

Kazi Nazrul University

SYLLABUS: Multimedia and

MassCommunication

Semester – I

**Course Name: Introduction to
Communication (Major & Minor)**

Course Code: BAMMCMJ101

BAMMCMN101

Course Type: MAJOR	Course Details: MJC-1		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus-

Unit-I Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models.

Unit – II Communication Basic Models – SMCR, Harold. D. Lasswell, Shannon and Weaver, Osgood and Wilbur Schramm, and Hellical Dance Model.

Unit – III Levels of Communication – Intrapersonal – Interpersonal - Group – Mass Communication and Mass line Communication – Functions of Communication – Effects. Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.

Unit – IV Classification of Types of Communication - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics Media – Various Types – Traditional Media – Classical and Folk Media – Modern Media.

Unit – V Types of Communication - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics

Unit – VI Different forms in India, importance in development communication, relevance with popularity of modern media.

Books for references:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard

6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

SKILL ENHANCEMENT COURSE / SEC

Course Name: Computer Application

Course Code: BAMMCSE101

Course Type; SE	Course Details: SEC-1		L-T-P: 1-0-4		
Credit: 3	Full	CA Marks		ESE Marks	
	Marks: 50	Practical	Theoretical	Practical	Theoretical
		30		20	

Content/Syllabus-

Unit-I- Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System,

Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information; Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and checking power supply

Unit –II -Operating Computer using GUI Based Operating System: What is an Operating System; Basics of Popular Operating

Systems; The User Interface, Using Mouse; Using right Button of the Mouse and Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup;

Common utilities. B Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation

**and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document. CC –
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**Unit –III- Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and
Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document.**

Books for Reference:

- 1. Working in Microsoft Office – Ron Mansfield - TMH.**
- 2. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House**
- 3. Excel 2020 in easy steps-Michael Price – TMH publications**

Semester – II

(Major & Minor)

Course Name: Advertising and Public Relations

Course Code: BAMMCMJ201 and BAMMCMN201

Course Type;MAJOR	Course Details: MJC-2	L-T-P: 4-1-0			
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus-

Unit-I Understanding Integrated marketing Communication

Meaning and concept, Key features, Objectives and components of IMC, Theoretical Underpinnings and Models of IMC, Benefits and Barriers

Unit-II Advertising:

Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Classification of advertising: Geographic, Media, Target audience and Functions.

Unit-III Ad Agency:

Features, Structure and services offered, Types of advertising agencies , Agency selection criteria, Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation

Unit-IV Public Relations Theory:

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

Unit-V Media Relations Theories:

Nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation. Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, and TV channels. invitations -media invitations for press conferences, invitations for various events, writing descriptions - of a photograph/ sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Making brochures /newsletters, House Journals.

Books for references:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall
6. Excellence in Public Relations and Communication Management Book by James E. Grunig,

David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992.

7. The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994.

8. Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989.

9. Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996.

10. **Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson, 2004.**

Skill Enhancement Course/ SEC

Course Name: Computer Application in Multimedia

Course Code: BAMMCSE201

Course Type: SE	Course Details: SEC-2		L-T-P: 0-1-4		
Credit: 3	Full Marks: 50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Content/Syllabus-

Unit I- Ms Office_ Ms Words, Excel, Power point, Photoshop

Unit II- Quark Xpress/ In Design, Designing Web Page Using HTML Multimedia Concepts and Applications. Page Make Up

Unit III-Video Editing Software - Editing Process in Adobe Premier/PinnacleStudio/FCP Sound Forge/Pro Tools, Sound Editing-Process

Books for references:

1. Tay Vaughan, "Multimedia making it work", Tata McGraw-Hill, 2008.
2. Rajneesh Aggarwal & B. B Tiwari, "Multimedia Systems", Excel Publication, New Delhi, 2007.
3. Li & Drew, "Fundamentals of Multimedia", Pearson Education, 2009.
4. Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007
5. Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics and Multimedia", Second Edition, Vikas Publishing House.

SYLLABUS

Semester-III

Major & Minor

Course Name: TELEVISION JOURNALISM

Course Code: BAMMCMJ301

Course Type: MAJOR	Course Details: MJC-3		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

Unit –I Characteristics of TV as a mass communication medium TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes. Basic understanding of video camera-- Types and parts of camera, Types of Lenses and its usefulness, Understanding the different functions of camera. Visual composition-- Different types of shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles. Genre of television programs-- Talk Shows, News Shows, Reality Shows, Soap Operas. Lighting for production-- Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights

Unit II Fundamentals of TV reporting-Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews. Scripting for television-- Process of scriptwriting, Scripting formats, Writing for television programs. Producers and Directors, Script writers, Floor Managers, Talents, Technical Directors

Unit III Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production. TV News Gathering, Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting. Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away), Interview – types of news interview, art of conducting a good interview, Anchoring, Packaging, Steps involved in production & utilisation of a TV Program. Use of graphics and special effects. Developing a video brief

Unit IV Types of editing- linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language. Usefulness of online and offline productions, Online production setup, Off line production setup. Editing-- Basics concepts of editing, Editing software-- Importance of editing, Non- linear editing software, Sound editing software

Unit V Studio and Outdoor Production Unit - Sound for Television-- Usefulness of sound in production, Techniques of sound recording, Location sound and Sound Dubbing, Ambience, Noise and Sound effects. Television studio-- The Studio Setup, The studio equipment, Planning for studio Production. Outdoor Productions-- Electronic News Gathering, Electronic Field Production, Location Ambience

Unit VI WRITING FOR TELEVISION Television Characteristics - Seeing is Believing - Audio-Visual Medium - Written to be Heard and Seen - The Viewer - Writing Style - Easy to Listen Formula - Visual Dimension - Writing Model of News Story - Television News - News Gathering - TV News Presentaion - News Bulletins: e-News Gathering, e-field Productions and Live Coverage

Reference Books

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.

Major

Course Name: RADIO JOURNALISM

Course Code: BAMMCMJ302

Course Type: MAJOR	Course Details: MJC-4		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

Unit –I Characteristics of radio as a mass communication medium - Characteristics of the Sound, Characteristics of the Voice, Radio as Mobile Medium. Radio studio set –up, audio equipment –Microphones, Console, Recording equipment, nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques.

Unit - II Evolution of Radio worldwide and in India-- Invention of Radio, History of Radio Broadcasting world wide, History of Radio Broadcasting in India, Pre-Independence and PostIndependence broadcasting in India. Autonomy of All India Radio: Chanda Committee to Verghese Committee. Prasar Bharati Act 1997, Formation of Prasar Bharati: Composition and Functions of Prasar Bharati.

Unit - III Technology of Radio Broadcasting—Microphone, Studio, Transmission Booth, Control Room, Transmitter, Antenna, Radio Set, Online sound editing software, Newsroom software, FM Broadcast software, sound editing software.: Types of Radio Broadcasting- Community Radio stations, Ham Radio, FM Radio stations, Internet Radio.

Unit IV Writing and production of different radio programmes- Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission. Formats of Radio Broadcasting (Music)-- Classical Music, Semi Classical Music, Folk Music, Film, Writing for Radio-Introduction to basic script formats, Terminology & writing techniques of news on radio, Writing for commercials, Public service announcements, Promotions, Documentaries and fictional materials

Unit V Characteristics of radio news-how its different from print and TV news, News gathering, News editing, Newsroom and its functioning, News pool, actualities, raw sound, voice over, sound byte , Sound recording-- Understanding sound recording, Room acoustics and sound treatment, Digital audio workstations, Studio Recording: Off-air and on-air studios, Audio mixer console, Sound effects. News and educational programme-- News Bulletin structure, Interview and discussion, Farm/ agricultural broadcasting, Employment news and Phone-in programme.

Unit VI Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes. Codes related to Broadcasting. Organizational Structure: Ministry of Information and Broadcasting, Prasar Bharti, Directorate of All India Radio, Regional Station, AIR Station-AM/FM/SW, Newsroom organization and structure and functions.

Reference Books -

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press
4. Gilmurray, Bob Media Students Guide To Radio Production
5. Robert Mcleish Radio Production

Minor

Course Name: RADIO AND TELEVISION JOURNALISM

Course Code: BAMMCMN301

Course Type: Minor	Course Details: MNC-3		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

CONTENT/SYLLABUS-

Unit-I - TV as a medium 1. Understanding the medium - Nature and Language of TV 2. Formats and types for TV Programmes 3. TV News script format 4. Scripting for Fiction/Non Fiction

Unit-II - TV News Gathering 1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting 2. Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) 3. Interview – types of news interview, art of conducting a good interview 4. Anchoring - Live shows 5. Packaging

Unit-III- TV Programme Production 1. Steps involved in production & utilisation of a TV Program 2. Stages of production- pre-production, production and post-production 3. The production personnel – Single camera and Multi camera production 4. Use of graphics and special effects 5. Developing a video brief.

Unit-IV - Radio as a medium 1. Radio: as a medium of mass communication, Characteristics, and Limitations 2. Different types of radio stations: State, Private FMs, Community Radio 3. Three Modes of transmission: AM, SW and FM

Unit-V - Radio Formats 1. Types of Formats: A. Simple announcements B. Radio News C. Radio talks D. Radio features and documentaries E. Radio play F. Radio ads G. Phone in Programs and Music Shows

Unit-VI - Writing for the Ear 1. Knowing your audience 2. Developing your style 3. Writing for different formats.

Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly .
4. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge
5. Audio in media- Stanley R. Alten

Semester-IV

Major

Course Name: PRINT JOURNALISM

Course Code: BAMMCMJ401

Course Type: MAJOR	Course Details: MJC-5		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus-

Unit-I What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News Gathering the News: □ Reporting & Reporters - Training & Qualifications □ Reporting for Newspapers - Reporting the expected & unexpected □ Reporting skills- Nose for News, Observation (listening & seeing) □ Taking notes, finding, checking, verifying, analysing & interpreting information. Interviewing-Asking questions-Types of interviews, Interviewing techniques.

Unit-II Difference between News & Information -Stories of Human Interest. Celebrity Journalism. Trends in modern journalism. Influence of TV channels on serious news reporting in print media. Sensationalism & Entertainment. Types of Reporting: Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

Unit-III News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP, Press Council of India. Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance. Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy testing.

Unit-IV News Agency Journalism: History, functioning & role of PTI and UNI, International News Agencies: AP, UPI, Reuters. Syndicate. Various Types of News: Development news, mishap news, accident and crime news, court

news, Agricultural, Industrial News, Sports, Theatre and Music, Cultural News. Non-news Articles: Biography, Bookreview, Film Review and Special article. Interview, Editing Processes: Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to the Space Requirements, Detecting & Correcting Errors.

UNIT V - Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions. Headlining - principles, types and techniques. Principles of Layout and Design. DTP, Page Making, Typography, Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press

UNIT VI - Skills for Writing News: □ The basic formula - The Inverted Pyramid □ Writing the Lead □ Kinds of Leads □ The summary Lead □ Thinking through the Lead □ Finding the appropriate verb □ Organising the facts □ Time elements □ Variations on the summary Lead □ Datelines, Credit Lines, Bylines □ Checklist for the standard of the news story.

Reference Books -

1. News Editing - Bruce H. Westley
2. Outline Of Editing - M.K. Joseph
3. The Journalist 's Handbook - M.V. Kamath
4. Advanced Editing - Adarsh Kumar Varma
5. The Making Of An Editor - Rahul Mudgal

Major

Course Name: DIGITAL MEDIA

Course Code: BAMMCMJ402

Course Type: MAJOR	Course Details: MJC-6		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit –I Early Communication technologies and techniques, Development of image capturing devices and cinematography. Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,; New Media Technology- Evolution of Internet Technology-- ARPA net, Usenet, Origin of web, Internet in India, Growth of internet in India, Impact of internet in India. Overview of Internet-- Characteristics of internet, Networking, ISP and browsers, Domain Name System, HTML, Internet Protocol, Broadband, Bandwidth. Overview of online Communication-- Meaning of communication, Features of Online Communication, Types of websites, Video conferencing, Webcasting. New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media

Unit –II Emergence and advantage of Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics. Trends in New Media. New Media and Communication-- User generated communication, Computer mediated communication Digital media and communication-- Information Society, New World Information Order, ICT, Media Convergence. Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube, Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, New media & public sphere, New media & activism

Unit III Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media. Basics of convergence-- Technological convergence, Digital convergence, Implication of digital convergence on society, Convergence & regulations in India

Unit IV Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption.: Content

Journalism- Traditional vs Online Journalism-difference in news consumption, Citizen journalism, Selection of news content, presentation of news, Online News Writing & Editing, News Portals, Blogs, Chat, Video, Podcasting, Live Casting

UNIT V- Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends. New Media, New Audiences-- Digital natives, Digital immigrants, Online Games and children, New Media and online society. New Media and Development-- Use of New media for development, Information Society, Surveillance society, Web commerce

UNIT VI - Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Websites. Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance. Mobile Technology and communication-- Mobile phone: a convergent technology, Locative media, Telecommunication in India, Smartphone culture: Various Apps and communication.

Reference Books -

1. Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House 2010).
2. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999).
3. The Information, James Gleick
4. Cyberspace Aur Media, Sudhir Pachauri
5. Fundamentals of Information Technology, Deepak Bharihoke

MINOR

Course Name: DIGITAL JOURNALISM

Course Code: BAMMCMN401

Course Type:MINOR	Course Details: MNC-4		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit –I Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,: New Media Technology- Evolution of Internet Technology-- ARPA net, Usenet, Features of Online Communication, Types of websites, Video conferencing, Webcasting. New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media

Unit –II Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube, Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, New media & public sphere, New media & activism

Unit III Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media. Basics of convergence-- Technological convergence, Digital convergence, Implication of digital convergence on society, Convergence & regulations in India

Unit IV Online journalism vs. traditional journalism –difference in news consumption.: Content Journalism- Traditional vs Online Journalism-difference in news consumption, Citizen journalism, Selection of news content, presentation of news, Online News Writing & Editing, News Portals, Blogs, Chat, Video, Podcasting, Live Casting

UNIT V- Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

UNIT VI - Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Websites. Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Reference Books -

- 1.Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House 2010).
- 2.Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999).
- 3.The Information, James Gleick
- 4.Cyberspace Aur Media, Sudhir Pachauri
- 5.Fundamentals of Information Technology, Deepak Bharihoke

SEC

Course Name: WEB DESIGNING

Course Code: BAMMCSE401

Course Type: SE	Course Details: SEC-3		L-T-P: 0-1-4		
Credit: 3	Full Marks: 50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Content/ Syllabus -

UNIT I - Web Design Principles. Basic principles involved in developing a web site. Planning process. Five Golden rules of web designing. Designing navigation bar. Page design. Home Page Layout. Design Concept. World Wide Web. Why create a web site? Web Standards.

UNIT II - Concept of CSS. Creating Style Sheet. CSS Properties . CSS Styling (Background, Text Format, Controlling Fonts). Working with block elements and objects. Working with Lists and Tables. CSS Id and Class. Box Model (Introduction, Border properties, Padding Properties, Margin properties). CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector). CSS Color. Creating page Layout and Site Designs.

UNIT III - Introduction to HTML. HTML Documents. Basic structure of an HTML document. Creating an HTML document. Mark up Tags. Heading-Paragraphs. Line Breaks. HTML Tags. Elements of HTML. Introduction to elements of HTML . Working with Text. Working with Lists, Tables and Frames. Working with Hyperlinks, Images and Multimedia. Working with Forms and controls.

UNIT IV - Introduction to Web Publishing or Hosting. Creating the Web Site. Saving the site. Working on the web site. Creating web site structure. Creating Titles for web pages. Themes-Publishing web sites.

REFERENCE BOOKS -

1. Judith Jeffcoate - Multimedia in Practice - Technology & Applications Prentice Hall, 1995
2. Andress Holzinsler Multimedia Basics, Vol-I John Villamil-Casanova, Louis Molina Multimedia – An Introduction Prentice Hall, 1998
3. Norman Desmorais Multimedia on the PC McGraw Hill Inc, 1994
4. Linda Tway Multimedia in Actions AP Professional, 1995
5. Douglas E. Wolfgram Creating Multimedia Presentations QUE Corporation, 1994

Semester-V

Major

Course Name: INTERNATIONAL COMMUNICATION

Course Code: BAMMCMJ501

Course Type: MAJOR	Course Details: MJC-7		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

Unit I: Introduction to Political Communication

Nature and Definition of Political Communication , Political Organizations, Political Campaigns, Emergence of third world political communication, Media and Public Opinion, Dimensions of International Communication (IC) – Critical Issues of IC - Communication as a Human Right.

Unit II: Political Communication Management

Transnational news, International Relations and Propaganda, Communication as human rights, International News agencies and syndicates, their organizational structure and functions, UNO's Universal Declaration of Human rights

Unit III: Historical Background of International Communication

Free flow of Information, Information imbalance, NAM, NWICO, NIEO, McBride Commission

Unit IV: Globalization Paradigm

Media Structure, Cross Media Ownership , Media and Globalisation , Media & Cultural Imperialism , Media Economics and Policy and Flows and Counter flows .

UNIT V: Global Issues in International Communication Globalization and Mass Media – Impact of Globalization on Mass Media – Violence Against Media Professionals – International Media and Issues of National Security.

Unit VI- DISAPPEARING BORDERS OF EMPOWERMENT Global homogenization, Cultural hybridity, Revised cultural imperialism, Spaces of empowerment

Reference Books -

1. Thussu, Daya Kishan (2006). International Communication: Continuity and Change, 2nd second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the

Mass Media, New York: Pantheon Books.

4. Seator, Jean. (1998). Politics and the Media, Blackwell.

5. Gunther, Richard. (2000). Democracy and the Media, Cambridge

Major

Course Name: DEVELOPMENT COMMUNICATION

Course Code: BAMMCMJ502

Course Type: MAJOR	Course Details: MJC-8		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

Unit I: Development: Concept and Approaches - Meaning, Concept and Approaches to Development, Problems and Issues in Development, Characteristics of Developed and Developing Countries, Economic Theories of Development

Unit II: Development Communication: Theory and Practice - Developmental Communication- Meaning and Definition, Early Development Paradigms and their Social Impact, Role of Communication and Mass Media in National Development, Alternative Models of Development

Unit III: Developmental Issues and Discourse - Development and Environment, Role of third sector in Development, Developmental Communication Policies, Sustainable Development and Social Empowerment

Unit IV: Alternative Approaches to Development and Communication - Communitarian Perspectives of Development, Understanding Indigenous Knowledge System, Traditional Folk Media, Understanding Local Cultures and Traditions- culture centred approach

Unit V: Communication Campaign and Strategy - Communication Strategy Design, Media Campaign and Advocacy, Development Reporting and Documentation, Social mapping, PRA & PAR.

UNIT VI: Communication for Behavioural and Social Change (CBSC) - Diffusion of Innovation - Social Marketing, Alternative Media - Community Media. Development Agencies- Development Communication and NGOs - Governmental and Inter-Governmental Agencies.

Reference Books -

1. Jan Servaes (Ed), (2008) Communication for development and social change, Sage Publications India Pvt Ltd, New Delhi
2. Reddy, Y. K. (2014), Understanding development communication, Astha Publishers & Distributors, New Delhi
3. Srinivas Melkote & Steeves. (2001). Communication for development in the third world, Sage Publication, New Delhi
4. Servaes J, Jacobson, T. & White, S. A. (Eds) Participatory communication for social change, Sage Publication.
5. Lerner, D. (1958) Passing of the Traditional Society, London: Macmillan

Major

Course Name: RURAL COMMUNICATION

Course Code: BAMMCMJ503

Course Type: MAJOR	Course Details: MJC-9		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

Unit I: Introduction Communication and Extension Development communication- meaning, scope and purpose. Role of key communications in Rural Development- Extension teaching methods - Definition, Functions, Planning, Purpose, Classification, Combination, use of extension teaching methods and its advantages and limitations; Concept of Rural Communication, Nature and Scope of Rural Communication, Functions of Rural Communication, Media of Rural Communication, Barriers of Rural Communication, Challenges of Rural Communication, Rural Press, Rural Broadcasting, Outdoor Advertising and Publicity, Multi – Media Campaigns, Opportunities of Rural Communication.

Unit II: Methods of Contact Individual contact methods - Farm and Home visit, Office calls, Personal letter, observation/trial Plots-Meaning, purposes procedure, advantages and limitations; Role of Communication in Rural Development, Channels of Rural Development support Communication, Print Media and Rural Development – Coverage of Rural Issues and Development Projects in India, Radio and Rural Development – Community Radio and Rural Radio Broadcasting in India, Television and Rural Development – Community Television and Rural Television Broadcasting in India, Film and Rural Development – Newsreels and Documentaries on Rural Development in India, New Media and Rural Development – Information and Communication Technologies and their role in Rural Development.

Unit III: Method of Demonstrations Group contact methods - Method and Result demonstrations, Group Meetings, Field Day, Group Discussion-Meaning, purpose, procedure, advantages and limitations

Unit IV: Extension campaign Mass contact methods - Farm publications, circular Letter, News articles, Campaign,

Exhibition, Radio, Television. View data and Network system.

Unit V: Advantages and Limitations Extension Teaching Techniques - advantages, limitations, Projected and Non projected techniques, Informal Discussion, Lecture, Panel, Symposium, Colloquy, Seminar, Conference, Role Playing, Buzz Session, Workshop, Tours - Purpose, Procedure, Advantages and Limitations.

UNIT VI : Concept of Information and Communication Technologies (ICT's), Evolution of ICT's, Communication Functions of ICT's, Nature and Scope of ICT's, Information Haves and Information Have Nots in the Rural Areas, Strengths and Weaknesses of ICT's in Rural India, Application of ICT's for Rural Development in India, Management Information System for Rural Development in India, Success Stories relating to ICT's for Rural Development, Satellite Communication support for Rural Development, Telecommunication support for Rural Development, Computer Communication support for Rural Development.

Reference Books -

- 1.Venkata Reddy, K. : Agriculture and Rural Development (Emerging Trends and Right Approach to Development), Himalaya Publishing House.
- 2.Gupta A.P : Marketing of Agriculture Produce in India
- 3.Acharya S.S : Agricultural Marketing in India
- 4.NW Agarwal : Rural Marketing in India
- 5.Shamin H.M : Rural markets and development

MINOR

Course Name: NGO AND ADVOCACY COMMUNICATION

Course Code: BAMMCMN501

Course Type:MINOR	Course Details: MNC-5		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/Syllabus -

UNIT I - Locating NGOs Definition, ideas and structures of NGO- What is NGOization ,The NGO Boom, Civil Society, Political Society & Public Sphere- An Overview

UNIT II - Advocacy and communication strategy, Communication for Literacy & Advocacy Policy Advocacy of

heNGOs working on Health & Hygiene Policy Advocacy of NGOs working on Agricultural Extension Policy Advocacy of NGOs working on Gender Issues Policy Advocacy of NGOs working on Environmental Issue

NIT III Theorizing of NGOs Communication & Advocacy Vertical Minds Vs Horizontal Cultures - A Dimension of Participatory Culture by NGOs

UNIT IV Hybrid Interaction & NGOs - Human Rights & Development in Cultural Perspectives Panoptic View of NGO's Communication – A Discourse approach of Communication & Development Contradiction or concurrence on Communication & development Approach : Role of GOs and NGOs Community Media Identities and Articulation for Advocacy based Communication – Scope of NGOs Accountability- Culture & Sustainability - Niche of NGOs NGOs Inclusion in Governance & Public Accountability

UNIT V Cultural Diversity & Communication of Development – Role of NGOs Involving People and Evolving Behavior : NGOs Experiences Public Advocacy – Role of New Media An Introduction of Sustainable development & NGOs COVID19 & NGOs COVID epidemic & an integrated Social Impact: Role of NGOs Mobilizes of NGOs to combat COVID-19 & help migrants' workers Role of Government Mission Million: The grand dream driving Mask for India's -Fight of NGOs COVID 19 Test for Homeless people- NGOs Contribution Towards an inclusive awareness - about prevention, hygiene, social distancing, isolation and combating stigma- Combined efforts by the government & NGOs

Reference Books -

1. Servaes, Jan. Handbook of Communication for Development and Social Change. Springer Singapore, 2019.
2. Richards, Michael, et al. Communication and Development: the Freirean Connection. Hampton Press, 2001.
3. Patel, Fay. Information Technology, Development, and Social Change. Routledge, 2012.
4. Servaes, Jan. Technological Determinism and Social Change: Communication in a Tech-Mad World. Lexington Books, 2015.
5. Servaes, Jan. Sustainable Development and Green Communication: African and Asian Perspectives. Palgrave Macmillan, 2013.

Semester-VI

Major

Course Name: History of Journalism and Media Laws

Course Code: BAMMCMJ601

Course Type:MAJOR	Course Details: MJC-10		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit 1 - Origin and Growth of India Press; Focus on Indian Press before and after Independence; Role of Journalism in Freedom movement; Mahatma Gandhi as Communicator; Other Leaders as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, B. R. Ambedkar,

Maulana Abul Kalam Azad) Role of language papers. Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement.

Unit 2 - Indian Press-Mission to Profession to Business ; Role of Press in democracy; Press Commissions and Press Council of India; Brief history of major English and Indian language news papers; Media as an Industry: The Public and Private Sector Media. Press/Media Organization of India, News Agencies in India, Feature Services and syndicates. H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash; Movement against Vernacular Press Act.

Unit 3 - Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and BalGangadharTilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement: National Herald, TheHindstan Times, The Indian Express. Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: M. Chalapathi Rau, Vivekananda Mukhopadhyay, Barun Sengupta, Dilip Padgaonkar, N.Ram.

Unit 4 - Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy. Indian Media and the State: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information

UNIT 5 - Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship. Cyber Law: IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation

UNIT 6 - Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)

Reference Books -

1. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
2. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
3. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
4. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
5. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011

Major

Course Name: Media Management

Course Code: BAMMCMJ602

Course Type:MAJOR	Course Details: MJC-11		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I Management : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management. The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning. The Nature of Organizing and Entrepreneurship - Organizational Structure : Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing. The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

Unit II - Organizational structure of different departments- General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – response system.

Unit - III: Economics of print and electronic media - Legal and financial aspects of media management; capital costs, production costs, commercial polity, advertising and sales strategy, evolving a strategy and plan of action operations, production schedule and process, evaluation, budget control, costing, tax, Labour laws and PR for building and sustaining business and audience; FDI

Unit - IV: Planning and execution of programme production- Control practices and procedures. Administration and programme management in media - scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee /employer and customer relations services: marketing strategies – brand promotion (space/time, circulation)- reach – promotion – market survey techniques – human resource development in media.

Unit - V - The media marketplace -Indian/Global-size, structure, process. The media “Product” & “Service”. Customer profiles-marketers & ad agencies-respective motivations and compulsions. Media branding . Media negotiations . Marketing support tools. Special promotion tactics. Pricing Trends.

Unit VI - Products v/s Brands, Anatomy of a Brand, Overview of brand building process. Customers and Brands: Understanding brands from the customer’s perspective. Brand

Positioning . Brand Identity, Brand Equity . Articulating the Brand Identity: Logos, Mascots, Taglines, and Packaging etc. . Brand Extensions, Brand Product Portfolio. Managing the Brand Portfolio over time.

Reference Books:

1. B.K. Chaturvedi, Media Management, Second Edition, Global Vision Publishing House. 2014.
2. Alan B. Albarran. Management of Electronic Media, 5th Edition. Cengage learning. 2012.
3. Meena Devi, Advertising and Media Management. Alfa Publications. 2009.
4. R D Agarwal, Organization and Management, Tata McGraw-Hill Publishing company Limited, New Delhi. 2008.
5. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, Routledge. 2006.

Major

Course Name: Health Communication

Course Code: BAMMCMJ603

Course Type:MAJOR	Course Details: MJC-12		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit 1 Introduction to Health Journalism and health law- Health law is a field of law that encompasses federal, state, and local law, rules, regulations and other jurisprudence among providers, payers and vendors to the health care industry and its patients, and delivery of health care services, with an emphasis on operations, regulatory and transactional issues-role of WHO

Unit 2 Introduction to Human Health physical, social, psychological and spiritual well-being of individuals. Overall health of the population is determined by people's income, education,

employment and housing, as well as a combination of preventive and rehabilitative approaches and services.

Unit 3 Public health reporting- Through the dissemination of health news, medical research, and health policies, mass media play a leading role in disseminating health news, affecting the knowledge and health

Unit 4 Health, news reporting and writing, role and duties of public health reporter, how a health journalist can help common people through health reporting. Role of communication in health and population programmes - communication process and principles applied to health and population interpersonal and mass media sources - source credibility factors-opinion leaders and change agents.

Unit 5 Case studies- Different types of news that appeared in newspaper, television and radio related to health. Content and treatment of message- health and family welfare communication campaigns-World Health Organization – UNICEF campaigns against polio- AIDS/HIV- malaria - small pox - female infanticide - role of Ayush.

Unit 6 Advantages of traditional media, mass media and new media -National Rural Health Mission (NRHM) - a critical assessment - health as a communication discourse- health magazines- health columns in newspapers ethical and legal aspects of health communication- religious components in health communication - health as an input of development - national and international health indices.

Reference Books -

1. Atkin, Charles K and Lawrence Marshall Wallack. Mass Communication & Public Health. Sage Publications, 1990.
2. Darley, Mark. Managing Communication in Health. Baillière Tindall, 2002
3. Bernard, Philip. Effective Communication Skills for Health Professionals. Chapman and Hall, 1992.
4. Thompson, L. Teresa. Handbook of Health Communication. Lawrence Erlbaum Associates, 2003
5. Martin, R. Leslie. The Oxford Handbook of Health Communication, Behaviour Change, and Treatment Adherence (Oxford Library of Psychology). OUP USA, 2013

Major

Course Name: Photo Journalism

Course Code: BAMMCMJ604

Course Type:MAJOR	Course Details: MJC-13		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I - Introduction to Photojournalism: Elements of Visual news story telling, History of photojournalism, Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Types of news stories. Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism. Principles and Ethics and of photojournalism. Media laws and Intellectual Property Rights.

Unit II- Basic Concepts of Photography and photojournalism, Photography, its emergence and growth, What is camera, its functions, and introduction to different types of camera. Mechanics of photography: apertures, shutter speeds, focus, and focal lengths. Introduction to different types of lenses. Lighting, composition

Unit III - Photo-editing - Need for Editing, Ways to Edit. Reading the mistakes in photos (noise in photographs, over exposure etc.). Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. Caption Writing, Management of photographs and Digital archives. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDSee Photo editor. Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit IV - Fields of Photojournalism- Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Photographs for photo features, photo stories and photo essays. Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, and underwater. Photography for specialized, niche publications. Developing flair for news photos.

Unit V - Principles of camera oB.Sc.ura, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc. Nature of light, natural and artificial light, light temperature,

importance of lighting, lighting equipment, advanced lighting techniques .

Unit VI - Transferring images to computer. Image processing. Light room, bridge and Photoshop. Image optimisation for print and web. Archiving the image. Feature news photography. Fieldwork – feature story. Building narratives with photography. Photo analysis and interpretation – the rules. Photo essays and slideshows. Difference between a photographer and photojournalist. Relation of photojournalism to documentary photography. Photography in print and online. What are the challenges of the news photographer in the modern world?

Reference Books:

1. Photo journalism: the professional approach-Kenneth Cobre
2. Basic photography –Michael Langford
3. Inside photo journalism –Chap nick Howard
4. All about photography –Archna Nair
5. Photo Journalism and Communication Technology - Pankaj Sethi

SI

Course Name: Summer Internship

Course Code: SI601

Course Type: SI	Course Details: SIMC-1		L-T-P: 0-0-4		
Credit: 2	Full Marks: 50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Content/ Syllabus-

Duration of Internship: The students should be engaged in internship for not more than ONE month. The time period may be extended without compromising attendance percentage only if the internship looks feasible for potential employment.

Internship Report: After the internship gets over a report summarizing nature of internship, activities done at the media house along with the digital copies of the content generated during internship and internship certificate should be submitted in the department for final evaluation.

4 YEARS DEGREE WITH HONOURS

Semester-VII

Major

Course Name: Media and Gender

Course Code: BAMMCMJ701

Course Type: MAJOR	Course Details: MJC-14		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I - Gender and the Media - The Social Construction of Gender and the role of the media -Why media representations matter? Analysing gender in media texts: Introduction to key themes, concepts, theoretical

and methodological approaches Feminist perspectives, masculinity studies, queer theory, postmodernism, postcolonial studies, postfeminism, in media studies; Research methods: semiotics, content and discourse analysis 4. Gender Representations in the past

Unit II - Gender Representations today -The changing representations of femininity and masculinity in different media outlets; media representations and intersectionality; media representations and sexuality - Case studies: magazines, TV programs, music, films, video/online games, sports, social media.

Unit III - Bodies and Objectification -The resexualization of women's bodies in the media - Eroticised male bodies . Advertising and consumer discourses (re)construct femininity -Reading ads socially; commodity feminism. -Advertising and Postfeminism: Empowerment or sexism? The Commercialization of Masculinities

Unit IV - News, Gender and journalism -infotainment and women's representation in the news; the feminization of journalism -reporting on sexual violence

Unit V - Social media, virtual communities, fandom and activism -Gender and self- representation in the social media; online communities and gender; gender and cyberactivism

Unit VI - Post -feminist Media Culture? Interrogating Post-feminism

Gender Spectrum and Media (construction of gender). Representation of Feminine identities in Indian cinema, TV and Advertisements . Representation of masculine identities in Media. 3. Representation of Alternate sexualities in Media.

Reference Books -

- 1.Carter, L. Steiner, L. and & McLaughlin, L. eds. (2014), The Routledge Companion to Media & Gender, NY: Routledge.
- 2.Carter, L. and Steiner, L. eds. (2004), Critical Readings: Media and Gender, Mainhead: Open University Press.
- 3.Connell, R.W (1995) Masculinities, Berkeley, LA: University of California Press.
- 4.Dobson, A. (2015) Postfeminist Digital Cultures: Femininity, Social Media, and Self-Representation. New York: Palgrave Macmillan
- 5.Dow, B. J. & Wood, J. (2006) The SAGE Handbook of Gender and Communication, London: Sage.

Major

Course Name: Media and Society

Course Code: BAMMC MJ702

Course Type: MAJOR	Course Details: MJC-15		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit - I Concepts of Mass Communication a) Nature of Mass Communication b) Characteristics of Mass Media c) Brief History of Mass Media (Indian Context) d) Role of Media and Society

Unit - II Media Norms a) Norms and Social Institutions b) Media Contents) Print/ Electronic and New Media d) Media Content stereotypes

Unit - III Social Shaping of Media (Media Effects) a) Media and Children b) Media and Women c) Media and Youth

Unit - IV Media and Development a) Social Development and Media b) Economic Development and Media c) Rural/Community Development and Media

Unit - V Culture and Society a) Introduction to culture b) Elements Definitions and Styles c) Types of Culture

Unit - VI Media Literacy a) What is Media Literacy b) Need of Media Literacy c) Analyzing Media Texts

Reference Books -

1. Mass Communication in India by Keval Kumar
2. Mass Communication Theory by Denis McQuail
3. Media Culture and Society by Paul Hodkinson
4. Media and Society by Graeme Burton
5. Media and Society: An Introduction to Sociology of Mass Communication by Otuu Obasi

Major

Course Name: Film Studies

Course Code: BAMMCMJ703

Course Type: MAJOR	Course Details: MJC-16		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus-

Unit I - Cinema's Journey from Primitive to Narrative - Illusion of Movement, Pre-cinema toys and machines. Silent Cinema: Primitive and Pioneers, Films from 1895 – 1910. Narrative Cinema and Institutional Mode of Representation. Hollywood Studio Era: till 1950s - a) Hollywood Film Style b) Genre: Western & Thriller.

Unit II - World Cinema - German Expressionism, Soviet Montage, Surrealism, Silent Comedy, Italian Neo Realism, French New Wave, Semiotics, Post Neorealist Italian Cinema and Japanese cinema. Film Theory - Auteur theory, Feminism in Cinema, Queer theory in Film.

Unit III - Indian Cinema - Early cinema: Hiralal Sen, D. G. Phalke. Studio system: New Theatres, Bombay Talkies. Post Studio System: a) Melodrama b) Auteurs : Satyajit Ray, Ritwik Ghatak. Indian New Wave.

Unit IV - Script Writing & Film Analysis - Script writing: a) Script of fiction film. b) Concept & development of non-fiction film. c) Dialogue exercise. Film Analysis: a) Critical analysis of films b) Review writing.

Unit V - Videography & Editing- 1. Videography: a) Brief History and how it differs from Cinematography b) Basics of video cameras, their operations and its application. c) Visual Composition – Shots, Angles, and Camera Movements. d) Basic Rules of Framing – Rule of third, Point of view shots/ Over the shoulder/ Suggestion-preference/ Two shot etc e) Importance of Continuity, cutaways, Filler, Reaction shots. f) Role of Gears – Tripod, Monopod, Slider, Crane etc. g) Basics of lighting techniques

2. Editing- a) Basic idea of video editing b) Different stages of Editing Process – sorting, assemble, rough cut, final cut c) Basic concept of Continuity, 180 Degree Rule d) Editing of different scenes e) Introduction to Editing Software f) Basics of sound editing.

Unit VI - Film Marketing & Distribution- 1. Basics of film marketing 2. Different modes of

marketing 3. Film advertisement 4. How does film distribution of a film work? 5. What is distribution right? 6. Idea about film market, festivals 7. Film organizations in India 8. Audience reception 9. How to pitch a film idea (NFDC Screen Lab, Docedge etc.) 10. Case study analysis.

Reference Books - □

1. Film Art: An Introduction by David Bordwell & Kristin Thomson □
2. How to read a film by James Monaco □
3. Understanding Movies by Louis Giannetti □
4. Filmmaker’s Handbook by Steven Ascher & Edward Pincus □
5. Grammar of the Shot by Roy Thompson & Christopher J. Bowen •

Major

Course Name: Documentary Production

Course Code: BAMMCMJ704

Course Type: MAJOR	Course Details: MJC-17		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		70	

Content/ Syllabus -

Unit1: Understanding the Documentary(1)- Introduction to Realism Debate. Observational and Verite documentary. Introduction to Shooting styles. Introduction to Editing styles. Structure and scripting the documentary.

Unit2: Understanding the Documentary(2)- Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

Unit3-Fiction and non-fiction, documentary-definition-- evolution, forms, distinction from other creative modes like narrative fiction and avant-garde; Analysing documentary texts- subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary –newsreel, propagandist, naturalist, realist; different stylistic traditions- verite, direct etc.; Documentary precursors to cinema and television: war photography, BBC radio; some successors of documentary: non-fiction novels, new journalism and reality TV'; Documentary in the 21st century.

Unit4-Documentary Production: Pre- Production Researching the Documentary Research: Library, Archives, location ,life stories, ethnography Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 5-Documentary Production:Production Documentary Sound Documentary Cinematography– a responsive filmic encounter Location Research Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist, Crowd Funding

Unit 6- Documentary Production: Post- Production Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market Box office documentaries.

Reference Books -

1. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
2. Barnouw, Erik, Documentary: A History of the Non-Fiction Film (New York and Oxford: Oxford University Press, 1974).
3. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
4. Jayashankar & Monteiro, A Fly in the Curry – Independent documentary Film in India, Delhi: Sage, 2016 37
5. Michael Rabiger, Directing the Documentary, Focal Press, 2009.

Minor

Course Name: Folk Media

Course Code: BAMMCMN701

Course Type:MINOR	Course Details: MNC-6		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit – I Folk Media : Meaning & Definition, nature and Scope of Folk Media, Characteristics of Folk Media.

Unit – II Types of Folk Media : Dance, theatre & music, folk theatre ; Bhavai, Tamasha, Nautanki, Ramleela, Raslila and Jatra, Folk Music : Bengal, Gujarat and Maharashtra, Folk Dance : Garha, Tamasha & Lavani.

Unit – III Fairs & Festivals, Types of Festivals : Seasonal & Cultural, Features of Fairs.

Unit – IV Folk Media in Chhattisgarh : Types of Folk Dance, Songs, Theatre and its importance.

Unit – V Many aspects of Folk Media, Merits and Demerits of folk media, influence of modern media (radio & TV) on folk media, Folk media for promoting literacy, and social change.

Reference Books -

1. Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
2. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
3. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
4. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.
5. Mishra, Dr. Raghavendra. Traditional Folk Media in India: Practice & Relevance, Bharati Prakashan, Varanasi.

Semester- VIII

Major

Course Name: COMMUNICATION RESEARCH

Course Code: BAMMCMJ801

Course Type: MAJOR	Course Details: MJC-18		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I: Definition, concept, constructs and approaches to communication research process and Experimental method, Exploratory studies. Semiotic research analysis, - Longitudinal Studies comprising Cohort and panel Study methods, trend study. Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns. Basic understanding of Convergences of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies.

Unit II: Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

Unit III: Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content). Statistical tools

Unit IV: Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance,

computer mediated research.

Unit V - Ethical considerations in communication, media and journalism research, writing research reports, plagiarism. Styles of reference writing (EPA, MLA, footnotes etc.), Statistical software's.

Unit VI - Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc.

Reference Books -

1. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
2. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
3. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
4. Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
5. Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New Wimmer.

Major

Course Name: Social Networking and Citizen Journalism

Course Code: BAMMCMJ-802

Course Type:MAJOR	Course Details: MJC-19		L-T-P: 3-1-0		
Credit: 4	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit 1 - Social Media; Origin and growth. Social Networking Sites- Network Society Various Platforms: Facebook, Twitter, Youtube, LinkedIn, Instagram, Whatsapp; Tumbler, BuzzFeed. Social Media and Socialisation

Unit 2 - Social Media and Demographics. Social Media Users and their perception. Identity and Engagements. Benefits and Risks. Govt. Sector and Social Media. Political Parties and Social Media. Activism and Social Media. Social Media Trial.

Unit 3 - Social Media Tools - Buffer, Hootsuite, Design Tools, Canva, Digital Analytics, SEO Tools, Top SEO tools, Monitoring SEO, Preparing SEO report, Creating SEO strategy.

Unit 4 - Understanding Citizen Journalism- Citizen Journalism- concept and definitions. Characteristics of citizen journalism. Types of citizen journalism. Significance and demerits of citizen journalism. Citizen journalism vs. mainstream journalism. Role of information and communication technologies in proliferating citizen journalism.

UNIT- 5 - Historical Perspective - Evolution of citizen journalism. Where did the term 'citizen journalism' come from? Old and modern citizen journalism. Citizen journalism in India. Television citizen journalism. CNN-IBN's 'The Citizen Journalist Show' . Online citizen journalism in India.

Unit - 6 - Citizen Journalism & New Media - A brief introduction to New Media. Blogs and Citizen Journalism. Websites and Citizen Journalism. Integrating multimedia content. Mobiles and Citizen Journalism. Audio clips, podcasting and Citizen Journalism.

Reference Books -

1. Allan, S., &Thorsen, E. (Eds.). (2009). Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.

2. Tremayne, M. (Ed.). (2007). *Blogging, Citizenship, and the Future of Media*. London, New York: Routledge.
3. Prasad, K. (Ed.). (2009). *e-Journalism: New Media and News Media*. Delhi: BR Publishing.
4. Campbell, W. J. (2001). *Yellow Journalism: Puncturing the Myths, Defining the Legacies*. USA: Praeger Publishers.
5. *Social Media: A Critical Introduction*; Christian Fuchs, Sage Publication Ltd., New York.

Major

Course Name: Community Media

Course Code: BAMMCMJ803

Course Type: MAJOR	Course Details: MJC-20		L-T-P: 3-1-0		
Credit: 4	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

UNIT I: Understanding Community Media : Defining ‘Community’-- What is a ‘community’, Characteristics of Communities, Different types of communities, Location-based Communities, Identity-based Communities, Organizationally based Communities. Public Sphere and Media-- The Public Sphere, ‘Refeudalization’ of the Public Sphere, Role of Media in creating an alternative public sphere

UNIT II: Democratic Participation and Citizenship-- Assess and Participation, Active Citizenship, Civil Society, Communication Rights and media democratization, Media Plurality, Participatory Communication

UNIT III: Defining Community Media-- Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community, Evolution of Community Media, History of Community Media – International

Perspectives-- The Beginnings in the 1940s, Rise during the 1970s and 80s, Current status of Community Media.

UNIT IV: Community Media in India-- Beginning of the Community Radio movement during the 1990s, Rise of Community Radio Post 2000, Community Media Pioneers – Voices, Drishti, Myrada etc., Community Media vs Mass Media-- Ownership, Management and Control, Reach, Access and Participation, Content and Content Creation Process, Revenue Model.

UNIT V: Community Radio-- Understanding Community Radio, Characteristics of Community Radio, Principles of Community Radio Operations, Distinct Features of Community Radio, Activities in Setting-Up a Community Radio, Community Radio Programming.

UNIT VI : Initiatives in Community Media - Participatory Video-- Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments. Community Newspapers and Magazines-- Characteristics of Community newspapers/ magazines, Starting a Community newspaper/ magazine, Examples of Community newspaper/ magazine.

Reference Books:

1. Tony Blackshaw (2010). Key Concepts in Community Studies, New Delhi: Sage.
2. Olga Bailey, Bart Cammaerts and Nico Carpentier (2008). Understanding Alternative Media, New York: Open University Press.
3. Kate Coyer, Tony Downmunt and Alan Fountain (2007). The Alternative Media Handbook, New York and London: Routledge.
4. Kevin Howley (2012). Understanding Community Media, Sage Publications.
5. Indian Institute of Mass Communication (1981). Communication and the Traditional Media: Papers and Proceedings of Seminar.

Major

Course Name: Principles of Journalistic Writing

Course Code: BAMMCMJ804

Course Type:MAJOR	Course Details: MJC-21		L-T-P: 3-1-0		
Credit: 4	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		70	

Content/ Syllabus -

Unit I News – Soft and Hard news; News Writing – Spot news/Live news, in depth, investigative, interpretative. Structure/Format – Inverted, Hour glass, Stacked; Elements – Objectivity, Fairness, Balance, Attribution, Quotations, partial quotations, full quotations, direct and indirect quotes; basics of writing for news websites, portals.

Unit II Subjectivity in writing – features-types (interviews, profiles, historical features, travelogues, how to do features, middles), articles, edit page articles, editorials, reviews, criticism, columns, blogs.

Unit III Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – Rural reporting

Unit IV Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews.

Unit V Column writing – writing creative middles – language as a tool of writing – principles of grammar, practical exercises.

Unit VI Fundamentals of copy- editing – editing and proof - reading symbols – Style sheet – Headlines – Types of headlines – Modern trends in headlines.

Reference Books:

- 1.W L Rivers. (1984). News in Print, New York: George Allen & Unwin Ltd.
- 2.Curtis Macdougall (1953). Interpretative Reporting, New York: George Allen & Unwin Ltd.
- 3.Rangaswami Parthasarathy (1984). Basic Journalism, New Delhi: Macmillan
- 4.Bruce Westley. (1985). News Editing, New Delhi: IBH Publishers.
- 5.Frank Barton. (1989). The Newsroom: A Manual of Journalism, New Delhi: Sterling Publishers.

Minor

Course Name: Advance Studies in Communication

Course Code: BAMMCMN-801

Course Type:MINOR	Course Details: MNC-7		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

UNIT I - AI and digital media - The history of AI, The history of digital media, The current landscape and prospects of AI and digital media

UNIT II - The technological fundamentals of AI - Search engines, Recommender systems, Data mining

UNIT III - Machine learning and deep learning - Supervised learning, Unsupervised learning, Deep learning and artificial neural networks, Introduction to Deep Learning frameworks.

UNIT IV - The applications of AI in media and communication context - AI and multimedia production, AI and publishing and writing, AI-empowered information verification and fact-checking, Algorithmic advertising and targeted marketing, AI and animation, Toys and gaming, E-health and health promotional campaign, AI and customer service.

UNIT V - Critical reflections: Ethics, literacy, culture and regulations, Algorithm-confounded polarization and filter bubbles, Ethics and professionalism, Privacy protection, Fake news, misinformation,

disinformation, The algorithmic discrimination, Regulations and law Course.

References

1. Buduma, N., & Locascio, N. (2017). Fundamentals of deep learning: Designing next-generation machine intelligence algorithms. O'Reilly Media, Inc.
2. Negnevitsky, M. (2005). Artificial intelligence: A guide to intelligent systems. Pearson Education.
3. Russell, S. J., & Norvig, P. (2016). Artificial intelligence: A modern approach. Malaysia: Pearson Education Limited.
4. Russell, Stuart J. (2019). Human Compatible: Artificial Intelligence and the Problem of Control.
5. Irvin, James (2023). AI for Social Media Marketing in 2024: An In-Depth Guide.

4 YEARS DEGREE WITH HONOURS WITH RESEARCH

Semester-VII

Major

Course Name: Media and Gender

Course Code: BAMMCMJ-701

Course Type: MAJOR	Course Details: MJC-14		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I - Gender and the Media - The Social Construction of Gender and the role of the media - Why media representations matter? Analysing gender in media texts: Introduction to key themes, concepts, theoretical and methodological approaches Feminist perspectives, masculinity studies, queer theory, postmodernism, postcolonial studies, postfeminism, in media studies; Research methods: semiotics, content and discourse analysis. Gender Representations in the past

Unit II - Gender Representations today - The changing representations of femininity and masculinity in

different media outlets; media representations and intersectionality; media representations and sexuality - Case studies: magazines, TV programs, music, films, video/online games, sports, social media.

Unit III - Bodies and Objectification -The resexualization of women's bodies in the media - Eroticised male bodies . Advertising and consumer discourses (re)construct femininity -Reading ads socially; commodity feminism. -Advertising and Postfeminism: Empowerment or sexism? The Commercialization of Masculinities

Unit IV - News, Gender and journalism -infotainment and women's representation in the news; the feminization of journalism -reporting on sexual violence

Unit V - Social media, virtual communities, fandom and activism -Gender and self- representation in the social media; online communities and gender; gender and cyberactivism

Unit VI - Post -feminist Media Culture? Interrogating Post-feminism

Gender Spectrum and Media (construction of gender). Representation of Feminine identities in Indian cinema, TV and Advertisements . Representation of masculine identities in Media. 3. Representation of Alternate sexualities in Media.

Reference Books:

- 1.Carter, L. Steiner, L. and & McLaughlin, L. eds. (2014), The Routledge Companion to Media & Gender, NY: Routledge.
- 2.Carter, L. and Steiner, L. eds. (2004), Critical Readings: Media and Gender, Mainhead: Open University Press.
- 3.Connell, R.W (1995) Masculinities, Berkeley, LA: University of California Press. 4.Dobson, A. (2015) Postfeminist Digital Cultures: Femininity, Social Media, and Self-Representation. New York: Palgrave Macmillan
- 5.Dow, B. J. & Wood, J. (2006) The SAGE Handbook of Gender and Communication, London: Sage.

Major

Course Name: Media and Society

Course Code: BAMMCMJ-702

Course Type: MAJOR	Course Details: MJC-15		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit - I Concepts of Mass Communication a) Nature of Mass Communication b) Characteristics of Mass Media c) Brief History of Mass Media (Indian Context) d) Role of Media and Society

Unit - II Media Norms a) Norms and Social Institutions b) Media Contents) Print/ Electronic and New Media d) Media Content stereotypes

Unit - III Social Shaping of Media (Media Effects) a) Media and Children b) Media and Women c) Media and Youth

Unit - IV Media and Development a) Social Development and Media b) Economic Development and Media c) Rural/Community Development and Media

Unit - V Culture and Society a) Introduction to culture b) Elements Definitions and Styles c) Types of Culture

Unit - VI Media Literacy a) What is Media Literacy b) Need of Media Literacy c) Analyzing Media Texts

Reference Books -

1. Mass Communication in India by Keval Kumar
2. Mass Communication Theory by Denis McQuail
3. Media Culture and Society by Paul Hodkinson
4. Media and Society by Graeme Burton
5. Media and Society: An Introduction to Sociology of Mass Communication by Otutu Obasi

Major

Course Name: Film Studies

Course Code: BAMMCMJ-703

Course Type: MAJOR	Course Details: MJC-16		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus:

Unit I - Cinema's Journey from Primitive to Narrative - Illusion of Movement, Pre-cinema toys and machines. Silent Cinema: Primitive and Pioneers, Films from 1895 – 1910. Narrative Cinema and Institutional Mode of Representation. Hollywood Studio Era: till 1950s - a) Hollywood Film Style b) Genre: Western & Thriller.

Unit II - World Cinema - German Expressionism, Soviet Montage, Surrealism, Silent Comedy, Italian Neo Realism, French New Wave, Semiotics, Post Neorealist Italian Cinema and Japanese cinema. Film Theory - Auteur theory, Feminism in Cinema, Queer theory in Film.

Unit III - Indian Cinema - Early cinema: Hiralal Sen, D. G. Phalke. Studio system: New Theatres, Bombay Talkies. Post Studio System: a) Melodrama b) Auteurs : Satyajit Ray, Ritwik Ghatak. Indian New Wave.

Unit IV - Script Writing & Film Analysis - Script writing: a) Script of fiction film. b) Concept & development of non-fiction film. c) Dialogue exercise. Film Analysis: a) Critical analysis of films b) Review writing.

Unit V - Videography & Editing- 1. Videography: a) Brief History and how it differs from Cinematography b) Basics of video cameras, their operations and its application. c) Visual Composition – Shots, Angles, and Camera Movements. d) Basic Rules of Framing – Rule of third, Point of view shots/ Over the shoulder/ Suggestion-preference/ Two shot etc e) Importance of Continuity, cutaways, Filler, Reaction shots. f) Role of Gears – Tripod, Monopod, Slider, Crane etc. g) Basics of lighting techniques
2. Editing- a) Basic idea of video editing b) Different stages of Editing Process – sorting, assemble, rough cut, final cut c) Basic concept of Continuity, 180 Degree Rule d) Editing of

different scenes e) Introduction to Editing Software f) Basics of sound editing.

Unit VI - Film Marketing & Distribution- 1. Basics of film marketing 2. Different modes of marketing 3. Film advertisement 4. How does film distribution of a film work? 5. What is distribution right? 6. Idea about film market, festivals 7. Film organizations in India 8. Audience reception 9. How to pitch a film idea (NFDC Screen Lab, Docedge etc.) 10. Case study analysis.

Reference Books: □

1. Film Art: An Introduction by David Bordwell & Kristin Thomson □
2. How to read a film by James Monaco □
3. Understanding Movies by Louis Giannetti □
4. Filmmaker's Handbook by Steven Ascher & Edward Pincus □
5. Grammar of the Shot by Roy Thompson & Christopher J. Bowen □

Major

Course Name: Documentary Production

Course Code: BAMMCMJ-704

Course Type:MAJOR	Course Details: MJC-17		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		70	

Content/ Syllabus -

Unit1: Understanding the Documentary- Introduction to Realism Debate. Observational and Verite documentary. Introduction to Shooting styles. Introduction to Editing styles. Structure and scripting the documentary.

Unit2: Understanding the Documentary- Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic. Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturings of the Narration, Participant, Filmmaker, & Audience

Camcorder Cults Documentary

Unit3-Fiction and non-fiction, documentary-definition-- evolution, forms, distinction from other creative modes like narrative fiction and avant-garde; Analysing documentary texts- subject and ideologies, viewpoints, forms, production methods, audience-experience; Four Traditions of documentary –newsreel, propagandist, naturalist, realist; different stylistic traditions- verite, direct etc.; Documentary precursors to cinema and television: war photography, BBC radio; some successors of documentary: non-fiction novels, new journalism and reality TV'; Documentary in the 21st century.

Unit4-Documentary Production: Pre- Production Researching the Documentary Research: Library, Archives, location ,life stories, ethnography Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 5-Documentary Production:Production Documentary Sound Documentary Cinematography– a responsive filmic encounter Location Research Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist, Crowd Funding

Unit 6- Documentary Production: Post- Production Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market Box office documentaries.

Note - Individual students need to produce a documentary of 8 – 10 minutes.

Reading List:

1. Andrew, Dudley J. The Major Film Theories – An Introduction, OUP, 2008.
2. Barnouw, Erik, Documentary: A History of the Non-Fiction Film (New York and Oxford: Oxford University Press, 1974).
3. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001.
4. Jayashankar & Monteiro, A Fly in the Curry – Independent documentary Film in India, Delhi: Sage, 2016 37
5. Michael Rabiger, Directing the Documentary, Focal Press, 2009.

Minor

Course Name: Folk Media

Course Code: BAMMCMN701

Course Type:MINOR	Course Details: MNC-6	L-T-P: 4-1-0
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Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit – I Folk Media : Meaning & Definition, nature and Scope of Folk Media, Characteristics of Folk Media.

Unit – II Types of Folk Media : Dance, theatre & music, folk theatre ; Bhavai, Tamasha, Nautanki, Ramleela, Raslila and Jatra, Folk Music : Bengal, Gujarat and Maharashtra, Folk Dance : Garha, Tamasha & Lavani.

Unit – III Fairs & Festivals, Types of Festivals : Seasonal & Cultural, Features of Fairs.

Unit – IV Folk Media in Chhattisgarh : Types of Folk Dance, Songs, Theatre and its importance.

Unit – V Many aspects of Folk Media, Merits and Demerits of folk media, influence of modern media (radio & TV) on folk media, Folk media for promoting literacy, and social change.

Suggested Readings

1. Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
2. Sitaram, K.S. Culture and Communication, Associate Printers, Mysore.
3. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
4. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.
5. Mishra, Dr. Raghavendra. Traditional Folk Media in India: Practice & Relevance, Bharati Prakashan, Varanasi.

Semester- VIII

Major

Course Name: COMMUNICATION RESEARCH

Course Code: BAMMCMJ-801

Course Type: MAJOR	Course Details: MJC-18		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

Unit I: Definition, concept, constructs and approaches to communication research process and Experimental method, Exploratory studies. Semiotic research analysis, - Longitudinal Studies comprising Cohort and panel Study methods, trend study. Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns. Basic understanding of Convergences of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies.

Unit II: Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

Unit III: Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content). Statistical tools

Unit IV: Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance,

computer mediated research.

Unit V - Ethical considerations in communication, media and journalism research, writing research reports, plagiarism. Styles of reference writing (EPA, MLA, footnotes etc.), Statistical softwares.

Unit VI - Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc.

Reference Books-

1. Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition). California: Sage.
2. Hansen, Anders et al. (2004). Mass Communication Research Methods. 1998: Macmillan.
3. Lindolf, Thomas R. (1995). Qualitative Communication Research Methods. California: Sage.
4. Murthy, DVR. (ED.) (2008). Media Research: Themes and Applications. New Delhi: Kanishka.
5. Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook. New Wimmer.

RP

Course Name: RESEARCH PROJECT/DISSERTATION

Course Code: BAMMCRP-802

Course Type:RP	Course Details: RPC-1		L-T-P: 0-0-16		
Credit: 8	Full Marks: 200	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			120		80

Content/ Syllabus:

Every student has to work on a research project under the supervision of a faculty member. The research must be about the relevant topic. A written dissertation, of 8000- 10000 words must be submitted by the end of the semester.

Minor

Course Name: Advance Studies in Communication

Course Code: BAMMCMN-801

Course Type:MINOR	Course Details: MNC-7		L-T-P: 4-1-0		
Credit: 5	Full Marks: 100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Content/ Syllabus -

UNIT I - AI and digital media - The history of AI, The history of digital media, The current landscape and prospects of AI and digital media

UNIT II - The technological fundamentals of AI - Search engines, Recommender systems, Data mining

UNIT III - Machine learning and deep learning - Supervised learning, Unsupervised learning, Deep learning and artificial neural networks, Introduction to Deep Learning frameworks.

UNIT IV - The applications of AI in media and communication context - AI and multimedia production, AI and publishing and writing, AI-empowered information verification and fact-checking, Algorithmic advertising and targeted marketing, AI and animation, Toys and gaming, E-health and health promotional campaign, AI and customer service.

UNIT V - Critical reflections: Ethics, literacy, culture and regulations, Algorithm-confounded polarization and filter bubbles, Ethics and professionalism, Privacy protection, Fake news, misinformation, disinformation, The algorithmic discrimination, Regulations and law Course.

References

1. Buduma, N., & Locascio, N. (2017). *Fundamentals of deep learning: Designing next-generation machine intelligence algorithms*. O'Reilly Media, Inc.
2. Negnevitsky, M. (2005). *Artificial intelligence: A guide to intelligent systems*. Pearson Education.
3. Russell, S. J., & Norvig, P. (2016). *Artificial intelligence: A modern approach*. Malaysia: Pearson Education Limited.
4. Russell, Stuart J. (2019). *Human Compatible: Artificial Intelligence and the Problem of Control*.
5. Irvin, James (2023). *AI for Social Media Marketing in 2024: An In-Depth Guide*.