

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

COURSE STRUCTURE

1ST YEAR

| SL No | CODE | Paper | Contact Periods per week | | | Total Contact Hours | Credits |
|----------------------|---------|--|--------------------------|---|---|---------------------|-----------|
| | | | L | T | P | | |
| SEMESTER I | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 101 | Introduction to Media | 3 | 1 | | 40 | 4 |
| 2 | BMS 102 | Language Practice: Reading Comprehension & Writing | 2 | 2 | | 40 | 4 |
| 3 | BMS 103 | Photography | 2 | | | 20 | 2 |
| 4 | BMS 104 | Basic Computer Application | 2 | | | 20 | 2 |
| 5 | BMS 105 | Visual Design: Aesthetics and Application | 2 | | | 20 | 2 |
| Practical | | | | | | | |
| 1 | BMS 191 | Photography | | | 2 | 20 | 2 |
| 2 | BMS 192 | Basic Computer Application | | | 2 | 20 | 2 |
| 3 | BMS 193 | Visual Design: Aesthetics and Application | | | 2 | 20 | 2 |
| Sessional | | | | | | | |
| 1 | BMS 181 | World History & Current Affairs I | 2 | | | 20 | 2 |
| Total Credits | | | | | | | 22 |
| SEMESTER II | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 201 | Planning & Production (Television & Radio) | 3 | 1 | | 40 | 4 |
| 2 | BMS 202 | Laws & Ethics of Media | 3 | | | 30 | 3 |
| 3 | BMS 203 | Print Media | 3 | 1 | | 40 | 4 |
| 4 | BMS 204 | Writing for Media | 2 | 2 | | 40 | 4 |
| Practical | | | | | | | |
| 1 | BMS 291 | Electronic Media Planning & Production | | 1 | 3 | 40 | 4 |
| Sessional | | | | | | | |
| 1 | BMS 281 | World History & Current Affairs II | 2 | | | 20 | 2 |
| Total Credits | | | | | | | 21 |

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2ND YEAR

| SL No | CODE | Paper | Contact Periods per week | | | Total Contact Hours | Credits |
|----------------------|----------------|--|--------------------------|---|---|---------------------|-----------|
| | | | L | T | P | | |
| SEMESTER III | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 301 | Integrated Marketing Communication I (Marketing & Advertising) | 3 | 1 | | 40 | 4 |
| 2 | BMS 302 | Film Studies I + Film Diary | 3 | 1 | | 40+ 20 | 4 |
| Practical | | | | | | | |
| 1 | BMS 391 | Film Making I(Lab) | | 1 | 3 | 40 | 4 |
| 2 | BMS 392 | Advanced Photography Lab | | 1 | 2 | 30 | 3 |
| 3 | BMS 393 | Design Page Layout Lab | | 1 | 3 | 40 | 4 |
| Sessional | | | | | | | |
| 1 | BMS 381 | World History & Current Affairs III | 2 | | | 20 | 2 |
| Total Credits | | | | | | | 21 |
| SEMESTER IV | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 401 | Digital Media | 4 | | | 40 | 4 |
| 2 | BMS 402 | Advanced Television Studies | 2 | | | 20 | 2 |
| 3 | BMS 403 | Integrated Marketing Communication II (Public Relations & Corporate Communications) | 3 | 1 | | 40 | 4 |
| 4 | BMS 404 | Film Studies II + Film Diary | 4 | | | 40+2 0 | 4 |
| 5 | BMS 405 | Understanding Stage Production | 2 | | | 20 | 2 |
| Practical | | | | | | | |
| 1 | BMS 491 | Advanced Television Studies Lab | | | 2 | 20 | 2 |
| 2 | BMS 492 | Film Making II | | 1 | 2 | 30 | 3 |
| 3 | BMS 493 | Stage Production | | | 2 | 20 | 2 |
| Total Credits | | | | | | | 23 |

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3RD YEAR

| SL No | CODE | Paper | Contact Periods per week | | | Total Contact Hours | Credits |
|----------------------|----------------|--|--------------------------|---|---|---------------------|-----------|
| | | | L | T | P | | |
| SEMESTER V | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 501 | Media Research and Methodology | 4 | | | 40 | 4 |
| 2 | BMS 502 | Entrepreneurship & Media Management | 4 | | | 40 | 4 |
| 3 | BMS 503 | Ecology & Environmental Communication | 3 | 1 | | 40 | 4 |
| 4 | BMS 504 | Special Papers (Choose anyone) 504 A -Electronic Media production 504 B -Advertising, PR & Events 504 C -Film Making 504 D -Print & Cyber Media 504 E -Photography | 2 | | | 20 | 2 |
| Practical | | | | | | | |
| 1 | BMS 591 | Special Papers (Choose anyone) 591 A -Electronic Media production 591 B -Advertising, PR & Events 591 C -Film Making 591 D -Print & Cyber Media 591 E -Photography | 4 | | | 40 | 4 |
| TOTAL Credits | | | | | | | 18 |
| SEMESTER VI | | | | | | | |
| Theory | | | | | | | |
| 1 | BMS 601 | Digital Marketing | 3 | 1 | | 40 | 4 |
| Practical | | | | | | | |
| 1 | BMS 691 | Special Papers (Project) 691 A -Electronic Media production 691 B- Advertising, PR & Events 691 C -Film Making 691 D -Print & Cyber Media 691 E- Photography | | 2 | 4 | 60 | 6 |
| 2 | BMS 692 | Special Papers (Internship) 692 A -Electronic Media production 692 B -Advertising, PR & Events | | | 3 | 30 | 3 |

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| | | | | | | | |
|----------------------|---------|---|--|---|---|----|-----------|
| | | 692 C -Film Making 692 D -Print & Cyber Media 692 E- Photography | | | | | |
| SESSIONAL | | | | | | | |
| 1 | BMS 681 | Personality Development & Self Branding | | 1 | 1 | 20 | 2 |
| TOTAL CREDITS | | | | | | | 15 |

*Special Paper – Students can choose any one option and study it across semester 5 and 6

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DETAILED SYLLABUS

SEMESTER-I

Paper: INTRODUCTION TO MEDIA

Code: BMS-101

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: As the first paper of the media science course, this serves as the stepping stone to understanding the world of media, a general introduction to all the fields in media.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Introduction to Communication Communication and its Process, 7 C's of Communication, <i>Sadharanikaran</i> Types & levels of Communication – Verbal and Non Verbal Communication, Intrapersonal, Interpersonal, Group, Public and Mass Communication Barriers of Communication – Linguistic, Cultural, Psychological, Physical Noise – Technical, Semantic, Physiological & Psychological, Environmental, Cultural | 16 |
| 2 | Introduction to Mass Communication (India and Worldwide) Mass Communication - characteristics and functions Mass Media- Definition, Types, Characteristics (Print, Radio & Television) Folk Media Print Media – Newspaper, Magazine, Books, Advantages and Disadvantages of Print Media Electronic Media – Radio, Television, Advantages and Disadvantages | 12 |
| 3 | Models & Theories of Human Communication Models of Communication: Aristotle, Laswell, Osgood, Berlo, Shannon and Weaver, Gate keeping Model, Newcomb Model, Gerbner Model, Westly Mclean Theories of Communication: Hypodermic Needle Theory, Agenda Setting Theory, Cultivation Theory, Spiral of Silence, Two Step and Multi Step Theory, Normative Theories of the Press | 12 |

SUGGESTED READINGS:

- *Mass Communication: Theory and Practice* by Uma Narula
- *Handbook of Journalism and Mass Communication* by Vir Bala Aggarwala

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Paper: LANGUAGE PRACTICE: READING, COMPREHENSION & WRITING

Code: BMS-102

Contacts Hours / Week: 2L+2T

Credits: 4

OBJECTIVE: This paper will inculcate among the students the value and need of English as a language of communication due to its Global presence. English is the most common language used to communicate in all parts of the world and hence, the study of it must be thorough for all students of Media Studies. This paper will focus on the English language as a medium of instruction as well as help the students to develop analytical and creative skills in order to equip them to write for Media

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | <p>Remedial Grammar Verbs, Tenses, Agreements, Narrations, Voice, Phrases, Synonym, Antonym, Sentence Making, Prepositions, Transformation of sentences</p> <p>Creative Expressions Puns, Figures of Speech (metaphors, similes) Idioms, Proverbs</p> <p>Writing Official Correspondences: Proposal Writing, Letters of Enquiry, Circulars, Letters connected with sales, Letters for financial arrangements: Quotations/Purchase Orders Letters of invitation, Complaint letters, etc. (ii) Report writing: Basic format of reports, miscellaneous reports connected with industry (iii) Writing a resume (iv) Writing for meetings : Agenda, minutes</p> | 14 |
| 2 | <p>The Spoken Word</p> <p>Aesthetics of Sound Use of sound in Media : Noise & Music, Silence, Sound perspective, Atmospheric Sound, Elements of Music - Rhythm, Harmony, Melody, Tempo</p> <p>Aesthetics of Verbal Art Verbal Arts and their forms- Oral and Written Role of the Reader/ Audience/ Spectator Invention, Arrangement, Style, Memory and Delivery (With examples from newsreading, talkshow, interview, dialogues, lyrics, recitation) Role of the Reader/ Audience/ Spectator</p> <p>Spoken Communication Skills (i) The Confidence Quotient – Developing interactive skills strategy, factors inhibiting effectiveness, problems in oral communication, gateways to more effective communication, principles of information (ii) Extempore: Elocutions, etiquettes & manners, phonetics (iii) Oral: reading aloud (from the newspaper)</p> | 14 |

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| | | |
|----------|--|---|
| | <p>(iv) Group Discussion: Importance, dos and don'ts of GD. (v) Debating: Turncoats, Nuances for Speaking –For and –Against a motion Guide to effective listening, problems in listening and remedies of same Communication is art or science? Role of wit and humour in communication.</p> | |
| 3 | <p>Textual Analysis, Reading and Comprehension Proposed Texts (any two/ three): <i>The Princess and the Puma</i>: O'Henry Selections from <i>Malgudi Days</i>: R K Narayan Toba Tek Singh: <i>Saadat Hasan Manto</i> (English Translation) <i>Tintin in the Congo</i>: Herge (English Translation) <i>Lamb to the Slaughter</i>: Roald Dahl <i>Ravi Paar</i>: Gulzaar <i>Sparrows</i>: Khwaja Ahmed Abbas <i>The Right to Die</i>: English Translation of ‘_Atmahatyar Adhikaar’ by Manik Bandopadhyay <i>Susanna's Seven Husbands</i>: Ruskin Bond</p> | 6 |
| 4 | <p>Projects (1 Group Project + 1 Individual Project) Individual Projects: (Any One) Writing Letters of Invitation to attend Cultural programme organized by students Writing a Resume Writing Agendas for a Meeting + Writing Minutes of the same meeting Group Projects: (Any One) Debate between students on one or two relevant topics pertaining to current affairs Mock Panel Discussion with teachers/guests/other students on any relevant current affair topic Group project (Compulsory) News of the Week: An oral presentation in a group of 3 Each group takes up a broad topic and reads out aloud the highlights of the media coverage of that topic. OR Radio style oral review of a book</p> | 6 |

SUGGESTED READINGS:

- Essential English Grammar by Raymond Murphy
- English Conversation Practice by Grant Taylor
- High School English Grammar & Composition by Wren & Martin

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Paper: PHOTOGRAPHY

Code: BMS-103

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: This paper will give students a basic knowledge about photography and will enable them to have a basic level of skill in competently utilizing photography as a tool to tell stories. This will also encourage students to actively participate in the teaching learning process through the use of flipped classrooms.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Introduction to Photography Photography- Definition & concept Nature, scope & functions of photography History of Photography Human Eye & Camera General discussion on different photographs | 6 |
| 2 | Techniques of Photography Composition, Framing, and Angles Brief introduction to Shutter Speed, Aperture and ISO Lenses and their uses including Depth of Field Using a DSLR Evaluation through projects and practice sessions. | 6 |
| 3 | Basics of Lighting Characteristics of Light Natural Light & Artificial Light Hard Light & Soft Light Evaluation: through practice and flipped classrooms. | 6 |
| 4 | Photographers and Projects Observation and Discussion on the works of important photographers Ansel Adams, Robert Capa, Henri Cartier Bresson and Raghu Rai and Homai Vyrawalla Discussions through flipped classrooms. | 2 |

SUGGESTED READINGS:

- Langford's Basic Photography: The Guide for Serious Photographers by Michael Langford
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson
- <https://digital-photography-school.com/digital-photography-tips-for-beginners/>

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Paper: BASIC COMPUTER APPLICATION

Code: BMS-104

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: Giving students a basic idea about Computer, Operating Systems, Ms Word, Excel, Publisher and Moviemaker alongside the knowledge and skills for making good presentations using MS Office or similar.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Basics of Computer <ul style="list-style-type: none">• Origin and growth of computer• Data and Information. Signal (Overview of Analog and Digital signal)• Devices of computer system• Computer memory and its types• Operating system and its Functions (Open source(Android), compatibility between different operating systems Windows, iOS etc.)• Concept of software and hardware• Basics of computer language• Basic elements of computer network (LAN, MAN, WAN, Communication Mode, Communication Media, Topology), Baseband, Broadband communication. Network devices like Router, Switch etc. | 12 |
| 2 | Internet – Origins, Concept of Internet and Intranet. Concepts of: Domain name, URL, protocol, Search Engine, Browser | 8 |

SUGGESTED READINGS:

- Computer Fundamentals – P. K. Sinha
- Computer Fundamentals - R.S. Salaria
- Computer Fundamentals – B. Ram
- Computer Networks – Tannenbaum, Pearson Education

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Paper: VISUAL DESIGN: AESTHETICS & APPLICATION

Code: BMS-105

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: To develop in the student a sense of appreciation of a well-designed image or visual text; to acquaint the student with the tools of creating a well-designed visual text.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Introduction Notion of Beauty- Western and Indian Aesthetics of Image (still & moving) Figure/Ground, Balance, Emphasis, Proportion, Rhythm, Unity, Motifs Meaning and mood of colour: Colour Principles, Learning from nature Understanding colour in different media; Concepts of RGB and CMYK Perspective, Atmospheric perspective, movement (With examples from paintings, sculpture, cartoons, photographs, fresco, graffiti, logo, motif, symbols, icons) | 8 |
| 2 | Design Basics An introduction to the various aspects of design and their application as per usage An introduction to online design resources that will inspire and enrich student's education throughout the Module. Typography & Font Face An introduction to typographic vocabulary needed to communicate as a typographic designer. Logo Design From brief to execution how a logo form its shape. Different types of logo. Meaning of logo. | 8 |
| 3 | Aesthetics of Printed Page Points, Lines, Space, Texture, Colour, Typography, Logo (with examples from newspaper, magazine, books, posters, leaflets, manuals, print adverts, packaging layout) | 2 |
| 4 | Aesthetics of web elements and User Experience (UX) | 2 |

SUGGESTED READINGS:

Sight Sound Motion, Applied Media Aesthetics by Herbert Zettl (Course Book)

Online Tools: Coolors.co (Free Online) Canva (Free Online)

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PRACTICAL PAPERS

Paper: PHOTOGRAPHY LAB

Code: BMS-191

Contacts Hours / Week: 2p

Credits: 2

OBJECTIVE: This paper will give students a basic knowledge about photography and will enable them to have a basic level of skill in competently utilizing photography as a tool to tell stories. This will also encourage students to actively participate in the teaching learning process through the use of flipped classrooms.

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | Using a DSLR Evaluation through practical exercises | 6 |
| II | Lighting practicals Evaluation through practical exercises | 6 |
| III | Critical evaluation of famous photographs | 4 |
| IV | A photo essay on any relevant topic | 4 |

Paper: Basic Computer Application Lab

Code: BMS-192

Contacts Hours / Week: 2p

Credits: 2

OBJECTIVE: This paper will give students proficiency in using common application software like MS Word, EXCEL and Power Point

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | MS Office applications- Word Processing, Presentation, Spread Sheet, Publisher. Moviemaker (or similar) | 8 |
| II | Practical overview of web programming using HTML. Basic overview how to use MAC OS, Windows OS | 8 |
| III | Project: <ul style="list-style-type: none">• A presentation using PPT or Windows Movie Maker or both A small analytical study and its presentation using Excel Sheet | 4 |

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Paper: VISUAL DESIGN: AESTHETICS & APPLICATION (Lab)

Code: BMS-193

Contacts Hours / Week: 2p

Credits: 2

OBJECTIVE: This paper will give students proficiency in using common application software like Photoshop and Illustrator

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|--|----------------|
| I | Use of graphics in different mediums Photoshop Toolbar & Application Colour Correction Actions & Presets Typography Logo Layout UI | 20 |

SUGGESTED VIEWING:

From Netflix:

Abstract

- Ep-1: Christoph Niemann (Illustration)
- Ep-7: Platon (Photography)
- Ep- 6: Paula Scher (Graphic Design)
- Day in the life of Graphic Design https://www.youtube.com/watch?v=f9bEok_7nAI

Sites to look at

- Artstation (Design & Illustration): <https://www.artstation.com/>
- Behance (Design & Illustration): <https://www.behance.net/>
- Dribbble (Design & Illustration): <https://dribbble.com/>
- 500px (Photography): <https://500px.com/>
- deviantart (all): <https://www.deviantart.com/>

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SESSIONAL PAPER

Paper: WORLD HISTORY AND CURRENT AFFAIRS I

Code: BMS-181

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: The guiding philosophy behind creation of this paper is to increase the awareness level of the students and make them appreciate the socio political forces that have shaped our lives.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| | Major ideas: Feudalism, Capitalism, Colonialism | |
| 1 | Europe: Renaissance, Reformation, Age of exploration, Scientific Revolution, Industrial Revolution, Age of Colonization | 8 |
| 2 | India: East India Company and the first tremors of modernism in India | 6 |
| 3 | Contemporary times (Current affairs): Contemporary events that connect to the ideas of feudalism, capitalism and colonialism: One may discuss how ideas of capitalism and colonialism are being re defined by transnational corporates; how capitalism is getting morphed into ‘late capitalism’; one may discuss issues related to business process outsourcing and H1B visa | 6 |

SUGGESTED READINGS:

- <https://www.youtube.com/channel/UC7IcJI8PUf5Z3zKxnZyTBog>
- <https://www.youtube.com/channel/UCABe2EgVNv2hgBeMu2mvSVg>

Films/ Novels/ Short Stories/ Newspaper articles related to the major ideas discussed in this course

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SEMESTER-II

Paper: PLANNING AND PRODUCTION

Code: BMS-201

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: This paper will introduce the students to the world of Electronic Media. The objective of this paper is to familiarize the students with the working of Television & Radio, appreciate radio and television programmes of various genres and also enable the students to write script for various genres of television & radio.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | <p><u>Understanding Electronic Media: Radio</u></p> <p>History of broadcasting Broadcasting in primitive society; development of telegraph systems, experiments in wireless transmission by JC Bose and Marconi; wireless telegraphy; the first voice broadcast, development of radio in USA, UK and India as examples of three broadcasting systems – commercial, public service and state controlled systems</p> <p>Brief overview of broadcast technology Carrier waves (Medium waves and short waves), modulation and demodulation; AM and FM; Terrestrial broadcast, overseas services using ionosphere as the reflecting surface; satellite broadcast, World Space Radio, FM Radio, Community Radio, Ham Radio; Internet radio</p> <p>Genres of radio programmes News Presentations, News Features, Documentaries, Radio drama, Interactive Programmes, Interviews/Chat Shows, Panel Discussions, Quizzes, Instructional Programmes, Advertisements, Live telecast of sports and other events, Live Programmes versus pre-recorded programmes</p> <p>Development of radio in India after 1947</p> <p>SWOT Analysis of Radio as mass communication medium Radio as a hot medium: Marshall McLuhan; Radio as a tool for revolutionaries; Netaji's radio broadcasts; Significance of radio in a country like India; Culture of deaxing prevalent in India</p> <p>Projects</p> | 16 |

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| | | |
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| | <p>Listening to and critiquing some landmark radio broadcasts from the AIR or BBC archives Case studies: Orson Welles's Halloween broadcast; Mahalaya as the longest running radio programme Writing the script for a radio advertisement</p> | |
| 2 | <p><u>Television Understanding</u> television Television image as a construct (A skewed window to the world); Television as a cool medium (Marshal McLuhan); Television as a medium of immediacy, direct address, interactivity, inter textuality; Television as a great unifier: The virtual community of television spectators Genres of television programmes Fiction and non-fiction genres (News, features, game shows, reality TV, documentaries, travel shows) News on television Structure of a news bulletin and news capsule; Hierarchy of news; Roles of studio anchor and field anchor; Components of a news capsule: interview bytes, vox pop, P2C; Need for objectivity; Live broadcast of news; Breaking news Television News Reporter and News Anchor: Qualities, Facing the Camera, Dress code, Reporting Live, Attitude, Presentation Style, Choice of words, Voice Modulation Writing for television Words and moving pictures – Developing a sense of writing to visuals Writing in direct address mode Writing for news and current affairs Interviews on television Purpose and importance of interview; Preparation for Interview; Asking the right questions; critical evaluation of some interview based television programmes Project Viewing and critiquing some interview based programmes Analysing profiles and styles of some television anchors</p> | 18 |
| 3 | <p><u>CYBER MEDIA & THE NEW ERA OF CONVERGENCE</u> How internet has changed traditional media like radio and television: Interactivity and participation through apps Online news portals like Cobrapost, The Wire, Scroll.in Citizen journalism Netizens Fake news and hoax Augmented reality, virtual reality, 360°camera Project Comparing websites of two news channels Studying an online news portal</p> | 6 |

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SUGGESTED READINGS:

- John Fiske, *Television Culture*, Routledge
- Gerald Millerson, *Television Production*
- Hartley J., *Communication, Cultural and Media Studies: Key Concepts*, Third Edition, Routledge, 2004
- Nalin Mehta, *India on Television*, Harper Collins
- Ivor Yorke, *Basic TV Reporting*, Focal Press

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Paper: LAWS AND ETHICS OF MEDIA

Code: BMS-202

Contacts Hours / Week: 3L

Credits: 3

OBJECTIVE: To make students aware of the ethical practices for a media professional to follow; to make them aware of the laws that govern the media industry

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Introduction to Law and Ethics Definition of LAW Definition of ETHICS Code of Ethics Difference between Law and Ethics Press Law Definition, Meaning, Newspaper, Newspaper establishment | 5 |
| 2 | Freedom of The Press Introduction Constitution of India Concept of Press Freedom Constitutional Status of the Media Freedom of Speech and Expression 19 (1) (a) Constitutional Restriction | 4 |
| 3 | Defamation Libel Slander Blasphemy Sedition Compulsory Projects, Assignments and presentation based on case studies | 6 |
| 4 | Intellectual Property Rights, Copyright and Other Small Acts (The Press and Registration of Books Act, Official Secrets Act, Delivery of Books and Newspapers (Public Libraries) Act, Working Journalists and other newspaper employees (Conditions of service and miscellaneous provisions) Act, Young Person (Harmful Publications) Act, Parliamentary Proceedings (Protection of Publications) Act, Freedom of Information Act, Indecent Representation of Women (Prohibition) Act. Projects, Assignments and Presentation based on realistic recent Case Studies | 4 |
| 5 | Cable Television Act , Prasar Bharati and Broadcasting Council of India | 4 |
| 6 | Press Council of India and Press Information Bureau | 3 |
| 7 | Cyber Laws, Cyber Crime Vis – A – Vis Information Technology Act | 4 |

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| | Projects, Assignments and Presentation based on realistic recent Case Studies countering recent cyber-crime trends. | |
|--|--|--|

SUGGESTED READINGS:

- *Cyber Law: The Indian perspective*
- *Laws of the Press in India* – Justice Durgadas Basu
- *Press and Press Laws in India* – H P Ghosh
- *Justice and Journalist* – Debanjan Banerjee
- *Press Laws* – Nirod Kumar Bhattacharya
- *Mass Media and Related Laws in India* – B Manna
- *Essential Laws for Information* – R M Taylor
- *Gaping for Ethics in Journalism* – Eugene H Goodwer
- *Media Law and Ethics* – M Neelamalar
- *Nature of Cyber Laws* – S R Sharma – Pavan Duggal

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Paper: PRINT MEDIA

Code: BMS-203

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: This paper will help students to understand the basics of Print Journalism, with a special focus on news reporting and editing

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Introduction to Print Media A Short History of Print Media - India and the World Types of Print Media- Newspaper, Magazines, Newsletters, Brochure, Posters, Layout Books. | 6 |
| 2 | Print Journalism Journalism defined Principles of modern journalism The criteria of a good newspaper Canons and Ethics of Journalism The functions and departments of a newspaper Assignment: Newspaper Reading and comparative study between two leading newspapers content. | 7 |
| 3 | News What is News? Different types of news: Hierarchy of news Sources of news Headline writing Main types of Leads Art of writing a news story: Inverted pyramid with 5 Ws and one H; Objectivity and balance; Quoting sources; Double checking facts and figures; Bringing out the relevance of the news to the reader Assignment: Analyzing news reports, Developing and writing news reports | 7 |
| 4 | Reporting and Editing Reporter, Types of reporters, Qualifications and duties of reporters Major reporting beats Practical news reporting and editing The Editor, News Editor, The Chief Sub-editor, Sub Editor The Leader Writer, The Rewrite man Cartoon and the cartoonist Assignment: Newspaper Reading Practical exercises in news reporting and editing | 12 |
| 5 | The Art of Interviewing Tips for the beginner Manner of introduction The note book | 4 |

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| | Types of Interview | |
| 6 | The Make Up of a Newspaper Make up of a newspaper Main types of make – up Principles of make up The headlines and page one fixation Dummying the page Assignment: Comparing front pages of two English dailies Comparing front pages of two language dailies | 4 |

SUGGESTED READINGS:

- *News Reporting and Editing* – K M Srivastava
- *Professional Journalism* – M V Kamath
- *Basic News Writing* – Melvin Mencher
- *Theory and Practice of Journalism* – B N Ahuja
- *Media Speaks Management Matters* – Debanjan Banerjee
- *News Editing Theory and Practice* – Sourin Banerjee
- *Editing and Design* – Harold Evans
- *The Art of Modern Journalism* – J J Aster
- *Professional Journalists* – John Hohenberg
- *Journalist's Handbook* – M V Kamath

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Paper: WRITING FOR MEDIA

Code: BMS-204

Contacts Hours / Week: 2L+2T

Credits: 4

OBJECTIVE: The aim of this paper is to equip all the students of Media Studies with the writing skills that the industry requires across various categories. This paper will focus on the tools, techniques to equip the students to write for Media across all platforms(mainstream and allied) so that when the students are to take up internships or job, they know and have the skill set to begin their assignments with ease and confidence..

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Writing for Print Editorial- Writing Editorial (Editorial, Post Editorial) Column-Writing Column, Types and Techniques Reviews-Writing Reviews: Types and Techniques Letters to the Editor-Techniques and Elements Creative Writing-Techniques and Types Photo Caption-Techniques and importance Writing obituaries Writing instruction manual Writing advertisement copy and tagline Assignments: Analyzing personal styles of columnists like Khushwant Singh, Shobha De, Bachhi Karkaria, Jug Suraiya, Vir Sanghvi Editing a clumsily written instruction manual Writing the advertisement copy of a hypothetical product | 12 |
| 2 | Writing for Radio Radio Talk-Techniques of Writing a Radio Talk Radio News-How to write Radio News Radio Feature-Techniques of Writing Radio Feature Radio Interviews-Techniques of Writing Radio Interview RJ scripts: Techniques and styles Techniques of Writing Radio Script (Radio Advertisement, Radio plays, Community Based Shows) Assignments: Writing a radio jingle or script for a radio advertisement Writing a radio play: Original play or adaptation of a short story | 8 |

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| 3 | Writing for Television& film Writing to visuals: For news and documentaries The art of sub titling The art of para dubbing Writing the script for a TV anchor or VJ for different genres of programmes Introducing a guest in a TV Interview Assignments: Writing the script for a stand-up comedy Analyzing dialogue sequences of films and comparing with dialogue sequences of TV soaps Writing a dialogue between two characters Writing a parody of a popular TV show or film sequence | 12 |
| 4 | Business communication, Public Relations and Advertising Writing emails for selection, rejection, seeking appointment, invitation to be guest of honour, invitation to be a part of the celebration, making a business proposal The art of saying ‘No’ Techniques of Writing Press Rejoinder Techniques of Writing Corporate Proposal (Especially Media Industries) Writing synopsis of a film in 100 words Techniques of Writing House Journal Assignment: Write the synopsis of a TVC for a hypothetical product. Write the tagline for the product. | 6 |
| 5 | Writing for social media Tweets Status updates Announcements of events 100 word reviews of films, books, restaurants | 2 |

SUGGESTED READINGS:

- *The Technique of Clear Writing* – Robert Cuning
- *Articles & Features* – R. P. Nelson
- *The Art of Modern Journalism* – J. J. Astor
- *Feature Writing for Newspaper* – D. R. Williams
- *Modern Journalism* – C. G. Miller
- *Professional News Writing* – Hiley H. Ward
- *News Writing & Reporting* – James M. Neal & S. S. Brown
- *Creative Writing* – Dorothy Bowler & Diane L. Borden

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PRACTICAL PAPER

Paper: ELECTRONIC MEDIA: PLANNING AND PRODUCTION LAB

Code: BMS-291

Contacts Hours / Week: 1T+3P

Credits: 4

OBJECTIVE: This paper will introduce the students to the technology of radio and television production. Introduction to Video Camera, Microphones & Video Editing Software are the main features of this paper. This paper will familiarize the students with various equipments required for Radio Production, Video Camera & associated accessories and Video Editing Software (Adobe Premier Pro)

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | <p>Familiarization with equipment required for Radio production:</p> <p>Microphones as the first link in the audio recording and playback chain; anatomy of a microphone: diaphragm, casing and transducer; directionality of microphones; proper handling of microphones; microphone accessories: wind shield, boom rod, stand Cables and connectors Mixing and equalization; noise reduction Audio editing software (Logic Pro/Nuendo/ Pro tools)</p> <p>Exercise: Speaking into the microphone (Single microphone individual exercise for every student) Producing a live radio programme of max 10 minutes duration (Group exercise)</p> | 12 |
| 2 | <p>Familiarization with Video Camera, its accessories and their functions</p> <p>Framing and composition Lenses Parts of a video camera Colour temperature and white balance Types of shots and camera movements Basics of Visual Language: Shots, Scenes, Sequences Camera Angles, Camera Movements, Image Sizes</p> <p>Exercise: Students work in pairs to record short interviews</p> | 14 |
| 3 | <p>Familiarization with video editing software (Adobe Premiere Pro/ FCP 10)</p> <p>Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions Basic Cut to Cut editing for making Television News</p> <p>Exercise:</p> | 14 |

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| | Groups of 4 students produce a news capsule. All news capsules are put together to produce a news bulletin | |
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SUGGESTED READINGS:

- *Television Production* by Gerald Millerson, Jim Owens Publisher: Focal Press Published 2009
- *Television Production* by Alan Wurtzel Publisher- McGraw-Hill, Pub Date: 1983
- *Cinematography: Theory and Practice* by Blain Brown
Pub Date: 2002 Publisher: Butterworth-Heinemann
- Professional Cameraman's Handbook by Carlson, Sylvia E.,
Carlson...Pub Date: 1994 Publisher: Butterworth-Heinemann
- *The Technique of Television Production* (The Library of Communication Techniques) by Gerald Millerson Publisher: focal Press Published 1989
- *Sound for Picture: The Art of Sound Design for Film and TV* (mix pro audio series) Tom Kenny. Artistpro, 2000
- Alkin, Glyn. 1996. *Sound Recording and Reproduction*. 3rd ed. Focal Press.
- 8) *Sound and Recording* Sixth Edition 2009, Francis Rumsey and Tim McCormick. Focal Press.
- www.shure.com

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SESSIONAL PAPER

Paper: WORLD HISTORY AND CURRENT AFFAIRS II

Code: BMS-281

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: The guiding philosophy behind creation of this paper is to increase the awareness level of the students and make them appreciate the socio political forces that have shaped our lives.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| | Major ideas - Nationalism, Imperialism, Feminism, Racism | |
| 1 | Europe: Unification of Germany & Italy, American Civil War | 8 |
| 2 | First war of Independence in India, India comes under British crown, formation of Indian National Congress, Young Bengal Movement and Bengal Renaissance | 6 |
| 3 | Contemporary times (Current affairs): Contemporary events that connect to the ideas of nationalism, imperialism, feminism, racism: For example, border disputes in contemporary times, The rise of Islamic fundamentalism and Hindutva; Cases of sexual harrassment at place of work and the The _me too‘ phenomenon; Neo colonialism through the transnational media, Hegemony of giants like Google and FaceBook in cyberspace | 6 |

SUGGESTED READINGS:

- <https://www.youtube.com/channel/UC7IcJI8PUf5Z3zKxnZvTBog>
- <https://www.youtube.com/channel/UCJciFtDGPBZ3SOGL-0WxFcg>
- <https://www.youtube.com/channel/UCABe2FgVNv2hgBeMu2mvSVg>
- <https://www.youtube.com/channel/UCX6b17PVsYBO0ip5gyeme-O>
- Films/ Novels/ Short Stories/ Newspaper articles related to the major ideas discussed in this course

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SEMESTER-III

Paper: INTEGRATED MARKETING COMMUNICATION I

Code: BMS-301

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: To introduce the students to concepts of the market, marketing strategy and branding; to introduce advertising as a market strategy

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | MARKETING The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix Marketing Research Market Segmentation Development and Lifecycle Strategies Classification of Products Product Hierarchy&Product Life Cycle (PLC) | 6 |
| 2 | Brand and Branding Strategy: Advantages and disadvantages of branding Brand Equity Brand Positioning Integrated Marketing Communications (IMC) Communication Development Process Budget Allocation Decisions in Marketing Communications | 8 |
| 3 | Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing Product Mix Pricing Strategies Sales Promotion <i>Case Study:</i> Tata Motors – Nano: A dream car for the poor, Big Bazaar woos the customer | 6 |
| 4 | ADVERTISING Introduction to Advertising: Definition, History, as a Communication Process Types of Advertising: Consumer Ads, B-B ads, Trade Ads, Retail Ads, Financial Ads Advertising Agency: Role, Commission system, Types of service agencies, Agency Personnel, Account planning, account management, servicing, creative, contents. Advertising Media: Primary, Secondary, ATL (Press, Radio, TV, Alternative TV, Cinema, Outdoor & Transportation), BTL (Sales | 10 |

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| | Literature, POS, Aerial ads, calendars, stickers), Future Trends in ads Advertising Research Apex bodies in advertising like AAI Code of conduct (ASCI) | |
| 5 | The creative aspects of advertising Copywriting Design & Layout: AIDCA, Eight Laws of Design Preparing ads for print, radio, online ads, Out-of-home Advertising Emerging Trends in advertising Consumer Behaviour and Advertising appeals Advertising Effectiveness and Consumer buying decision process Ad Campaign: Types and features Socio-economic effects of advertising Project: To do market research for a product to be launched To make a full-fledged ad for two different media, based on demographic analysis. | 10 |

SUGGESTED READINGS:

- *Marketing Management (4th ed.)* by Rajan Saxena
Advertising (4th ed.) by Frank Jefkins & Daniel Yadin
David Ogilvy, *Ogilvy on Advertising*

Note: For an in depth study on creative aspects of advertising and analysis of advertisements, a certified online course may be taken up.

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: FILM STUDIES I + Film Diary

Code: BMS-302

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: This paper will familiarize students with the development of a new form of expression called –cinema and trace its development from silent era to talkies. The objective of this paper is to make the students appreciate how technology, society, politics and commerce have come together to give shape to cinema as we know it today

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Pre-history of cinema & Early Cinema Persistence of vision toys, Eduard Muybridge's experiment, Janssen's capturing of transit of Venus, invention of cinematograph and kinoscope, Primitive mode of representation, Melies, Porter, Griffith | 8 |
| 2 | Early Indian cinema Hiralal Sen, Save Dada, Phalke, Baburao Painter, early sound era in Indian cinema | 6 |
| 3 | How to Read a Film What is cinema, genres of cinema, technology, aesthetics, commercial aspects of cinema, film and other arts Project: Analysis of a film of one's choice | 6 |
| 4 | World cinema: Hollywood MPPC, Rise of the studio system, Coming of sound, Consolidation of the Studio System: Vertical integration; Golden era of Hollywood, Classical Hollywood narrative Project: PPT presentation on any one studio from among the Big Five and Little Three Or PPT presentation on any star | 10 |
| 5 | World Cinema: European Cinema German Expressionism, Soviet cinema, Italian Neorealism, French New Wave, Surrealism | 10 |
| 6 | Film screening and film diary | 20 |

SUGGESTED READINGS:

- How to Read a Film by James Monaco
- Film Art by Bordwel & Thompson
- History of Narrative Film by David Cook
- The Illustrated History of Soviet Cinema by Neya Zorkaya;
- Film Theory & Criticism (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- Cinemas of India (Pub: Macmillan)

Note: For an in depth study of Unit 3, a certified online course may be taken up

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PRACTICAL PAPERS

Paper: FILM MAKING –I (Lab)

Code: BMS-391

Contacts Hours / Week: 1T+3P

Credits: 4

OBJECTIVE: This paper will help the students understand how a director, with the help of technicians, creates a diageitic world and peoples this world with characters. Students will learn the step by step process of making a fiction film

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Overview of production process from idea to screen Development – pre production – production – post production – distribution Roles of various personnel: Director & his team, Production designer & his team, DOP & his team, Executive producer, production manager, line producer & others | 4 |
| 2 | Pre-production: Writing for non-fiction Synopsis, proposal outline, research, treatment & structure The art of writing narration | 6 |
| 3 | Writing for fiction: Filmic space, time, structure; Character & plot development; action & dialogue; Technique of writing screenplay; shooting script & story board | 6 |
| 4 | 10 shot exercise for fiction Telling a story in exactly 10 shots: Not more than 3 characters, not more than 2 locations | 10 |
| 5 | Production of a documentary film of maximum 10 minutes duration Max 3 days of shooting and 3 days of editing to rough cut, Writing narration, recording narration and music; 2 days of edit to finished film | 14 |

SUGGESTED READINGS:

- Directing the Documentary by Michael Rabiger,
- A Manual of Film Script Writing by Swain & Swain;
- Alternate Scriptwriting By Ken Dancyger and Jeff Rush Pub: Focal Press
- Screenwriting for the 21st Century By Pat Silver Lasky Pub: Batsford
- The Art of Screenwriting By Syd Field Pub: Penguin
- Writing the Short Film by Pat Cooper, Kan Dancyger, Pub Focal Press
- Making Movies by Sidney Lumet, Pub: Vintage Books

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: ADVANCED PHOTOGRAPHY Lab

Code: BMS-392

Contacts Hours / Week: 1T+2P

Credits: 3

OBJECTIVE: This paper will focus on an advanced knowledge about photography and the different genres and application of the same. The objective of this paper is to encourage students to actively participate in the teaching learning process through the use of flipped classrooms.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Basics of Photography Analog Photography and chemical processes SLR Digital Photography Exposure – Aperture, Shutter Speed and Sensitivity (ISO) Metering System Different Camera Modes Lens – Types and Functions (Including specialized lenses like Tilt Shift lens) Filters – Types and Functions | 8 |
| 2 | Light and Colour Lighting – Indoor and outdoor Types of lights and accessories Flashes – Types and Function White Balance and Colour Temperature | 5 |
| 3 | Masters of Photography Ansel Adams, Man Ray, Edward Steichen, Alfred Steiglitz, Paul Strand, Robert Capa, Henri Cartier Bresson, Cecil Beaton, Dorothea Lange, Margaret Bourke-White, Annie Leibowitz, Lala Deen Dayal, Raghu Rai, Raghubir Singh, Homai Vyarawalla, Prabuddha Dasgupta, Dayanita Singh. Flip classes | 5 |
| 4 | Genres of photography Portrait Photography, War Photography, Fashion Photography, Street Photography, Candid Photography, Press Photography, Wildlife Photography, Food photography PROJECT: A photography assignment on any two genres according to one's choice. | 12 |

SUGGESTED READINGS:

- The Guide for Serious Photographers by Michael Langford
- On Photography by Susan Sontag
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson
- <https://digital-photography-school.com/digital-photography-tips-for-beginners/>

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: DESIGN PAGE LAYOUT LAB

Code: BMS-393

Contacts Hours / Week: 1T+3P

Credits: 4

OBJECTIVE: The aim of this paper is to sensitize the students to the aesthetics of the printed page and to teach them the tools of designing a printed page, specially the page of a newspaper

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Revision of Layout and Design What is Layout? History of Layout Design The purpose of Layout Design Kinds of Layout Design | 4 |
| 2 | Revision of Planning Layout Design Principles of Page Layout Elements of a Layout Adding pictures to the page Something about Typography | 4 |
| 3 | Introduction to Adobe In Design Workspace In Design asset management Multiple documents Working with tables Text frames and heading Exporting & different file creations | 20 |
| 4 | Content creation, design and publication of a newsletter/ 4 page news paper | 12 |

SUGGESTED READINGS:

- Modern Newspaper Design – E C Arnold
- Editing and Design – Harold Evans
- Newspaper Design – Allen Hut

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SESSIONAL PAPER

Paper: WORLD HISTORY & CURRENT AFFAIRS III

Code: BMS-381

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: The guiding philosophy behind creation of this paper is to increase the awareness level of the students and make them appreciate the socio political forces that have shaped our lives.

Course Content

| MODULE | CONTENT | Teaching Hours |
|----------|--|----------------|
| | Major ideas -Fascism, Communism, Maoism, Terrorism | |
| 1 | The world: World Wars (I & II), War of Independence, Cold War, Political Turmoil of 60s & 70s, Fall of Communism in Europe, Arab world and rise of Islam | 8 |
| 2 | India: Partition of Bengal, Formation of Muslim League, Gandhi and his contemporaries, Independence and partition, Challenges of independent India, Naxalite movement, Bangladesh War | 8 |
| 3 | Current Affairs: Contemporary events that connect to the ideas of fascism, communism, Maoism, terrorism (Events like Babri Masjid demolition, 9/11, 26/11, Maoist insurgency in contemporary India, the Kashmir issue, the rise of Hindutva and the idea of Hindu Rashtra) | 4 |

SUGGESTED READINGS:

- <https://www.youtube.com/channel/UC7IcJI8PUf5Z3zKxnZvTBog>
- <https://www.youtube.com/channel/UCJcjFtDGPBZ3SQGL-0WxFcg>
- <https://www.youtube.com/channel/UCABe2FgVNV2hgBeMu2mySVg>
- Films/ Novels/ Short Stories/ Newspaper articles related to the major ideas discussed in this course

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SEMESTER-IV

Paper: DIGITAL MEDIA

Code: BMS-401

Contacts Hours / Week: 4L

Credits: 4

OBJECTIVE: To make students understand how new media is a break away from traditional media and to make them appreciate the true scope and potential of digital media

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Introduction to New Media What is new about new media: Difference between new and traditional media; Rise of Internet Convergence of media: Its meaning and scope Issues of ‘digital divide’ Cyber space and cyber culture: Interactivity and collective intelligence; cyber communities, fan clubs, emerging cyber language Globalization and new media: New media and e commerce; New media and social movements (Anna Hazare phenomenon, Nirbhaya case, Arab spring); New media and political campaigns (Twitter handles of politicians, Man ki Baat); new media and e governance (Income tax filing, Adhaar card); new media and education (Self learning, MOOCs, ICT in the classroom) | 12 |
| 2 | World Wide Web: Basic concepts Domains and Portals Browsers and Search Engines Hyperlinks and Deeplinks Social and Professional Networking Sites | 4 |
| 3 | Cyber Laws and Ethics Cyber Laws in India Cyber Crime Copyright, IPR and Copyleft Piracy Culture and Plagiarism | 4 |
| 4 | Writing for the digital media Cyber journalism, web sites, E-newspaper, Internet TV, Internet radio, Social Media –Twitter, Instagram, Youtube, Facebook Writing and Design for online medium - Interactivity of form and content in new media, Linear writing v. interactive writing, Grammar of interactivity Writing for Wikipedia | 10 |

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| | Multimedia storytelling, Hypertext fiction. Practical Project Students use the wiki, make multimedia stories with hyper links Students may be encouraged to contribute to Wikipedia | |
| 5 | Cyber Journalism Concept, definition and scope Cyber Journalism tools Do's and Don't of Cyber Reporting and Editing Fake news and its control Headline writing, handling and developing a story for net Writing style Civic journalism Online Polls Projects and Assignments on Cyber writing style and Online polls. | 10 |

SUGGESTED READINGS:

- Lev Manovich, *The Language of New Media*
- Manuel Castells, *The Internet Galaxy*
- Anuel Castells, *Networks of Outrage and Hope: Social Movements in the Internet Age*
- Interactive Design for New Media and the Web, Juppa
- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert
- Breaking News: The Craft and Technology of Online Journalism, Sunil Saxena

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Paper: ADVANCED TELEVISION STUDIES

Code: BMS-402

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: This paper will familiarize the students with the growth and development of television in India, functioning of a television studio fitted with a multi camera set up and also the modalities of live telecast. The objective of this paper is to familiarize the students with the ethos of television production, through theoretical inputs and hands on exercises

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | <u>Growth and development of television in India</u> The first two decades of Indian television The SITE Experiment Asian Games and forming of National Network Gulf War and coming of satellite TV Proliferation of private TV channels The ratings war (With an overview of the ratings process) | 12 |
| II | <u>Live Telecast</u> Digital satellite news gathering The OB van, Back packs and live streaming from the field; Two way live video; one way video – two way audio Live feeds during a live telecast from studio Organization of the television screen Split screen, lower thirds, logo, choice of fonts, text animation, graphics, bumpers Breaking news What constitutes breaking news, breaking news and developing story; ethical issues to be kept in mind during live telecast | 08 |

SUGGESTED READINGS:

- Nalin Mehta, *India on Television*
- Television Production Handbook by Roger Inman, Greg Smith
- Television Programme Production
- Television Production by Gerald Millerson
- Production of a Live TV Interview through Mediated Interaction by Mathias Broth, Stockholm University

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Paper: INTEGRATED MARKETING COMMUNICATION-II

Code: BMS-403

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: To understand the ethos of corporate communications and be familiar with the practices of public relation as an essential element of corporate communication

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Meaning and Definitions, Basic elements of PR Historical Perspective: Pioneers-Ivy Lee in America, Edward Bernays PR Models: Press Agent/Publicity, Public Information Model, Symmetric & asymmetric models Excellence Theory Relation among PR, Marketing and Advertising PR and Publicity, Lobbying, Propaganda, Advertising- PR Difference, PR budget, PR Department | 12 |
| 2 | In house PR- Structure, Scope, Role & Function PR Consultancy- Structure, Role, Scope & Function Difference between In-house PR and a PR Consultancy PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship Evaluation and Impact Types of PR: Internal and External Employee Relations Financial Relations: Shareholders, Stakeholders Corporate PR Community Relations Lobbying PR for the Government Sector: DAVP, PIB, Film Division, IIMC, RNI, Prasar Bharati etc. Media Relations Tools of PR: House Journal, Press Conference, News Release, Rejoinder, Backgrounder, Media Tracking, Blog writing etc. PR Writing | 12 |
| 3 | Definition, Role, Scope, Functions & Relevance Internal and External Communications Elements of a Corporate Communication Plan Corporate Communication Strategies and Tools: Corporate Governance Crisis communication Corporate Reputation management Corporate Identity Events, Sponsorships, Trade Shows Corporate Advertising | 12 |

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| | Corporate Social Responsibility & Sustainable Investor Relations | |
| 4 | Project: Writing a press release to announce a press conference Conducting a mock press conference | 4 |

SUGGESTED READING:

- Management of Public Relations & Communication (2nd ed.) by Sailesh Sengupta

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(Effective from Admission Session 2018-2019)

Paper: FILM STUDIES-II + Film Diary

Code: BMS-404

Contacts Hours / Week: 4L

Credits: 4

OBJECTIVE: This paper helps students to perceive cinema as a language system. The paper also familiarizes the students with Indian cinema from early sound era to present days.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Cinema as a sign system Signs around us; cinema as a sign system; Signifier, signified; icon, index, symbol as signifiers; connotation and denotation; paradigmatic and syntagmatic connotations; Codes in cinema: culturally derived codes, artistically borrowed codes, codes unique to cinema | 6 |
| 2 | Genres Meaning of genre, genre as a business strategy, genre as a sign system, synchronic and diachronic aspects of genres; genre cycle, identifying features of genres like Film Noir, Sci fi, thrillers; in depth analysis of three fundamental genres - musicals, westerns, gangster films – and how they have re-invented themselves over the years | 8 |
| 3 | Auteur theory and the debate around it Meaning of auteur; Alexandre Astruc, Francois Truffaut, Andrew Sarris, debate between Andrew Sarris and Pauline Keal Study of works of auteurs like Hitchcock, Ray, Tarrantino, Guru Dutt Project: Students work in pairs and do a video essay on any auteur | 6 |
| 4 | Indian cinema Coming of talkies Studio era: New Theatres, Prabhat Studio, Bombay Talkies New Indian Cinema: Satyajit, Ritwik, Mrinal Indian New Wave and role of NFDC Indian cinema after the arrival of the multiplex | 10 |
| 5 | Hindi cinema after 1947 Breakdown of studio system Rise of individuals: Raj Kapoor, Guru Dutt, Mehboob Khan, Bimal Roy Angry Young Man Globalization and making of Bollywood Project: In depth analysis: Some examples Identifying an emerging genre in Bollywood and analysing its growth trajectory Or | 10 |

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| | | |
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| | Analyzing the change in depiction of women in Bollywood films Or -Is Dil Chahta Hai a cornerstone in the history of Bollywood? Or any other emerging trend | |
|--|---|--|

SUGGESTED READINGS:

- *How to Read a Film* by James Monaco
- *Film Art* by Bordwel & Thompson
- *History of Narrative Film* by David Cook
- *Major Film Theories* by Dudley Andrew
- *Film Theory & Criticism* (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- *Cinemas of India* (Pub: Macmillan)
- *THE ART OF CINEMA* by B.D Garga;
- *Mother India*, Gayatri Chatterjee, BFI;
- Gayatri Chatterjee, *Awara*, BFI
- Darius Cooper, *In Black and White: Bollywood and the Melodrama of Guru Dutt*, Seagull Books
- Ed. Raminder Kaur, Ajay J Sinha, *Bollyworld: Popular Indian Cinema through Transnational Lens*, Sage Publications

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Understanding Stage Production

Code: BMS-405

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: Stage Production is an important collaborative art form which is actually a predecessor of the present day audio visual medium. Understanding & studying its aspects, characteristics, forms & perspectives is significant for having a proper insight in the audio visual medium as a whole.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Introduction & History <ul style="list-style-type: none">History and Development of Indian Theatre, Natya Sastra – BharataPoetics by AristotleDifferent Theatre forms – First theatre; Proscenium theatre; Third theatre | 6 |
| 2 | Stage production Planning <ul style="list-style-type: none">Drama - Selection, Adaptation, Original Scripting with reference to the socio-political-economic events around us and its acceptance by the cast and the crew members, writing a script.Review of a Theatre productionRenowned directors of Indian theatre Sombhu Mitra, Utpal Dutta, Badal Sarkar, Habib Tanveer, Girish Karnad, Arun Mukhopadhyay, Hesnam Kanhailal, Satish Alekar, Ratan Thiyam, Rudraprasad Senguta | 8 |
| 3 | Understanding Theatrical Logistics <ul style="list-style-type: none">Acting - Different Acting Styles (Classical Acting, Stanislavski's Method, Method Acting, Brechtian Method, Meisner Technique and Practical Aesthetics)Acting for different media – Stage, Audio, Audio VisualDifferent types of performance spaces - Folk Theatre, Proscenium Theatre, Third Form, Street Theatre, Blackbox Theatre, Intimate Theatre | 6 |

SUGGESTED READINGS:

- History of the Theatre*, Oscar G. Brockert and Franklin J. Hildy
- The Empty Space* by Peter Brook
- An Actor Prepares* by Konstantin Stanislavski
- Working on the Play and the Role: The Stanislavsky Method for Analyzing the Characters in a Drama*
- Making the Scene* by Oscar Brockert
- Curtains* by Kenneth Tynan
- Poetics, Plays, and Performances: The Politics of Modern Indian Theatre* by Vasudha Dalmia
- History of Indian Theatre* by Manohar Laxman Varadpande

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- *Indian Theatre: Traditions of Performance*
- *Religion and Theatre* by Manohar Laxman Varadpande
- *Natyashastra* By Bharata Muni (Translation by Bharat Gupt)

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

PRACTICAL PAPERS

Paper: Advanced Television Studies Lab

Code: BMS-491

Contacts Hours / Week: 2P

Credits: 2

OBJECTIVE: This paper will familiarize the students with the growth and development of television in India, functioning of a television studio fitted with a multi camera set up and also the modalities of live telecast. The objective of this paper is to familiarize the students with the ethos of television production, through theoretical inputs and hands on exercises

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|--|----------------|
| I | <p><u>The Television Studio</u> Studio floor plan and layout dio décor, colour scheme, backdrop and green screen</p> <p>Iti camera basics ed for multi camera shooting, positioning of cameras, tele prompter, Multi-camera terminology and crew assignments, control room</p> <p>hting for Multi-cam shoot: vision of Basics of Light, Colour Temperature and White Balance, Contrast Ratio</p> <p>pes of Lights, Lighting equipment and accessories, 3 Point Lighting, 5 Point Lighting for multi cam set up</p> <p>dio for Multi-cam shoot: cording, Editing, Mixing, Mastering, Sound quality and Noise</p> <p>choring a television show ess code, body language, language; Developing a personal style; Conducting a television interview</p> <p>roduction control room & online editing</p> | 10 |
| II | <p><u>Production of Television Programmes (Hands on group exercise)</u> Pre-production Conceptualizing a non-fiction studio based television series; conceptualizing an episode in the series; research; reccee; scripting and preparing flow chart of segments; budgeting; Choice of anchor and other participants; Writing the anchor script</p> <p>roduction of one episode of the series les of crew members, role of producer</p> <p>st production: Packaging the episode line and off line editing, adding special effects, signature tune, graphics</p> <p>omotion: Preparing promotional video of the series</p> | 10 |

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Film Making II (lab)

Code: BMS-492

Contacts Hours / Week: 1T+2P

Credits: 3

OBJECTIVE: This paper will help the students understand how a director, with the help of technicians, creates a diegetic world and populates this world with characters. Students will learn the step by step process of making a fiction film.

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|--|----------------|
| I | Advanced camera and lighting exercises The lens as a narrative element Camera movements and accessories required for these movements: Rigs, gimble, steady cam, 360° camera, drone; specialized cameras like Go Pro, Osmo, Drone Dramatic lighting | 8 |
| II | Location sound recording and audio post production Recording dialogues during shooting Recording sound effects and ambience Dubbing Foley effects Track laying and mixing Mixing for stereo Mixing for 5.1 surround sound (Demo only) | 8 |
| III | Advanced editing exercises (Adobe premiere Pro / FCP 10): Exercises in continuity editing, Filmic space and time through editing, editing an action sequence, graphic and rhythmic editing, editing a trailer of a film | 8 |
| IV | Pre-production for a fiction film Story, screenplay, location hunting, casting, production design | 6 |
| V | Production of a fiction film of maximum 10 minutes duration Max 3 days of shooting | |
| VI | Post production of the fiction film Max 4 days of edit | |

SUGGESTED READINGS:

- *Film Art: An Introduction* – D. Bordwell & K. Thompson
- *Movies & Methods* (2 vols.), Pub: Seagull Books
- *The Technique of Film Editing* – L. Reisz & G. Millar
- *Oxford History of World Cinema*
- *A History of Narrative Film* – David Cook
- *How to read a film* – James Monaco
- *The Oxford Guide to Film Studies*
- *Film Theory & Criticism* – Ed. Leo Braudy & Cohen
- *Non-Fiction Film: A Critical History* – R. M. Barsam
- *Documentary: A History of Non-Fiction film* – E. Barnouw

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Stage Production Lab

Code: BMS-493

Contacts Hours / Week: 2P

Credits: 2

OBJECTIVE: The overall objective is to make the syllabus more practical oriented and focussed towards hands on case study based learning. All lectures should be based on the aspect of practical application.

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | Stage production Planning <ul style="list-style-type: none">• Planning a Stage Production, Role of a director• Viability of Costing, Flexibility, Set, Light, Sound, Costume, Make Up, Auditorium, Actors• Classroom viewing of Stage Production Case Study of Theatre production (practical project) | 4 |
| II | Understanding Theatrical Logistics <ul style="list-style-type: none">• Stage - Dimensions and its importance, Front, Middle, Backstage, Stage within a Stage, Mapping of a Stage, Action Area, Acting Area, Apron Area• Stage - Light Design, Lighting Zones, Sound Design• Stage - Set Design, Props, Costume & Make Up• Budgeting and Pricing of tickets, Comparison between Professional & Amateur Theatre | 6 |
| III | Designing a Stage Production of 8-10mins (Practical) <ul style="list-style-type: none">• Script Development for Stage Production• Planning & Visualization of the Stage Production (Set & Props designing, Light designing, Casting, Sound designing)• Designing & executing the Stage Production | 10 |

Suggested Readings:

- *History of the Theatre*, Oscar G. Brockert and Franklin J. Hildy
- *The Empty Space* by Peter Brook
- *An Actor Prepares* by Konstantin Stanislavski
- *Working on the Play and the Role: The Stanislavsky Method for Analyzing the Characters in a Drama*
- *Making the Scene* by Oscar Brockert
- *Curtains* by Kenneth Tynan
- *Poetics, Plays, and Performances: The Politics of Modern Indian Theatre* by Vasudha Dalmia
- *History of Indian Theatre* by Manohar Laxman Varadpande
- *Indian Theatre: Traditions of Performance*
- *Religion and Theatre* by Manohar Laxman Varadpande
- *Natyashastra* By Bharata Muni (Translation by Bharat Gupt)

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SEMESTER-V

Paper: MEDIA RESEARCH AND METHODOLOGY

Code: BMS-501

Contacts Hours / Week: 4L

Credits: 4

OBJECTIVE: To make the students appreciate the importance of media research and get familiarized with the various research tools and methodologies

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Understanding Research What is research? Purposes of research Types of research: Descriptive and analytical, Applied and fundamental, Quantitative and qualitative, Conceptual and empirical, Inductive and Deductive research Variables: dependent, independent, extraneous | 4 |
| 2 | Concepts in research Population, Sample, Sample Error, Pilot survey, Non-response Measurement Scales- Types | 4 |
| 3 | Research Methodology: Internet tools for research (research gate/ INFLIBNET/ India Stat/ UNDP data banks/ World Bank data banks), how to use Google for research/ using Google scholar effectively Using Word for references, end note, foot note adding Types of Research Design: Qualitative Research Types Quantitative Research Types | 2 |
| 4 | Steps in research process: What is research problem? Literature Review, hypothesis/research questions, data collection, data analysis, research ethics, report writing | 4 |
| 5 | Data Sources Types- primary, secondary, quantitative, qualitative Types of Market Segmentation - Demographics, Psychographics, Socio-economic Primary sources - Interviews, Observations, Questionnaires, Focus Group | 4 |
| 6 | Interviews Interview: Types - structured and unstructured, interviews and schedules Interview format - Open-ended and close ended, organization of questions, pro forma design | 2 |

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| | Conducting interviews | |
| 7 | Observations Types - structured and unstructured, participant and non-participant Content Analysis | 4 |
| 8 | Focus Group How to carry out a focus group, advantages and disadvantages of a focus group, role of the moderator | 2 |
| 9 | Sampling and types of sampling | 2 |
| 10 | Survey - Purpose of Surveys, Framing a questionnaire, Ethics of Surveys Hypothesis, Statistics | 2 |
| 11 | Report Writing | 2 |
| 12 | Concepts in Print Media Research: Readership Research, Circulation Research, Typography and Makeup Research Television Research: Ratings and non-ratings research | 4 |
| 13 | Excel Spread Sheet2 Graphical Representation | 4 |

SUGGESTED READINGS:

- Research Methodology: Methods and Techniques by C R Kothari
- Mass Media Research: An Introduction: Roger D. Wimmer, Joseph R. Dominick

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(Effective from Admission Session 2018-2019)

Paper: ENTREPRENEURSHIP & MEDIA MANAGEMENT

Code: BMS-502

Contacts Hours / Week: 4L

Credits: 4

OBJECTIVE: This course will introduce students to management theories needed to manage a media organization, give a brief overview of media organizations and entrepreneurship basics. The objective of this paper is to equip students with an understanding of management of media organizations and teach students ways by which they can monetize a media venture.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Media Industries, Their Rise and Media Environment Evolution of the American Model of Free Press Media Factories and Audience as Commodity The Changing Media Organization Context Ownership pattern and control of Media in Indian perspective – Print, Radio & Television; Organizational set up of Private owned media organization. Corporatization of mass media after globalization; Cross Media ownership | 6 |
| 2 | Management Theories Classical Industrial Management Approach, Basic management concepts- marketing concepts and strategies, Theory X ,Y and Z Management theories- management functions, Fayol's principles of management Growth of Human Relations Management Concepts Identifying competitors-competitive strategies special to media organizations (Times of India and other newspaper's strategies) Organizing, communicating, coordinating and controlling, planning, scheduling, budgeting, production. | 10 |
| 3 | The essentials of starting a business Organizational structure Human Resources Finances Marketing Ideation, idea pitching, team Networks, Professional Services, and Intellectual Property | 14 |
| 4 | Branding, Strategy, and Summary Creating an actual start up | 10 |

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(Effective from Admission Session 2018-2019)

Paper: ECOLOGY & ENVIRONMENT

Code: BMS-503

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: To sensitize the students to the pressing environmental issues of the day and to equip them with the technique of communicating these issues in the media.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Multidisciplinary Nature of Environmental Studies <ul style="list-style-type: none">• Definition, scope and importance of communication for environment.• Need for public awareness and communication towards environmental problems and prospects (Contemporary means to tackle environmental degradation in Indian Perspective).• Reviewing the Working of Government and Non-Government Organizations to uphold the environment in India. | 3 |
| 2 | Natural Resources <ul style="list-style-type: none">• Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. Case Studies from India• Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems. Case Studies from India• Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, Case Studies from India. Case Studies from India• Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, Case Studies from India.• Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case Studies from India.• Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Case Studies from India• Role of media individuals in conservation of natural resources.• Equitable use of resources for sustainable lifestyles. Case Studies from India | 7 |
| 3 | Ecology <ul style="list-style-type: none">• Concept of an ecosystem.• Structure and function of an ecosystem.• Producers, consumers and decomposers. | 7 |

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| | <ul style="list-style-type: none"> • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem:- • Forest ecosystem (BBC Documentaries) • Grassland ecosystem (BBC Documentaries) • Desert ecosystem(BBC Documentaries) • Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)(BBC Documentaries) • Study of simple ecosystems-pond, river, hill slopes, etc. (Project Observation) • Study of common plants, insects,birds. (Project Observation) | |
| 4 | <p>Biodiversity and its Conservation</p> <ul style="list-style-type: none"> • Introduction — Definition: genetic, species and ecosystem diversity. • Bio-geographical classification of India • Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, National and local levels. • India as a mega-diversity nation • Hot-spots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. • Talk by a Naturalist on -Protection of Biodiversity • Visit to a Biodiversity Hotspot: Hills, Plains, Forest, Delta Region (Project) | 6 |
| 5 | <p>Environmental Pollution</p> <ul style="list-style-type: none"> • Causes, effects and control measures of: - • Air pollution • Water pollution • Soil pollution • Marine pollution • Noise pollution • Thermal pollution • Nuclear hazards • Solid waste Management: Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. Pollution case studies. • Disaster management: floods, earthquake, cyclone and landslides. • Reporting Environment news, Environment News | 8 |

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| | Gathering <ul style="list-style-type: none">• Visit to a local polluted site — Urban / Rural / Industrial / Agricultural. | |
| 6 | Social Issues and the Environment <ul style="list-style-type: none">• From Unsustainable to Sustainable development• Urban problems related to energy• Water conservation. Rain water harvesting, watershed management Resettlement and rehabilitation of people: its problems and concerns. Case studies. Environmental ethics: issues and possible solutions. Climate change. Global warming acid rain, ozone layer depiction. Nuclear accidents and holocaust. Case studies. Wasteland reclamation.• Consumerism and waste products.• Environmental Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act• Wildlife Protection Act• Forest Conservation Act• Issues involved in enforcement of environmental legislation.• Public awareness. | 9 |

SUGGESTED READING:

- Environmental Studies - S.C. Sharma & M.P. Poonia
- Environment and Ecology- S.N. Pandey, S.P. Misra
- Elements of Environmental Pollution Control - O.P. Gupta
- Disaster Management - S.C. Sharma

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Specialization paper

Paper: ELECTRONIC MEDIA PRODUCTION

Code: BMS-504A

Contacts Hours / Week: 2L

Credits: 2

Objective: To give thorough training to the students in producing programmes for television and radio and to make them understand the criteria for making a programme popular

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | <p><u>Television Production</u></p> <p>1.1 Understanding audience measurement and its business implications: TAM, TRP and GRP: their meaning, procedure and usage. Role of research in electronic media in business perspective.</p> <p>: Review of fiction and non-fiction programmes and its process: Case studies of successful television programmes like <i>Rojgere Ginni</i> as an indigenous programme and <i>Indian Idol</i> and <i>KBC</i> as a franchise programmes Analysis of reality shows as a genre: Tracing its history from documentaries Case study of phenomenal success of <i>Ramayan</i> and <i>Mahabharat</i> Case study of fiction series like <i>Humlog</i>, <i>Udaan</i>, <i>Nukkar</i>, <i>Rajani</i>, <i>K Series</i>, <i>Jassi Jaisi Koi Nahin</i></p> <p>1.3: Understanding of Broadcast Technology: Terrestrial Broadcast, Cable Network, CAS and DTH: Technology and their business model.</p> | 12 |
| 2 | <p><u>Radio Production</u></p> <p>2.1 Review of Radio programmes and its process: Overview of Radio production and related topics of previous semesters.</p> <p>2.2 The Radio Studio-In and Out: Studio layout (Studio Desk, Mixer, Control Panel, Console and Computer) Digital compression, Digital Audio Workstation (DAW) Tape formats, Editing principles</p> <p>2.3 Key Persons: Role of radio producer and Executive Producer</p> | 8 |

SUGGESTED READINGS:

- Indian Broadcasting - H. R. Luthara
- Television Production Handbook – Zetl, Thomson Wordsworth
- Editing Today – Smith, Ronf & O'Connel

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Paper: ADVERTISING PR & EVENTS

Code: BMS-504B

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: This paper will familiarize the students with contemporary AD &PR methods through case studies and group projects on areas of interest for preparing a campaign. This paper will also acquaint the students with the Creative Process in brand building and designing ad campaigns.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | <p>Further understanding of Advertising :</p> <p>Advertising & Persuasive Communication: Product Identification Understanding the product and the audience/ consumers using demographics and psychographics.</p> <p>Brand Positioning: Establishing brand/product positioning. Study of advertisement with case studies. Identify the goals for this advertisement. Identify the advertisement's channel and format.</p> <p>Art of Visualization: Creativity and visualization. Creative process in visualization. Ad copy: Elements, objective. Adapt the design for your brand, ad channel, and ad format. Writing of an ad's primary text copy- Print, TV, Radio, Digital and Our-door advertisement. Persuasive messaging into your ad copy. Add a natural call to action and/or callback to your logo.</p> <p>Advertising for different Media: Print Media, Radio& Television, Online Advertising</p> | 4 |
| 2 | <p>PR Process and Practice</p> <p>The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies</p> <p>Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)</p> <p>–</p> <p>The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin- Sports PR- Entertainment and Celebrity Management</p> <p>Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change What Media Expects from PR? Understanding Media Needs/New Value of Information etc.</p> <p>PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.</p> <p>Crisis Communication - PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations -Media Tracking, PR Angle & Response- Research in PR - Laws and Ethics in PR -Introduction to PR Awards " PR Measurements " Campaign Planning in PR</p> | 4 |

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| 3 | Digital Advertising & Digital PR in Marketing and Brand Promotions in the age of New Media: Scope, Challenges and Opportunities- Changing Trends and Leveraging the Potential of New Media –Ad &PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases) - Social Media –Platforms, Analytics and Campaigns -Online Strategies - Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media - Building Relationship through Interactivity | 4 |
| 4 | Corporate Communication Strategies and Tools: Defining Corporate Communication. Why Corporate Communication is Important? -Defining and Segmenting Stakeholders in Corporate Communication -Various kinds of Organizational Communications - Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts). | 4 |
| 5 | Crisis Communication: Applications Crisis Communication -Corporate Image Management - Corporate Identity - Events, Sponsorships, Trade Shows -Corporate Advertising - CC/PR in Brand Building -Corporate Social Responsibility & Sustainable Development - Financial Markets and Communication -Investor Relations Unit V Corporate Communication Applications - Corporate Governance - Public Affairs/Government Relations/Advocacy/ Lobbying/ Case Studies - Laws & Ethics in CC Crisis PR: Issue-emergency-crisis, Crisis PR strategies | 4 |

SUGGESTED READINGS:

- Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- Frank Jefkins: Advertising Made Simple;Madesimple Books.
- James S. Norris: Advertising;Reston Pub. Co.
- Gillian Dyor: Creative Advertising: Theory and Practice;
- AlokBajpaye: Advertising Management;
- SarojitDutta: Advertising Today: The Indian Context;Kolkata Profile Publishers
- K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (10) Anne Gregory: Public Relations; IPR Publications.
- SubirGhosh: Public Relations Today; Rupa& Co.
- Samar Ghosh: Jana Sanjog; Paschimbanga Rajyo Pustak Parshad.

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(Effective from Admission Session 2018-2019)

Paper: FILM MAKING

Code: BMS-504C

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: This paper will familiarize the students with Asian cinema and develop an appreciation for non-fiction genres through viewing, critiquing and hands on production. The objective of this paper is to make the students appreciate cinematic expressions in different cultures and also how real life elements can be shaped into a dramatic structure

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Major film theories: <ul style="list-style-type: none">• Why film theory and early film theories• Revision of Semiotics and Eight syntagmas of Christian Metz• Psychoanalytical theories: Basic concepts in Freudian psychoanalysis, Jung's idea of collective unconscious and archetype, Lacan's theory of mirror phase and development of ego; "The Imaginary Signifier" by Christian Metz; Psychoanalytical analysis of a film• Feminist film theory: What is feminism, three waves of feminism, works of early feminist scholars like Marjorie Rosen & Molly Haskell; Laura Mulvey's Visual Pleasure & Narrative Cinema; Feminism and Indian cinema; current trends from feminist perspective | 12 |
| 2 | An overview of non-fiction genres Actuality, documentary, corporate, promotional film, propaganda film, training film, educational film | 4 |
| 3 | The evolving language of documentaries from Nanook of the North to today Focus on Flaherty, Grierson, Bert Hanstraa, Basil Wright, Anand Patwardhan, Michael Moore. Leni Refensthall should also be discussed and debated. | 4 |

SUGGESTED READINGS:

- *History of Narrative Film* by David Cook
- *Directing the Documentary* by Michael Rabiger
- *Documentary* by Eric Barnow, Pub: OUP
- *Major Film Theories*, Dudley Andrew

Note: Asian and Latin American Cinema to be offered as video lectures for extra credit points. One credit is kept for each of the following countries:

Japanese cinema in the silent era; Masters: Kurosawa,
Ozu, Mizoguchi Chinese cinema: Zhang Yimou, Zhang
Yuan, Xie Fei
Korean

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cinema: Kim

Ki Duk; Hong

Kong: Wong

Kar Wai

Iran: Majid Majidi, Makhmalbuff, Jafar Panahi, Akbar

Kerostami Latin American Cinema: Cinema of Cuba,

Brazil, Argentina

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(Effective from Admission Session 2018-2019)

Paper: PRINT & CYBER MEDIA

Code: BMS-504D

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: To take the journalistic skills of the student to a level of proficiency so that the student is able to take up a professional assignment; to acquaint the student to various journalistic beats.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Origin, Types and Characteristics Origin of newspapers in India with reference to Bengal Gazette Role of language press in freedom movement. Gandhian concepts of journalism Growth of news agencies- foreign and Indian. Indian press after 1947 The Emergency Years Assignment: Project plus Quiz, Debate and Extempore on News and Current affairs. | 10 |
| 2 | News, Interview and Opinion Pieces Identifying news and their relative importance (Hierarchy of news) Structure of news – traditional and alternative forms Interview, Art of Interviewing, Types of Interview, Do's and don't of interview Human Interest Stories and Opinion Pieces Interpretative reporting Crime and Investigative reporting Types of news features and the art of writing features Writing editorials, post editorial, reviews, middle and obituary Cartoon and its importance Political & business journalism Sports journalism Lifestyle journalism Science & Environmental journalism | 10 |

SUGGESTED READINGS:

- News Reporting and Editing – K M Srivastava
- Professional Journalism – M V Kamath
- Basic News Writing – Melvin Mencher
- Theory and Practice of Journalism – B N Ahuja
- Media Speaks Management Matters – Debanjan Banerjee
- News Editing Theory and Practice – Sourin Banerjee
- Editing and Design – Harold Evans
- The Art of Modern Journalism – J J Aster
- Professional Journalists – John Hohenberg
- Journalist's Handbook – M V Kamath

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- Interactive Design for New Media and the Web, Juppa
- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert
- Breaking News: The Craft and Technology of Online Journalism, Sunil Saxena

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: PHOTOGRAPHY

Code: BMS-504E

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: This paper is basically for some in depth study of Photography whatever they have learnt from the earlier semesters. The objective is to provide the students, who are genuinely interested in Photography, the hand on training of professional Photography.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | <u>Camera Overview (Body & Lens)</u> <ul style="list-style-type: none">• The essential features for the creative use of your camera• Essential Features of digital cameras for this class• Overview of Digital Workflow. Capture, review on camera, download and storage• Shoot in RAW or JPEG?• Review of the Exposure Basics: Shutter, Aperture (Depth of Field) and ISO• Viewing Shutter Speed and Aperture you are using• Aperture Camera Mode (A or Av) Creative use• Overview of using Exposure Compensation with Aperture Mode• Digital Workflow – Reviewing exposure with Histograms and Highlights warning• Overview of Focal lengths• Setting and selecting the camera focus point• Taking in a wide view- exploring the world of wide angle with your camera• Using of different kind of lenses, camera body and gears in different situations – When and Why?• | 4 |
| 2 | <u>Light & Exposure</u> <p>Review and discussion of Class Pictures</p> <ul style="list-style-type: none">• Light and Exposure: Controlling Exposure and Exposure issues• Use of Exposure Compensation• Using Histograms for review and control of exposure with exposure compensation• Highlights warning to review exposure and adjust with exposure compensation• The Three Factors of Exposure- Shutter Speed, Aperture and ISO• Using Auto ISO or Manual setting• Light Awareness: Becoming a Light Observer• Types of Light and Direction of Light• Emotional effects of Light and Subject• Key light or Chiaroscuro• Low Key/High Key• Using your Telephoto lens setting• Textures and Patterns- Shooting the Hidden• Studio light patterns• Studio Light setup | 4 |

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| 3 | <p><u>Light & Color</u> Review and discussion of Light</p> <ul style="list-style-type: none"> • Light: Light color and temperature • Color Theory • Color Terms: Hue, Saturation and Luminance • Exploring White Balance • White Balance Settings- Auto or Manual? • The Color Histogram and Color Channels • Camera Settings and Color • Emotional effects of color • Setting mood with color • Intro. To composition using Color relationships • Exposure and camera color settings for JPEG and RAW • Black and White Photography:Relation between subject and objects/background without the distraction of color. | 4 |
| 4 | <p><u>In the Zone: Increasing your Compositional Skills</u></p> <ul style="list-style-type: none"> • Review and discussion of Class Pictures-Colour • Some thoughts on Photography as a medium • Technique and Art: Focusing more on why, not how • Central Focus or Theme, Attention to Light, Capture of Emotion • What's your Subject- Simplifying a composition • Working your Subject • Understanding and using Depth of Field creatively • DOF workarounds for compact cameras • Using ISO effectively with Aperture Mode • Composition Rules: Rule of Thirds, Golden Mean • Balance, Lines, Groups • Changing perspectives: Looking Up and Down • Ideas for Composition in the classroom and around the campus • Understanding Visual Perspectives • interaction with subjects with background and foreground | 4 |
| 5 | <p><u>Landscape, close-up, still life, indoor and outdoor portraits, use of onboard Flash & Motion Photography</u></p> <ul style="list-style-type: none"> • Review and discussion of Class Pictures- Subject or Theme • Useful camera settings: focusing, DOF, etc. • Light for various subjects • White Balance and WB settings • Use of tripod and filters • Low-light issues and stopping motion • Night time photography • Use of fill flash, day and night • Understanding macro photography • Use of Telephoto Lens for wildlife and remote objects • Useful camera settings: focusing modes, DOF, etc. • Using Shutter Speed Mode for effects • Abstractions – Shooting while moving your camera • Panning, focusing on the move • Burst mode or waiting for the “decisive moment” • Low light, fill flash and slow sync flash with motion • Balancing Shutter speed and ISO for different situations • Photographing motion with and without flash around campus | 4 |

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|--|--|--|
| | <ul style="list-style-type: none">• Understanding Candid photography | |
|--|--|--|

SUGGESTED READINGS:

- Lighting for Digital Photography : From Snapshots to Great Shots-by Syl Arena
- Art Principles in Portrait Photography: Composition, Treatment of Backgrounds, and the PROCESS Involved in Manipulating the Plate. –By Otto Walter Beck
- Black and White Photography Master class.-by John Garrett
- Blue Notes in Black and White- Photography and Jazz. by Benjamin Cawthra
- Black and White Photography: The timeless art of monochrome in the post-digital age. –by Michael Freeman.
- Photography: The complete Guide for Beginners. Learn How to take Amazing Pictures and Freeze Life in a Moment (Digital Pictures, Instagram, DSLR, Shutter Exposure)

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

SPECIAL PAPERS - PRACTICAL

Paper: Electronic Media Production

Code: BMS-591A

Contacts Hours / Week: 4P

Credits: 4

OBJECTIVE: To make the students proficient in television production through hands on exercises. The students will conceive, plan and execute broadcast worthy television programmes.

Course Content

| Module | Content | Teaching Hours (approx.) |
|--------|--|--------------------------|
| 1. | <p><u>Television Production</u></p> <p>Internet Protocol Television, OTT. Streaming through Public and Private network - Youtube, Amazon Prime, Netflix, Hotstar etc.</p> <p>1.4: Importance and utilities of different file formats:</p> <p>Ingesting raw footage in editable formats and archiving process with logsheet.</p> <p>Understanding different audio-video formats, CODEC and compression, quality and file size - AVCHD, XDCAMHD, Apple Pro Res, MPEG2, MPEG4, FLV, JPEG, TIF, GIF, TGA, MOV, WAV, MP3, DAT, MKV, AVI, PNG, 3GP, Blue Ray etc.</p> | 15 |
| 2. | <p><u>Radio Production</u></p> <p>2.1: Review of Radio programmes and its process:</p> <p>Overview of Radio production and related topics of previous semesters.</p> <p>2.2: The Radio Studio-In and Out:</p> <p>Studio layout (Studio Desk, Mixer, Control Panel, Console and Computer)</p> <p>Digital compression, Digital Audio Workstation (DAW)</p> <p>Tape formats, Editing principles</p> <p>2.3: Key Persons:</p> <p>Role of radio producer and Executive Producer</p> <p>Basics of Radio Jockeying</p> <p>2.4 Cues and Links:</p> <p>Information for the Broadcaster, information for the listeners</p> <p>2.5 Phone Ins:</p> <p>Technical facilities, programme classification, presentation style, reference materials, linking programmes together</p> <p>2.6 Musical Programmes:</p> <p>Attitudes to music, clock format, choosing music, item order, prefading to time, preparing letters and cards</p> | 10 |
| 3 | <p>3.1: Compositing and Colour Correction:</p> <p>Video compositing with graphics, text animation, motion tracking and VFX (elementary)</p> <p>Basics of colour correction</p> <p>: Audio</p> <p>Advanced sound designing using Folly using audio editing software like Logic Pro or Nuendo or Pro Tools</p> <p>: Producing a TVC using all the above effects to launch a new product</p> | 15 |

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| | Preparing a musical programme for radio | |
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SUGGESTED READINGS:

- Indian Broadcasting - H. R. Luthara
- Television Production Handbook – Zettl, Thomson Wordsworth
- Editing Today – Smith, Ronf & O'Connel
- Audio Video Systems - Bali & Bali

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Syllabus for B.Sc. Media Science Programme

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Paper: Advertising PR & Events

Code: BMS-591B

Contacts Hours / Week: 4P

Credits: 4

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | <p>PR Campaign:</p> <p>Defining Campaign Planning - Defining Campaign Planning, Brand versus Social Campaign Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement of Results. - Situation Analysis. The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products -Positioning Objectives: Current and Desired Perception Budget Setting: Factors Determining Budget, Steps Involved, Budget Plan and Execution.- Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments) Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing</p> | 8 |
| II | <p>Planning an Event:</p> <p>Introduction: Identifying an Event, Types of Event Planning of an Event, audience analysis. Event and types Event management, Planning checklist. Pre-Event- Event- Post Event. Types of Event: Corporate Event, Social Events, Education events, Private Events and Gov. & Non Gov. Events. Eg: Conferences, Business Meetings, Shareholder Meetings/ AGM , Press Conference, Press Conferences Film Festivals, other Government events. Event manager: Role and Responsibilities, Organizational structure of an Events company.</p> <p>Market research in Event planning: SWOT analysis in event planning, Market research, market analysis and competitor's analysis. Event planning – with concept of 5 W's, Event Venue Selection, Event marketing, Monitoring the event.</p> <p>Budgeting for an event</p> <p>Post Event : Event evaluation, Follow up and Feedback Link Up: Event planning and relation with Advertising and Public Relation</p> | 12 |
| III | <p>Advertising & PR Campaign Planning:</p> <p>Defining Campaign Planning - Defining Campaign Planning, Brand versus Social Campaign Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement of Results. - Situation Analysis.</p> | 8 |

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| | <p>The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products -Positioning Objectives: Current and Desired Perception</p> <p>Budget Setting: Factors Determining Budget,</p> <p>Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing</p> | |
| IV | <p>PROJECT:- Campaign Production:</p> <p>(This would be a group exercise. The group would work like an ad agency with the members representing various departments like Account Management, Media Planning Creative, and Production etc. and produce a campaign on a social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible).</p> <p>Organizing a half day event in college and getting the necessary coverage in the media</p> | 12 |

SUGGESTED READINGS:

- (1) SwetaVerma and AmitArora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple;Madesimple Books.
- (3) James S. Norris: Advertising;Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) AlokBajpaye: Advertising Management;
- (6) SarojitDutta: Advertising Today: The Indian Context;Kolkata Profile Publishers
- (7) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (8) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (9) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition (10) Anne Gregory: Public Relations; IPR Publications.
- (11) SubirGhosh: Public Relations Today; Rupa& Co.
- (12) Samar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Film Making

Code: BMS-591C

Contacts Hours / Week: 4P

Credits: 4

OBJECTIVE: The objective of this paper is to make the students appreciate through hands on exercises, how real life elements can be shaped into a dramatic structure

Course Content

| MODULE | CONTENT | TEACHING HOURS |
|--------|---|----------------|
| I | Budgeting & funding a documentary film Budgeting a documentary; Funding options in India and international forums, Proposal & budgeting formats for international forums; Pitching a documentary film | 6 |
| II | Educational and training films Types of educational films, scripting for an educational film, scope of educational films in today's scenario of self-learning, critical evaluation of some educational and training films found on the internet; appropriating internet resources to make an educational film, copyright issues | 4 |
| III | Production of a short educational video or a corporate film (Group exercise) One day of shooting, 3 days of editing | 10 |
| IV | Production of a documentary film of 10 to 15 minutes duration (Group exercise) | 20 |

SUGGESTED READINGS:

- *Directing the Documentary* by Michael Rabiger
- *Documentary* by Eric Barnow, Pub: OUP

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Print & Cyber Media

Code: BMS-591D

Contacts Hours / Week: 4P

Credits: 4

OBJECTIVE: To take the journalistic skills of the student to a level of proficiency so that the student is able to take up a professional assignment; to acquaint the student to various journalistic beats.

Course Content

| MODULE. | CONTENT | TEACHING HOURS |
|---------|---|----------------|
| I | Writing for Cyber Media Headline writing for web Developing story Style for net Content writing, aggregation and management Assignment: Content creation for web | 15 |
| II | Search Engines, Social and Professional Networking Sites What is Search Engine? Parts of Search Engine and its revenue sources Introduction to SEO Social and Professional Networking Sites Assignment: Media related post on leading social and professional networking sites with proper documentation | 15 |
| III | Privacy and Ethics of Cyber Media Privacy on the Internet Cookies, Bugs and Sniffer Packets Privacy Policy Cyber Ethics (Defamation, Litigation, Misinformation, Regulations on Bulletin Board, Copyright on net etc.) Issues related to 'big data' and data theft Assignment: Case study presentation on Cyber Laws countering cyber-crimes; Analysis of controversial global issues related to data theft Assignment: Newspaper Reading. Developing and writing news reports. Writing a well-researched feature; Writing the review of a film/ book/ restaurant | 10 |

SUGGESTED READING:

- News Reporting and Editing – K M Srivastava
- Professional Journalism – M V Kamath
- Basic News Writing – Melvin Mencher
- Theory and Practice of Journalism – B N Ahuja
- Media Speaks Management Matters – Debanjan Banerjee
- News Editing Theory and Practice – Sourin Banerjee
- Editing and Design – Harold Evans
- The Art of Modern Journalism – J J Aster
- Professional Journalists – John Hohenberg
- Journalist's Handbook – M V Kamath
- Interactive Design for New Media and the Web, Juppa

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- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert

Breaking News: The Craft and Technology of Online Journalism, Sunil Saxena

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: Photography

Code: BMS-591E

Contacts Hours / Week: 4P

Credits: 4

OBJECTIVE: This paper is basically for some in depth study of Photography whatever they have learnt from the earlier semesters. The objective is to provide the students, who are genuinely interested in Photography, the hand on training of professional Photography.

Course Content

| MODULE NO. | CONTENT | TEACHING HOURS |
|------------|--|----------------|
| I | <u>Practical Work:</u> <ul style="list-style-type: none">Practice in Aperture mode. Review viewing histogram and Highlight warning.View the world through your camera using only a wide view.Practice photography using only your wide angle view (short focal length).Try doing some of the examples presented in class. Know where to access Exposure Compensation (EC) and note where you find the histogram and highlight warnings when reviewing your images. Know how to turn off your flash. | 6 |
| II | <u>Light & Exposure</u> Review and discussion of Class Pictures <u>Practical Work:</u> <ul style="list-style-type: none">Photographing texture and patterns around you- observing light and checking your exposure with histogram and highlights warning.Shoot subjects from various distances using a medium telephoto setting. Observe light and its effects throughout the day. What kind of light is it? What kind of photography and art do you enjoy and are interested in creating with your camera.Capture the Chiaroscuro (Play with Light and Shadow)Developing portfolio in studio and outdoor | 6 |
| III | <u>Light & Color</u> Review and discussion of Light <u>Practical Work:</u> <ul style="list-style-type: none">Nature photography seeking color/color contrasts.Capture Texture, Pattern, Emotion etc with monochrome(Black & White)Capturing different shades of ColorsCapturing different materials like reflective & non reflective (Product photography) | 6 |
| IV | <u>In the Zone: Increasing your Compositional Skills</u> | 6 |

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| | <p><u>Practical Work:</u></p> <ul style="list-style-type: none">• Having fun with a subject.• Find something you are interested in and try shooting from many angles, simplifying, look for patterns and colors, combinations of colors, pay attention to the background and how it changes with different focal lengths, shoot up, shoot down.• Portrait, landscape, get in close or zoom and and compare.• Come back in different light. Shoot during day and then at night. | |
| V | <p><u>Landscape, close-up, still life, indoor and outdoor portraits, use of onboard Flash & Motion Photography</u></p> <ul style="list-style-type: none">• Review and discussion of Class Pictures-Subject <p><u>Practical Work:</u></p> <ul style="list-style-type: none">• Outdoor Field trip for Landscape, Wildlife, Nature,• Capturing insects and small objects with Macro.• Capturing the Candid moments of streets. | 6 |
| VI | <p><u>Photo editing</u></p> <ul style="list-style-type: none">• Enhancement of exposure• Brightness, contrast• Colour correction• Layers and margins• Masking• HDR | 10 |

SUGGESTED READINGS:

- Lighting for Digital Photography : From Snapshots to Great Shots-by Syl Arena
- Art Principles in Portrait Photography: Composition, Treatment of Backgrounds, and the PROCESS Involved in Manipulating the Plate. –By Otto Walter Beck
- Black and White Photography Master class.-by John Garrett
- Blue Notes in Black and White- Photography and Jazz. by Benjamin Cawthra
- Black and White Photography: The timeless art of monochrome in the post-digital age. –by Michael Freeman.
- Photography: The complete Guide for Beginners. Learn How to take Amazing Pictures and Freeze Life in a Moment (Digital Pictures, Instagram, DSLR, Shutter Exposure)

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

SEMESTER-VI

Paper: DIGITAL MARKETING

Code: BMS-601

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: Digital marketing is becoming an essential marketing strategy in every walk of life. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | A Role of Digital Marketing as part of Whole Media Mix Marketing Overview – Present Scenario – With Projection – Some Spends Data Mobile and Handset – technology – How it is disrupting ecology Differentiation of Media Assets – Paid, Owned Earned Case study for GD Brand Matrix – Where Digital can come into play – Broad discussion – With Examples Or any other relevant topic | 3 |
| 2 | Marketing Funnel – And Media tasks Key Deliveries according to the Media tasks as per the Funnel How Paid, Owned Earned – falls into funnel Paid Media - Deliveries catering to that Media task and Thus the mechanism of to deliver (That is Impressions, clicks & Engagement & app download, Leads Etc) Costing models – CPM, CPC, CTR, CPV/CPCV rates (some general rates) Case study to discuss - 30 mins discussion – GD Assignment – Create a Media Task Map for a Client (Example) | 3 |
| 3 | Owned - SEO Search Engine Optimization – What is SEO – observational Science? Understanding Keywords and Using SEO the right way Keyword Research Optimized Content – Content Writing Website analysis + Competitor study Off – Page Strategy On – page optimization Assignment – Same Client – SEO Plan | 8 |
| 4 | Owned Media UI + UX – Basic Design aesthetics – A/B split testing | 8 |

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| | <p>Social Media (Organic) Social media channels as distribution channels Popular social media platforms Identifying your goal for each social channel Social media metrics Social media management technology</p> | |
| 5 | <p>PAID Media - SEM What is SEM?, what Funnel points does SEM caters to How SEM can be Used in Different scenarios Paid Media – SEM - Pay Per Click or Search Engine Marketing Costing models – CPC, CTR rates (some general rates) Tracking – How to Track your Campaigns ROI models, Projections and A to S ratios</p> <p>PAID Media - Display Which Task Display falls under? Various Platforms – Models Various Networks available – Cross Screen How Big Data is Helping Display How Display is Getting Revamped Retargeting + Remarketing Programmatic DSP + Etc – All Terminologies + Costing Models + General Rates</p> | 12 |
| 6 | <p>PAID Media -Social Media Marketing Paid social advertising platforms Audience definition and targeting options Supported ad types Optimization Paid social metrics</p> | 4 |
| 7 | <p>Other Digital Channels Online reputation management Email Marketing Affiliate marketing Referral marketing Influencer marketing</p> | 2 |

SUGGESTED READINGS:

- *Digital Marketing: Strategy, Implementation & Practice* - Dave Chaffey & Fiona Ellis- Chadwick
- *The Social Media Bible: Tactics, Tools, & Strategies for Business Success*-Lon Safko
- *Global Content Marketing* - Pam Didner
- *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses* -Joe Pulizzi
- *You're My Favorite Client* - Mike Monteiro
- *All Marketers Are Liars* -Seth Godin
- *Youtility: Why Smart Marketing Is About Help Not Hype* -Jay Baer
- *The Big Data-Driven Business* -Russell Glass & Sean Callahan

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

SPECIAL PAPERS - PRACTICAL

Paper: ELECTRONIC MEDIA PRODUCTION

Code: BMS-691A

Contacts Hours / Week: 2T+4P

Credits: 6

OBJECTIVE: Television programmes are never standalone programmes. This paper will help the students to think in terms of series and apply a fragmented structure to each episode of the series– both for fiction and nonfiction television

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | <p>Fundamentals of electronic media marketing</p> <p>Understanding audience measurement and its business implications:</p> <p>TAM, TRP and GRP: their meaning, procedure and usage. Role of research in electronic media in business perspective.</p> <p>Professional approach to electronic media production and delivery:</p> <p>Role and scope of Public Relations in electronic media. Art of writing project reports, synopsis and pitching ideas.</p> <p>Understanding a project from its concept to commission and preparing of production flow chart:</p> <p>Project scheduling and budgeting Choosing right equipment - camera, lights and accessories Getting right people/crew members Framing production process, understanding technical challenges, making alternatives and back up planning File compression and CODEC.</p> | 15 |
| 2 | <p>Practical</p> <p>Adapting a novel or a movie for a 13 episode television series; writing the synopsis of each episode in 200 words, indicating the positions for commercial breaks; preparing a proposal for this series along with a detailed budget.</p> <p>Conceptualizing a unique nonfiction television series and writing its concept note, emphasizing why this series will be interesting, who will watch it and why. Producing a pilot episode of this series for pitching to TV channels</p> | 15 30 |

SUGGESTED READINGS:

- *Indian Broadcasting* - H. R. Luthara
- *Television Production Handbook* – Zettl, Thomson Wardsworth
- *Editing Today* – Smith, Ronf & O'Connell

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: ADVERTISING PR & EVENTS

Code: BMS-691B

Contacts Hours / Week: 2T+4P

Credits: 6

OBJECTIVE: To get familiarized with advance research tools and to apply these tools in planning an event.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Advertising Research Role, Scope and Use: The nature of advertising research, contribution of research to communication planning and other agency functions. -The process of advertising research, various kinds of advertising research, positioning research, audience research /target market research/audience tracking - Ad effectiveness studies: Recall, awareness, comprehension, likeability and empathy - Ad-tests (print/audio-visual): Concept testing/ story board tests/copy testing/TVC testing -Media efficacy studies: Reach, visibility, notice ability, positioning/branding research -Audience research/audience tracking/ad-spend tracking and modelling - Advertising content analysis - The role of research in brand management | 15 |
| 2 | Public Relation Research PR Research and Evaluation : Role of Research in Public Relations -Research Methodology and Techniques. Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.) " Attitude Research/ Usage Research " Software Learning " SPSS Software Learning " Google Analytics | 15 |
| 3 | Project: Organize a two to three day event in your college applying the ad, PR and event planning methods learnt in the previous semesters. Create a branding of the event using various media outlets Prepare a press release to ensure media coverage of the event | 30 |

SUGGESTED READINGS:

1. *Event Management & Marketing*, Pub: ICFAI

- David Ogilvy, *Ogilvy on Advertising*

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: FILM MAKING

Code: BMS-691C

Contacts Hours / Week: 2T+4P

Credits: 6

OBJECTIVE: This paper will underline the roles of various crew members in a production team and then focus on the importance of production design as an essential component of fiction film making. The objective is to give hands on experience to students to all aspects of fiction film making and also encourage them to apply some of the essential film theories to their own films.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | Personnel in a film production team Understanding the roles of executive producer, first assistant director, line producer, production manager Familiarization with script writing software Final Draft | 4+8 |
| 2 | Production designing: The language of colour, light, texture: Analysis of film sequences from a production designing point of view Responsibilities and work flow of a production designer Production design in a set and on location | 9 |
| 3 | Mise - en - scene exercise: Planning and execution | 9 |
| 4 | Production of a short fiction film, 15 to 20 minutes duration Screenplay preferably to be developed on the software Final Draft Screen test, casting, location hunting & recce, production, edit to rough cut, dubbing, music, foley, audio mixing, fine cut | 30 |

SUGGESTED READING:

- *Film Theory & Criticism (Anthology of essays)* Ed. Leo Braudy, Marshal Cohen

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: PRINT & CYBER MEDIA

Code: BMS-691D

Contacts Hours / Week: 2T+4P

Credits: 6

OBJECTIVE: To give the students a hands on experience of content creation and publication in print as well as on the Web platform

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | Selection, Editing and Designing of Newspaper/Magazine Selection and editing of news, photographs and graphics Art and techniques of writing headlines and captions Basic knowledge of typography Planning front and inside pages. | 10 |
| 2 | Practical news reporting, editing and design and publication of a newspaper – broadsheet/tabloid/magazine Dissertation and Publication Dissertation on Print Media | 10 10 |
| 3 | Blogging and Web Designing A Short Project with Open Source Software available on Net Blog writing and creating a Blogging portal through a professional Blogging platform (Wordpress, Blogger etc) Creating a News Portal | 15 15 |

SUGGESTED READINGS:

- News Reporting and Editing – K M Srivastava
- Professional Journalism – M V Kamath
- Basic News Writing – Melvin Mencher
- Theory and Practice of Journalism – B N Ahuja
- Media Speaks Management Matters – Debanjan Banerjee
- News Editing Theory and Practice – Sourin Banerjee
- Editing and Design – Harold Evans
- The Art of Modern Journalism – J J Aster
- Professional Journalists – John Hohenberg
- Journalist's Handbook – M V Kamath
- Interactive Design for New Media and the Web, Juppa
- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert
- Breaking News: The Craft and Technology of Online Journalism, Sunil Saxena

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

Paper: PHOTOGRAPHY

Code: BMS-691E

Contacts Hours / Week: 2T+4P

Credits: 6

OBJECTIVE: This paper is basically for some in depth study of Photography whatever they have learnt from the earlier semesters. The objective of this paper is to provide the students, who are genuinely interested in Photography, the hand on training of professional Photography.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|---|----------------|
| 1 | <p><u>Landscape, close-up, still life, indoor and outdoor portraits, use of onboard Flash & Motion Photography</u> Review and discussion of Class Pictures- Subject or Theme Useful camera settings: focusing, DOF, etc. Light for various subjects White Balance and WB settings Use of tripod and filters Low-light issues and stopping motion Night time photography Use of fill flash, day and night Understanding macro photography Use of Telephoto Lens for wildlife and remote objects Useful camera settings: focusing modes, DOF, etc. Using Shutter Speed Mode for effects Abstractions – Shooting while moving your camera Panning, focusing on the move Burst mode or waiting for the -decisive moment! Low light, fill flash and slow sync flash with motion Balancing Shutter speed and ISO for different situations Photographing motion with and without flash around campus Understanding Candid photography</p> <p><u>Practical Work:</u> Outdoor Field trip for Landscape, Wildlife, Nature, Capturing insects and small objects with Macro. Capturing the Candid moments of streets.</p> | 20 |
| 2 | <p><u>Studio techniques, Post shoot retouching & copyright</u> Review and discussion of Class Pictures- Your Favourites Understanding different Studio techniques Developing a photograph with different studio tools Digital retouching with professional softwares like Photoshop, Lightroometc Color correction Understanding LUTS</p> | 20 |

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|---|---|----|
| | Understanding the benefits of RAW shoot Journalistic Photography Ethics, Laws and Understanding copyright. <u>Practical Work:</u> Story telling with snaps (multi & single) | |
| 3 | Preparing a project that should reflect the experience the student has gained through his internship. The project topic should be decided by the student with the guidance of the subject teacher. The subject teacher will be the evaluator. | 20 |

SUGGESTED READINGS:

- Lighting for Digital Photography : From Snapshots to Great Shots-by Syl Arena
- Art Principles in Portrait Photography: Composition, Treatment of Backgrounds, and the PROCESS Involved in Manipulating the Plate. –By Otto Walter Beck
- Black and White Photography Master class.-by John Garrett
- Blue Notes in Black and White- Photography and Jazz. by Benjamin Cawthra
- Black and White Photography: The timeless art of monochrome in the post-digital age. –by Michael Freeman.
- Photography: The complete Guide for Beginners. Learn How to take Amazing Pictures and Freeze Life in a Moment (Digital Pictures, Instagram, DSLR, Shutter Exposure)

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(Effective from Admission Session 2018-2019)

Paper: INTERNSHIP

Code: BMS-692A/B/C/D/E

Contacts Hours / Week: 3P

Credits: 3

OBJECTIVE: To give the students a foothold in the media industry through internships

Evaluation of this paper will be based on an internship report submitted by the student and feedback from the employer.

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Syllabus for B.Sc. Media Science Programme

(Effective from Admission Session 2018-2019)

SESSIONAL PAPER

Paper: PERSONALITY DEVELOPMENT & SELF BRANDING

Code: BMS-681

Contacts Hours / Week: 1T+1P

Credits: 2

OBJECTIVE: This course will focus on honing personality of the student, make them more confident and help them project their best image in the professional world.

Course Content

| MODULE | CONTENT | Teaching Hours |
|--------|--|----------------|
| 1 | <p>Introduction to Personality Development Definition Stages</p> <p>Basic Personality Traits Values Beliefs Interactions Experiences Environmental influences The big five dimensions</p> <p>What's your personality type? What are the basic personality types? Quiz to determine personality type Learning about yourself through type</p> <p>Changing Your Personality Can personalities change? Being yourself, being adaptable Positive attitude Individuality Controlling emotions</p> | 6 |
| 2 | <p>Body Language Introduction to Body Language Body Language Basics Body Language Varying By Group Body Language That Displays Different Emotions How to Read Body Language Using Body Language to Your Personal Advantage Using Body Language in Your Career Discovering Patterns The Power of First Impressions Asking the Right Questions, Listening to the Answers</p> <p>Leadership Skills Determining characteristics of Leadership Leadership Qualities Leadership Styles</p> <p>Goal Setting Definition and understanding of Short Term, Long Term, Life Time Goals Time Management Value of time</p> | 6 |

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Syllabus for B.Sc. Media Science Programme (Effective from Admission Session 2018-2019)

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|---|--|---|
| | <p>Diagnosing Time Management</p> <p>Team Work Necessity of Team Work Personally, Socially and Educationally Orderly Conduct</p> <p>Stress Management Causes of Stress and its impact How to manage distress, Circle of control Stress Busters</p> | |
| 3 | <p>Self-Analysis Self-Analysis Introduction to SWOT analysis SWOT analysis (Practice)</p> <p>Group Discussion: Group Discussion Theory (Participation and Group Behaviour) Group Discussion (Demonstration) Group Discussion (Methodology for Practice) Body Language and Etiquettes of Group Discussion Introduction to the different Models and Topics of Group Discussion Group Discussion (Practice) Group Discussion (Evaluation)</p> <p>Job Application: Introduction to Job Application and Curriculum Vitae Cover Letter (Content and Structure) Difference between Biodata, Curriculum Vitae and Résume Structure of Biodata, Curriculum Vitae and Résume</p> <p>Interview: Objectives of an Interview Different types of Interview Introduction to the different stages of Interview Preparation for Facing an Interview Anticipated Questions of an Interview Intended Questions for the Interviewer The Do's and Don'ts of an Interview Demonstration of a Personal Interview Mock Interview Session</p> | 6 |
| 4 | <p>Motivation Factors of motivation Intrinsic/extrinsic motivation Cognitive perspectives (goal setting/achievement) Personal control (empowerment vs helplessness)</p> <p>Emotional Intelligence Definition of Emotional Intelligence Emotional quotient Why Emotional Intelligence matters Emotion Scales Managing Emotions</p> <p>Conflict Resolution Approaches to conflict resolution</p> <p>Decision Making Importance and necessity of Decision Making</p> | 2 |

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| | Process and practical way of Decision Making Weighing Positives & Negatives decisions | |
| 5 | Practical Evaluation Prepared Speech Extempore Group Discussion Personal Interview | |

SUGGESTED READINGS:

- English Language Laboratories– A Comprehensive Manual by Nira Konar
- Transformational Leadership: Trust, Motivation and Engagement by Edward J. Shelton