opinion. This learning would help them influence the target audience.
- CO4.** Focuses on conducting research and with the help of case studies understand the practical implementation of planning and preparedness for crisis management.

BMC CC 613 : COMMUNICATION AND PUBLIC RELATIONS		
PWC (Theory : 5 Credits + Practical : 1 Credit)		
Unit	Topics to be covered	No. of hours
1	Basic Concept <ul style="list-style-type: none">• Public Relations – Definition – nature, scope, principles and elements• History and Growth of PR in India• Propaganda, Publicity, Advertising• Public Relations and Ethics and Law	10

2	Planning in PR <ul style="list-style-type: none"> • Planning – Implementation – Research - Evaluation • PR Practitioners and Media Relations • PR tools – Press Conference – Press Release • PR as Management Function • Corporate/Organisational Communication 	15
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 • Crisis Management Plan 	18
	Tutorial	15
	Case Studies in (Crisis and PR Planning)	
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

CC 614 INTEGRATED MARKETING COMMUNICATION

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Develop an understanding about the Integrated marketing Communication, Key features, objectives and components.
- CO2.** Acquaint the students with the promotional elements and tools of IMC.
- CO3.** Impart basic knowledge about the Marketing Communication, Segmentation, Targeting and positioning.
- CO4.** Develop minimum knowledge about IMC plan and Campaigns.

BMC CC 614 : 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 	18
2	Promotional Elements and Tools <ul style="list-style-type: none"> • Understanding Promotional mix, IMC Tools <ul style="list-style-type: none"> i. Personal Selling ii. Advertising iii. Public Relations iv. Direct and Database Marketing v. Sales Promotion vi. Online Communication/Interactive Marketing 	16
3	Marketing Communication <ul style="list-style-type: none"> • The Marketing Concept 	12

	<ul style="list-style-type: none"> • Segmentation, Targeting and Positioning • Developing Marketing Strategy – SWOT analysis, Strategic planning process • Consumer Behaviour 	
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 	
	Practical	30
	TOTAL	90

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.

DSE 3 ADVERTISING AND MEDIA

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Understand a brief idea about the Advertisement as a Communication.
- CO2.** Acquaint with the different models of advertising, importance of ad agencies and also the different mass medias through which advertising is done.

- CO3.** Develop basic understanding of Advertising and the ethical issues of it.
- CO4.** Apply skilled techniques in media and securing a future in this field. ast the population residing in different parts of the World.

BMC DSE 603 : ADVERTISING AND MEDIA PWC (Theory : 4 Credits + 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 • Theories of Advertising - Information, Service, Ideology • Grammar of Advertisements – print, audio-visual 	15
2	Models of Advertising <ul style="list-style-type: none"> • AIDA model • DAGMAR model • Maslow’s Hierarchy model • Types of Advertising 	15
3	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 • Market Strategy and Branding • Advertising and Media(Types of media for advertising -Print, Electronic, Internet: Youtube,Pop-ups, Flash) 	18
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 	12
	Practical	30
	TOTAL	90

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.

DSE 603 : INDIAN CONSTITUTION, LAWS AND ETHICS

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** Articulate the interesting and prolific journey of the press from the humble start of Bengal Gazette to the modern corporate world of the press.
- CO2.** Develop a fair understanding of the Indian Constitution with special reference to FOSE.
- CO3.** Understand the laws that media must abide by and the ethics that are expected from the media houses to follow. Understanding of media laws would safeguard the students from any untoward circumstances.
- CO4.** Acquaint with various national and international organisations that play a crucial role in the development sector

BMC DSE 603 : INDIAN CONSTITUTION, LAWS AND ETHICS		
PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Indian Constitution & Media The Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Defining the freedom of the press and Media, Right of Information Act 2005, Fundamental Rights and Duties	15

2	Media Laws Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, Censorship and its different forms, Right of Privacy, Pressure on Media: Political, Corporate, social religious, advertisers and lobbies, etc. Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI, Cyber laws	15
3	Media Organisations, Regulation & Media Ethics Trade Union Rights in Media, International bodies: IPI, UNESCO, National Organisations, Regulatory practices in developed democracies, Regulation of Broadcast, Press and WEB: Challenges and Issues, Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, News Ombudsman: Readers' Editor/Public Editor, Press Council of India, Ethics of Journalism: Rationale and Evolution of Journalistic Ethics, Journalistic ethics: Concept, Importance and Debates, Journalists' Code of Conduct: (PCI, RTDNA, SPJ, NBA etc.), Resolving Ethical Dilemmas: Different Methods and Steps, Dealing sensitively with women issues and other marginalised communities, Visual manipulation and ethics, Assignment/Practical	18
4	Case studies Project report on cases and media reports	12
	Practical	30
	TOTAL	90

DSE 4 FASHION COMMUNICATION

COURSE OUTCOME

After completion of the course, the student will be able to

CO1. Develop basic knowledge of Fashion as Communication

CO2. Develop detailed understanding of Fashion Journalism, Graphic design and writing for fashion feature

CO3. Get acquainted with the Fashion Industry

CO4. Develop a basic understanding about Advertising and Public Relation in context with Fashion.

BMC DSE 604 : FASHION COMMUNICATION PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Fashion as Communication <ul style="list-style-type: none">• Fashion & Lifestyle• Creativity and Design – Types of Layout- Books, Magazine, Brochures, Catalogues etc.• Special Design – Info graphics, Charts, table, Boxes etc• Culture and Consumption – Aspiration and Gratification• Visual Communication - Role of images Communication	15
2	Fashion Journalism <ul style="list-style-type: none">• Introduction to the concept of Fashion Journalism -Writing the Fashion feature, News, magazine• Fashion Photography (Editorial /Street Fashion/Advertorial)- Lenses and Focal Lengths, Filters, Composition and Understanding a Photographic Design from point of Visualization, Visual Aesthetics for Photography, Lighting (Theory)• Making an Portfolio	25

3	Advertising and Public Relation <ul style="list-style-type: none"> • Visual Merchandising/Retail Experience design • Exhibition and display design • Brand management of Fashion Industry • Relationship between Fashion PR and Journalism 	10
4	The Fashion Industry <ul style="list-style-type: none"> • Structure and Financial Model • Understanding Market Segments • Location of Communicators 	10
	Practical	30
	TOTAL	90

Written Examination

Practical- Project + Viva

Reading List:

- Barthes, Roland, Carter, Michael. (Editor), Stafford, Andy, (Translator). The Language of Fashion, Bloomsbury Academic, 2006.
- Barnard, Malcolm. Fashion Theory: An Introduction, Routlrdge, 2014.
- Barnard, Malcolm. Fashion as Communication, Routledge, 2002.
- Hethorn ,Janet. (Editor), Ulasewicz ,Connie. Sustainable Fashion: Why Now?: A conversation exploring issues, practices, and possibilities, Fairchild Books, 2008.
- Kapferer, Jean-Noël. Bastien Vincen t. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands (Hardcover) Kogan Page, 2009.
- Welters Linda (Editor) , Lillethun, Abby. The Fashion Reader, Bloomsbury Academic, 2011.

DSE 604

NEW MEDIA JOURNALISM

COURSE OUTCOME

After completion of the course, the student will be able to

- CO1.** 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 the 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 .
- CO4.** Implement writing for the new media is different from the traditional media. They would understand the 'lingo'm used in the new media.

BMC DSE 604 : FASHION COMMUNICATION PWC (Theory : 4 Credits + Practical : 2 Credits)		
Unit	Topics to be covered	No. of hours
1	Introduction to Media New Media Journalism: Concepts and evolution of Internet as a medium, News on the web: newspapers, magazines, radio and TV newscasts on the web, Data Journalism, Challenges and opportunities for a newsman: gatekeepers to news guides, Marketing and Email Marketing, Digital Tools to spot Fake News and Misinformation.	15
2	Nature of the Web Revolutionary change in communication, the unparalleled benefits drawbacks of the net and social media, Freedom of expression v/s Privacy, The 'Dark Net', Largest ungoverned space on earth	25

1	Introduction to Media New Media Journalism: Concepts and evolution of Internet as a medium, News on the web: newspapers, magazines, radio and TV newscasts on the web, Data Journalism, Challenges and opportunities for a newsman: gatekeepers to news guides, Marketing and Email Marketing, Digital Tools to spot Fake News and Misinformation.	10
2	Nature of the Web Revolutionary change in communication, the unparalleled benefits drawbacks of the net and social media, Freedom of expression v/s Privacy, The ‘Dark Net’, Largest ungoverned space on earth	
3	Understanding the Technology	
4	Components of computers; Input devices, Processing devices, Output devices, concept of hardware and software, Application software: Word processing, Spreadsheet, Image Editing, Introduction to the Internet, World Wide Web (WWW), Search Engines, Overview of the New Media Industry, Introduction to Mobile Journalism, Digital Story Telling, Creating Stories using Mobile Phones, Introduction to Mobile Journalism, Digital Story Telling, Creating Stories using Mobile Phones, 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
	Writing for New Media	
	Practical	30
	TOTAL	90