

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
(Formerly West Bengal University of Technology)  
**Syllabus for B. Sc. In Media Science & Tech**  
(Effective for Academic Session 2019-2020)

Detailed Syllabus

SEMESTER-I

**Paper: Introduction to Media**

**Code: BMS(N)101**

**Contacts Hours / Week: 3L**

**Credits:3**

<b>Course Content</b>	
<b>Unit 1</b>	<b>Introduction to Communication</b> Communication and its Process, 7 C's of Communication, Sadharanikaran 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
<b>Unit 2</b>	<b>Introduction to Mass Communication (India and Worldwide)</b> 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
<b>Unit 3</b>	<b>Models &amp; Theories of Human Communication</b> 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

**Suggested Readings:**

1. Mass Communication: Theory and Practice by Uma Narula
2. Handbook of Journalism and Mass Communication by Vir Bala Aggarwala

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**Paper: Language Practice**  
**Code: BMS(N)102**  
**Contacts Hours / Week: 3L**  
**Credits: 3**

<b>Course Content</b>	
<b>Unit 1</b>	<p><b>Remedial Grammar</b>            Verbs, Tenses, Agreements, Narrations, Voice, Phrases, Synonym, Antonym, Sentence Making, Prepositions, Transformation of sentences</p> <p><b>Creative Expressions</b>            Puns, Figures of Speech (metaphors, similes) Idioms, Proverbs</p> <p><b>Writing</b>            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>
<b>Unit 2</b>	<p><b>The Spoken Word</b>  <b>Aesthetics of Sound</b>            Use of sound in Media : Noise &amp; Music, Silence, Sound perspective, Atmospheric Sound, Elements of Music - Rhythm, Harmony, Melody, Tempo</p> <p><b>Aesthetics of Verbal Art</b>            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><b>Spoken Communication Skills</b>            (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 &amp; manners, phonetics            (iii) Oral: reading aloud (from the newspaper)            (iv) Group Discussion: Importance, dos and don'ts of GD.            (v) Debating: Turncoats, Nuances for Speaking —For and Against a motion</p> <p><b>Guide to effective listening</b>, problems in listening and remedies of same  <b>Communication is art or science?</b> Role of wit and humour in communication.</p>
<b>Unit 3</b>	<p><b>Textual Analysis, Reading and Comprehension</b>            Proposed Texts (any two/ three):            The Princess and the Puma: O'Henry            Selections from Malgudi Days: R K Narayan</p>

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	<p>Toba Tek Singh: Saadat Hasan Manto (English Translation)  Tintin in the Congo: Herge (English Translation)  Lamb to the Slaughter: Roald Dahl  Ravi Paar: Gulzaar  Sparrows: Khwaja Ahmed Abbas  The Right to Die: English Translation of 'Atmahatyar Adhikaar' by Manik Bandopadhyay  Susanna's Seven Husbands: Ruskin Bond</p>
<b>Unit 3</b>	<p><b>Projects (1 Group Project + 1 Individual Project)</b>  <b>Individual Projects: (Any One)</b>  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  <b>Group Projects: (Any One)</b>  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  <b>Group project (Compulsory)</b>  <b>News of the Week:</b> 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  <b>Radio style oral review of a book</b></p>

**Suggested Readings:**

1. Essential English Grammar by Raymond Murphy
2. English Conversation Practice by Grant Taylor
3. High School English Grammar & Composition by Wren & Martin

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**Paper: WRITING FOR MEDIA**

**Code: BMS(N)103**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit 1</b>	<p><b>Writing for Print</b>            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  <b>Assignments: Analyzing personal styles of columnists like Khushwant Singh, Shobha De, Bachhi Karkaria, Jug Suraiya, Vir Sanghvi</b>  <b>Editing a clumsily written instruction manual</b>  <b>Writing the advertisement copy of a hypothetical product</b></p>
<b>Unit 2</b>	<p><b>Writing for Radio</b>            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)  <b>Assignments: Writing a radio jingle or script for a radio advertisement</b>            Writing a radio play: Original play or adaptation of a short story</p>
<b>Unit 3</b>	<p><b>Writing for Television&amp; film</b>            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  <b>Assignments: Writing the script for a stand-up comedy</b>            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</p>
<b>Unit 4</b>	<b>Business communication, Public Relations and</b>

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	<p><b>Advertising</b> 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  <b>Assignment:</b> Write the synopsis of a TVC for a hypothetical product. Write the tagline for the product.</p>
<b>Unit 5</b>	<p><b>Writing for social media</b>  Tweets  Status updates  Announcements of events  100 word reviews of films, books, restaurants</p>

**SUGGESTED READINGS:**

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

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**Paper: LAWS AND ETHICS OF MEDIA**

**Code: BMS(N)104**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit 1</b>	<p><b>Introduction to Law and Ethics</b>            Definition of LAW Definition of ETHICS Code of Ethics            Difference between Law and Ethics Press Law            Definition, Meaning, Newspaper, Newspaper establishment</p>
<b>Unit 2</b>	<p><b>Freedom of The Press Introduction</b>            Constitution of India            Concept of Press Freedom Constitutional Status of the Media            Freedom of Speech and Expression 19 (1) (a)</p>
<b>Unit 3</b>	<p><b>Defamation</b> Libel            Slander Blasphemy            Sedition  <b>Compulsory Projects, Assignments and presentation based on case studies</b></p> <p><b>Contempt of Court</b></p>
<b>Unit 4</b>	<p><b>Intellectual Property Rights, Copyright and Other Small Acts</b>            (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.  <b>Projects, Assignments and Presentation based on realistic recent Case Studies</b></p>
<b>Unit 5</b>	<p><b>Cable Television Act , Prasar Bharati and Broadcasting Council of India</b></p>
<b>Unit 6</b>	<p><b>Press Council of India and Press Information Bureau</b></p>
<b>Unit 7</b>	<p><b>Cyber Laws, Cyber Crime Vis – A – Vis Information Technology Act</b>  <b>Projects, Assignments and Presentation based on realistic recent Case Studies countering recent cyber-crime trends.</b></p>

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**SUGGESTED READINGS:**

1. Cyber Law: The Indian perspective
2. Laws of the Press in India – Justice Durgadas Basu
3. Press and Press Laws in India – H P Ghosh
4. Justice and Journalist – Debanjan Banerjee
5. Press Laws – Nirod Kumar Bhattacharya
6. Mass Media and Related Laws in India – B Manna
7. Essential Laws for Information – R M Taylor
8. Gaping for Ethics in Journalism – Eugene H Goodwer
9. Media Law and Ethics – M Neelamalar
10. Nature of Cyber Laws – S R Sharma – Pavan Duggal Modern Journalism – C. G. Miller
11. Professional News Writing – Hiley H. Ward
12. News Writing & Reporting – James M. Neal & S. S. Brown
13. Creative Writing – Dorothy Bowler & Diane L. Borden

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**Paper: Web Content Creation**  
**Code: BMS(N)191**  
**Contacts Hours/Week: 2P**  
**Credits: 2**

**COURSE CONTENT**

	CONTENT	Teaching Hours
Unit 1	<p style="text-align: center;"><b>Understanding Search Engine Optimization</b></p> <p>Understanding Web, Search Engine, Ranking  Identifying Keywords  Understanding Keyword Density  Identifying Target Audience  Backlink creation  Data Analytics</p>	
Unit 2	<p style="text-align: center;"><b>Writing for Web</b></p> <p>Web 2.0  Different forms of Web Content- Blog, Article, Press Release etc.  Style of Writing for Different Genre- Technological, Lifestyle, Food, Travel, Real Estate, Health, Entertainment etc.  Blog Creation- Meeting the Word Count, Style of Writing, Placing Keywords, Promotion, Plagiarism  Writing an Article- Meeting the Word Count, Style of Writing, Placing Keywords, Plagiarism  Writing Press Release- Meeting the Word Count, Style of Writing, Placing Keywords, Plagiarism  Spamming, Spinning, and Inauthentic Content  Writing for Social Media  Supporting forms of web content  Do's and Don'ts of Writing Web Content</p>	
Unit 3	<p style="text-align: center;"><b>Web Journalism</b></p> <p>Meaning and scope of web journalism: How web journalism is different from conventional journalism (electronic and print)  ClickBait  Emergence of collaborative citizen journalism: telling personal stories on digital media, Personal journalism- freelancers, public intellectuals</p>	

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**Paper: Film Diary**

**Code: BMS(N)192**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**COURSE CONTENT**

	CONTENT	Teaching Hours
Unit 1	Film screening	20
Unit 2	Project: Film Analysis	20