MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B. Sc (H) in Media Science (CBCS)

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020 -2021)

Total Credit: 140

Semester I

I. Core   20 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C1)	Mass Media & Communication	BMS 101	4		40	4
2	Core (C2)	Introduction to Photography	BMS 102	4		40	4
	Practical						
1	Core (CP1)	Media Software Lab	BMS 191		2	20	2
2	Core (CP2)	Photography	BMS 192		2	20	2

II. Elective Courses

B.1 General Elective

	Theory						
1	General Elective (GE1)	a) Python Programming b) R Programming	BMSGE 101	4		40	4
	Practical						
1	General Elective Practical (GEP1)	a) Python Programming Lab b) R	BMSGEP 191		2	20	2

		Programming Lab					

III. Ability Enhancement Courses

1. Ability Enhancement Compulsory Courses (AECC)

	Theory						
1	Ability Enhancement Compulsory Courses (AECC1)	Communicative English I	BMSAECC 101	2		20	2

Semester II

I. Core   20 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C3)	Visual Design: Aesthetics and Application	BMS 201	4		40	4
2	Core (C4)	Electronic Media Planning & Production (Television & Radio)	BMS 202	4		40	4
	Practical						
1	Core (CP3)	Visual Design: Aesthetics and Practical Application	BMS 291		2	20	2

2	Core (CP4)	Electronic Media Planning & Production	BMS 292		2	20	2

II. Elective Courses

B.1 General Elective

	Theory						
1	General Elective (GE2)	a) WebPage Design b)Computer Networks	BMSGE 201	4		40	4
	Practical						
1	General Elective Practical (GEP2)	a) Webpage Design b)Networking Lab	BMSGEP 291		2	20	2

III. Ability Enhancement Courses

1. Ability Enhancement Compulsory Courses (AECC)

	Theory						
1	(AECC2)	Communicative English II	BMSAECC 201	2		20	2

Semester III

I. Core   26 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C5)	Laws & Ethics of Media	BMS 301	4		40	4
2	Core (C6)	Print Media	BMS 302	4		40	4
3	Core (C7)	Integrated Marketing Communication I (Marketing & Advertising)	BMS 303	4		40	4
	Practical						
1	Core(CP5)	Case Study of Media Law Violation	BMS 391		2	20	2
2	Core (CP6)	Printing Techniques	BMS 392		2	20	2
3	Core (CP7)	Integrated Marketing Communication	BMS 393		2	20	2

II. Elective Courses

B.1 General Elective

	Theory						
1	General Elective (GE3)	a) Big Data Analytics in Ecommerce	BMSGE 301	4		40	4

		b) Data Mining					
	Practical						
1	General Elective Practical (GEP3)	a)Big Data Analysis in E commerce Lab b)Data Mining Lab	BMSGEP 391		2	20	2

III. Ability Enhancement Courses

2. Skill Enhancement Course (SEC)

	Theory						
1	Skill Enhancement Course (SEC1)	Soft skill Development	BMSSEC 301	2		20	2

Semester IV

I. Core   26 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C8)	Introduction to Film Studies	BMS 401	4		40	4
2	Core (C9)	Digital Media	BMS 402	4		40	4
3	Core (C10)	Advanced Television Studies	BMS 403	4		40	4
	Practical						
1	Core (CP8)	Film Making Lab	BMS 491		2	20	2
2	Core (CP9)	Digital Media Lab	BMS 492		2	20	2
3	Core (CP10)	Advanced Television Studies Lab	BMS 493		2	20	2

II. Elective Courses

B.1 General Elective

	Theory						
1	General Elective (GE4)	a) Office Automation Tools b) Operating System c) Interactive Computer Graphics	BMSGE 401	4		40	4
	Practical						
1	General Elective Practical (GEP4)	a) Office Automation Tools b) Operating System Lab c)Computer Graphics Lab	BMSGEP 491		2	20	2

III. Ability Enhancement Courses

2. Skill Enhancement Course (SEC)

	Theory						
1	Skill Enhancement Course (SEC2)	Personality Development	BMSSEC 401	2		20	2

Semester V

I. Core   24 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C11)	Integrated Marketing Communication II (Public Relations & Corporate Communications)	BMS 501	4		40	4
2	Core (C12)	Understanding Stage Production	BMS 502	4		40	4
	Practical						
1	Core (CP11)	Advertising, PR & Event Management	BMS 591		2	20	2
2	Core (CP12)	Stage Production Design	BMS 592		2	20	2

II. Elective Courses

A.1 Discipline Specific Elective

	Theory						
1	Discipline Specific Elective (DSE1)	a) Animation b) Digital Painting Techniques	BMSDSE 501	4		40	4
2	Discipline Specific Elective (DSE2)	a) Brand Designing b) Anchoring in	BMSDSE 502	4		40	4

		Media					
	Practical						
1	Discipline Specific Elective Practical (DSEP1)	a) Animation b) Digital Painting	BMSDSEP 591		2	20	2
2	Discipline Specific Elective Practical (DSEP2)	a) Brand Designing b) Anchoring	BMSDSEP 592		2	20	2

Semester VI

I. Core   24 Credits

SL	Type of Paper	Paper Name	Paper Code	Contracts Period per week		Total Contact Hours	Credits
				L	P		
	Theory						
1	Core (C13)	Journalism	BMS 601	4		40	4
2	Core (C14)	Ecology & Environmental Communication	BMS 602	4		40	4
	Practical						
1	Core (CP13)	Journalism	BMS 691		2	20	2
2	Core (CP14)	Ecology & Environmental	BMS 692		2	20	2

		Communication Through Signage Design					

II. Elective Courses

A.1 Discipline Specific Elective

		Theory						
1	Discipline Specific Elective (DSE3)	a) AR,VR b) Compositing Techniques	BMSDSE 601	4		40	4
2	Discipline Specific Elective (DSE4)	DISSERTATION + PROJECT	BMSDSE 602	4+2		40+20	4 + 2
	Practical						
1	Discipline Specific Elective Practical (DSEP3)	a) AR,VR b) VFX & Compositing (After effects/Nuke/fusion)	BMSDSEP 691		2	20	2

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Detailed Syllabus

Aim

As the media and communication division gets to be ever more assorted and energetic, degrees within the field of media and communication ponders are moreover developing in notoriety. Studied our direct to see if this may be the proper subject range for you, and to discover out almost the diverse specializations and careers ways you will seek after.

Objectives

1. Media graduates will develop strong academic knowledge and professional skills so that they can join a media related profession.

2. Media graduates will contribute positively to society.

3. Media graduates to become leaders of the society with a sense of high morality, advanced skills and insightful attitudes.

4. Media graduates to become leaders in mass communication and social development.

5. Media graduates to become leaders in the domain of the media and entertainment.

Program Outcomes

Media Science graduates will be able to:

1. Media knowledge: Apply the knowledge of media science fundamentals and a media specialization to the solution of complex media problems.

2. Problem analysis: Identify, formulate, review research literature and analyze complex media problems and decision making models.

3. Design/development of solutions: Design solutions for media problems and design system components or processes that meet the specified needs with

appropriate consideration for economical, the cultural, societal, and environmental considerations.

4. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

5. Modern tool usage: Create, select, and apply appropriate techniques, resources and modern media and media tools including prediction and modeling to complex media activities with an understanding of the limitations.

6. The graduates and society: Apply reasoning informed by the contextual media knowledge to implement them in media related legal and cultural issues and the consequent responsibilities relevant to the professional practice.

7. Environment and sustainability: Understand the impact of the professional media and film impacts in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

8. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the educational practice.

9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

10. Communication: Communicate effectively on complex media activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions

11. Project management and finance: Demonstrate knowledge and understanding of the media and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

12. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological and social changes.

Semester I

Paper: Mass Media & Communication

Code: BMS-101

Paper Type: Theory, Core (C1)

Contacts Hours / Week: 4L

Credits: 4

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

CO1: Explain the role of communication and its types in daily life

CO2: Analyze barriers in communication

CO3: Analyze role of Mass communication in India and Worldwide

CO4: Explain various models and theories of human communication

MODULE	CONTENT	Teaching Hours
1	**Communication**: Communication and its Process, 7 C_s of Communication, 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	**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

Paper: Introduction to Photography

Code: BMS-102

Paper Type: Theory, Core (C2)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze historical perspective of photography

CO2: Analyze nature & scope of photography **CO3:**

Develop framing and composition sense **CO4:**

Explain Mechanism of DSLR

CO5: Develop idea about depth of field

CO6: Differentiate between natural light and artificial light

CO7: Explain contribution of various eminent personalities in the field of photography

MODULE	CONTENT	Teaching Hours
1	**Introduction to Photography** Definition & concept Nature, scope & functions of photography History of Photography Human Eye & Camera General discussion on different photographs	12
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.	12
3	**Basics of Lighting** Characteristics of Light Natural Light & Artificial Light Hard Light & Soft Light Evaluation: through practice and flipped classrooms.	12
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 Vyarawalla Discussions through flipped classrooms.	4

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

Paper: Media Software Lab

Code: BMS-191

Paper Type: Practical, Core (CP1)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Become familiar with softwares like adobe Photoshop, ILLustrator, Flash

CO2: Edit photos

CO3: Create Logo & Vector designs

CO4: Do basic animations

MODULE	CONTENT	Teaching Hours
1	**Adobe Photoshop:** Photo manipulation, restoration	6
2	**Illustrator :** Creating logo & vector designs	6
3	**Adobe Flash :** Basic animations	8

SUGGESTIVE READINGS:

- Adobe Illustrator-A Complete Course and Compendium of Features by Jason Hoppe
- Photoshop CC: Visual QuickStart Guide by Elaine Weinmann and Peter Lourekas

Paper: Photography

Code: BMS-192

Paper Type: Practical, Core (CP2)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop a sophisticated use of photography-related vocabulary and concepts necessary to engage within a studio environment

CO2: Demonstrate appropriate techniques in an advanced photographic practice as well as studio habits beyond the classroom studio

CO3: Demonstrate ability to meet deadlines with proper time management and craftsmanship

CO4: Prepare portfolios for professional presentation

MODULE	CONTENT	Teaching Hours
1	Camera handling techniques and features of a camera	6
2	Light set up for photo shoot Evaluation through practical exercises	4
3	Different genres of photography: product, food, fashion, wildlife etc.	5
4	Story telling with series of photographs	5

Paper: Python Programming

Code: BMSGE-101A

Paper Type: Theory, General Elective (GE1)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Demonstrate the basic understanding of Python programming language.

CO2: Implement logical thinking and decision making.

CO3: Develop Skill enhancement of repeated task management.

CO4: Implement string manipulation, List data structure, dictionary data structure

CO5: Develop the skill of creating functions**,** Input and Output techniques.

CO6: Demonstrate animation modules in Python.

CO7: Implement 2D animation in Python

CO8: Develop animation sequences in Python.

Course link : https://onlinecourses.swayam2.ac.in/cec21_cs01/preview

Platform : Swayam

SUGGESTIVE READINGS:

- Learn Python The Hard Way, Zed A. Shaw, ADDISON-WESLEY Learning Python, Mark Lutz, O'REILY
- Programming In Python, Dr. Pooja Sharma, BPB

Paper: R Programming

Code: BMSGE-101B

Paper Type: Theory, General Elective (GE1)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Demonstrate basics of R programming language.

CO2: Implement data types and manipulating data used in R programming language.

CO3: Implement string manipulation, list data structure

CO4: Develop statistical concept, problem solving skills

CO5: Develop the skill of different types of data representation.

CO6: Implement prediction skills based on data visualization.

Course link: https://www.coursera.org/learn/r-programming

Platform : Coursera

SUGGESTIVE READINGS:

- R Programming for Beginners, Nathan Metzler
- R Programming, A Step-by-Step Guide for Absolute Beginners, Daniel Bell
- The Art of R Programming, Norman Matloff

Paper: Python Programming Lab

Code: BMSGEP-191A

Paper Type: Practical, General Elective Practical (GEP1)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop of skills in python programming basics.

CO2: Develop skills of logical thinking and problem solving

CO3: Implement linear data structures.

CO4: Develop file handling and animation in python.

MODULE	CONTENT	Teaching Hours
1	Write, test, and debug simple Python programs	3
2	Implement Python programs with conditionals and loops.	3
3	Use functions for structuring Python programs.	3
4	Represent compound data using Python lists, tuples, dictionaries.	4
5	Read and write data from/to files in Python	4

| 6 | Animation using python | 3 |

Paper: R Programming Lab

Code: BMSGEP-191B

Paper Type: Practical, General Elective Practical (GEP1)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop skills in R programming basics.

CO2: Develop skills of logical thinking and problem solving

CO3: Implement Statistical data handling

CO4: Develop skills of statistical concepts in R.

MODULE	CONTENT	Teaching Hours
1	Understand the basics in R programming in terms of constructs, control statements, string functions	5
2	Understand the use of R for Big Data analytics	5
3	Learn to apply R programming for Text processing	5
4	Able to appreciate and apply the R programming from a statistical perspective	5

Paper: Communicative English I

Code: BMSAECC-101

Paper Type: Theory, Ability Enhancement Compulsory Courses (AECC1)

Contacts Hours / Week: 2L

Credits: 2

On completion of the course, students will be able to

CO1: Implement accurate voices and tenses for basic communication practices

CO2: Write formal letters

CO3: Demonstrate the role of adjective and grammar in English

CO4: Write application for job

MODULE	CONTENT	Teaching Hours
1	Grammar- Part of Speech, Tense, Voice, Common Errors. Writing- Formal Letters (Making Enquires, Placing Orders, Listening and Handling Complains	8
2	Grammar- Degrees of Adjectives, Essay Writing	6
3	Comprehension, Grammar- One word Substitution, Use of Idioms, Job Application and CV	6

Suggested Reading

1. Leo Jones, Richard Alexander : New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.

2. NCERT, Knowing about English – A Book of Grammar & Phonology

3. NCERT, Working with English – A Workbook

4. Effective Communication Skills, Kulbhushan Kumar, Khanna Publishing House

5. A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan

6. Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan

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Semester II

Paper: Visual Design: Aesthetics and Application

Code: BMS-201

Paper Type: Theory, Core (C3)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze aesthetics of an image

CO2: Develop sense of color psychology

CO3: Explain the use of RGB and CMYK color

CO4: Analyze different typeface

CO5: Develop a logo for a brand

CO6: Explain the composition of a printed page

CO7: Analyze aesthetics of an User interface design

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 color; Color Principles, Learning from nature Understanding color 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)	12

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.	12
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)	12
4	**Aesthetics of web elements and User Experience (UX)**	4

SUGGESTED READINGS:

- Sight Sound Motion, Applied Media Aesthetics by Herbert Zettl (Course Book)
- Online Tools: Coolors.co (Free Online) Canva (Free Online)

Paper: Electronic Media: Planning & Production (Television & Radio)

Code: BMS-202

Paper Type: Theory, Core (C4)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze history of Electronic Media

CO2: Explain Broadcasting technology

CO3: Explain various genres of radio program

CO4: Analyze radio as mass communication medium

CO5: Analyze historical perspective of television

CO6: Explain news reporting for television program

CO7: Explain the emergence of cyber media

MODULE	CONTENT	Teaching Hours
1	**Understanding Electronic Media: Radio** 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 **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 **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 **Development of radio in India after 1947** **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 **Projects** 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.	16
2	**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,	16

	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	
3	**Cyber media & the new era of Convergence** 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, 360o camera	8

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

Paper: Visual Design: Aesthetics and Practical Application

Code: BMS-291

Paper Type: Practical, Core (CP3)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Become familiar with software like Photoshop, Illustrator, Corel Draw, Indesign

CO2: Do color correction

CO3: Create logo

CO4: Create layout for magazine and newspaper

CO5: Create User interface design

MODULE	CONTENT	Teaching Hours
1	**Use of graphics in different mediums** Photoshop & Illustrator Toolbar & Application Colour Correction Typography Logo Layout Design for magazine,newspaper UI Design	**20**

SUGGESTED READING:

- Artstation (Design & Illustration): https://www.artstation.com/

- Behance (Design & Illustration): https://www.behance.net/

- Dribble (Design & Illustration): https://dribbble.com/

Paper: Electronic Media Planning & Production

Code: BMS-292

Paper Type: Practical, Core (CP4)

Contacts Hours / Week: 2P

Credits: 2

OBJECTIVE: This paper will introduce the students to. 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)

On completion of the course, students will be able to

CO1: Become familiar with the technology of radio and television production

CO2: Become familiar with Video camera

CO3: Develop Skills of taking different shots

CO4: Familiarization with video editing software such as Premiere and FCP

MODULE	CONTENT	Teaching Hours
1	**Familiarization with equipment required for Radio production:** Microphones as the first link in the audio recording and playback chain; anatomy of a microphone: diaphram, 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) **Exercise:** Speaking into the microphone (Single microphone individual exercise for every student) Producing a live radio programme of max 10 minutes duration (Group exercise)	8
2	**Familiarization with Video Camera, its accessories and their functions** 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 Exercise: Students work in pairs to record short interviews	8
3	**Familiarization with video editing software** (Adobe Premiere Pro/ FCP 10) Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions Basic Cut to Cut editing for making Television News Exercise:	4

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: 2002Publisher: Butterworth-Heinemann

- Professional Cameraman's HandbookbyCarlson, 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

Paper: Webpage Design

Code: BMSGE-201A

Paper Type: Theory, General Elective (GE2)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Develop the basic skills of website designing.

CO2: Development of planning of a design.

CO3: Development of planning of a browser oriented design & grid structure.

CO4: Development of skills of interactive design & website promotion.

Course link: https://www.coursera.org/specializations/web-design

Platform : Coursera

SUGGESTIVE READINGS:

- Teach Yourself visually Dreamweaver CS5 by Janine Warner
- JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett
- Cookbook of web design
- Designing beautiful web design
- Handbook of Multimedia Computing by Borivoje Furht
- Introduction To Multimedia Systems by Gaurav Bhatnager

Paper: Computer Networks

Code: BMSGE-201B

Paper Type: Theory, General Elective (GE2)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Demonstrate basic networking principles.

CO2: Implement data and signal.

CO3: Develop skills of multiplexing techniques.

CO4: Develop skills on OSI, TCP/IP layer **CO5:**

Demonstrate different frame formats.

CO6: Demonstrate LAN technologies

CO7: Demonstrate functionalities of different LAN

CO8: Develop skill of Bridging and Routing.

Course link: https://onlinecourses.swayam2.ac.in/cec20_cs01/preview

Platform : Swayam

SUGGESTIVE READINGS:

- Data Communications and Networking, Behrouz A. Forouzan, TMH b
- Data and Computer Communications, William Stallings, PHI
- Computer Networks, Andrew S. Tanenbaum, PHI

Paper: Webpage Design

Code: BMSGEP-291A

Paper Type: Practical, General Elective Practical (GEP2)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop skills of web page designing .

CO2: Develop skills of client server architecture

CO3: Implement HTML,CSS.

CO4: Develop skills of multimedia files, website scripting using javascript and jquery

MODULE	CONTENT	Teaching Hours
1	Web site, Web Page, Types of Web Pages, Browsers and their types, Client –Server Model, Web –Server, Working of different types of Web Pages, General structure of a Web Page, Scripting languages, URL, Popular Search Engines, WWW	4
2	Basic HTML physical character tags, Logical character tags	4
3	Hyperlink tag (both Internal & External),Working with Frame and Form tags.	4
4	Image tags & embedding a multimedia on to a web page (video, audio, zip) Working with CSS (Cascading Style Sheet).	4
5	Introduction to javascript and jquery	4

Paper: Networking Lab

Code: BMSGEP-291B

Paper Type: Practical, General Elective Practical (GEP2)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop skills of computer networking.

CO2: Develop skills IP addressing.

CO3: Implement client server architecture.

CO4: Develop skills of operating system based networking & web hosting.

MODULE	CONTENT	Teaching Hours
1	Introduction to basic networking, Software and Hardware (LAN, Switch, Router).	5
2	Introduction to IP address, loopback address and subnet list.	5
3	Client Server architecture, IIS, Hosting..	5
4	Introduction to networking in Windows and Linux operating systems	5

Paper: Communicative English II

Code: BMSAECC-201

Paper Type: Theory, Ability Enhancement Compulsory Courses (AECC2)

Contacts Hours / Week: 2L

Credits: 2

On completion of the course, students will be able to

CO1: Develop the skills of practical communication

CO2: Implement writing practices in business presentation

CO3: Analyze the role of business communication

CO4: Analyze the role of barriers in communication

MODULE	CONTENT	Teaching Hours
1	Practical communication skill development, business presentation with multimedia, speaking skill, prepared speech, extempore speech	4
2	Comprehension test	4
3	Precise, technical/business letter, organization of writing material, poster presentation, writing technical document, preparing software user manual, necessary part required to prepare a project documentation	6
4	**Business communication** Introduction, Meaning of communication, Role of communication in Business, Basic elements of the communication process, level of communication, forms, models and media of communication, verbal and non-verbal communication – functions and types. Barriers of effective communication	6

SUGGESTED READINGS:

- HBR Guide to Persuasive Presentations by Nancy Duarte

- Presentations in English by Erica Williams

- Speak Business English Like an American: Learn the Idioms & Expressions You Need to Succeed On The Job! by Amy Gillet

- 505 Business English Idioms and Phrasal Verbs by Clare Whitmell

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B. Sc (H) in Media Science (CBCS)

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020 -2021)

Detailed Syllabus

Semester III

Paper: Laws & Ethics of Media

Code: BMS-301

Paper Type: Theory, Core (C5)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Create awareness regarding ethical practices for a media professional

CO2: Create awareness regarding the laws that govern the media industry.

CO3: Explain the laws for defamation

CO4: Explain the laws for Intellectual Property Rights

CO5: Explain Cable Tv act

CO6: Analyze historical perspective of Press council of India and Press Information Bureau

CO7: Create awareness regarding Cyber Crime

CO8: Explain Cyber law

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	6
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	6

3	**Defamation** Libel Slander Blasphemy Sedition	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**	6
5	**Cable Television Act , Prasar Bharati and Broadcasting Council of India**	6
6	**Press Council of India and Press Information Bureau**	5
7	**Cyber Laws, Cyber Crime, Information Technology Act** Projects, Assignments and Presentation based on realistic recent Case Studies countering recent cyber-crime trends.	5

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

Paper: Print Media

Code: BMS-302

Paper Type: Theory, Core (C6)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze history of Print Media

CO2: Explain various aspects of Print Journalism

CO3: Analyze news

CO4: Develop skills of being an editor and sub editor

CO5: Explain the role of reporter and a editor

CO6: Take professional interviews

CO7: Explain the make up of a newspaper

MODULE	CONTENT	Teaching Hours
1	**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	8
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	6
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	8
5	**The Art of Interviewing** Tips for the beginner Manner of introduction The note book Types of Interview	6
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	6

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

Paper: Integrated Marketing Communication I (Marketing & Advertising)

Code: BMS-303

Paper Type: Theory, Core (C7)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Develop Skills of Marketing a product

CO2: Create brand strategy

CO3: Analyze strategy to fix a price of a product

CO4: Explain the role of Advertising

CO5: Analyze the role of advertising agencies

CO6: Demonstrate the creative aspects of advertising Copywriting Design & Layout

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)	8
	Brand and Branding Strategy: Advantages and disadvantages of branding, Brand Equity Brand Positioning Integrated Marketing	8

2	Communications (IMC) Communication Development Process Budget Allocation Decisions in Marketing Communications	
3	Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing Product Mix Pricing Strategies Sales Promotion Case Study: Tata Motors – Nano: A dream car for the poor, Big Bazaar woos the customer	8
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 Literature, POS, Aerial ads, calendars, stickers), Future Trends in ads Advertising Research Apex bodies in advertising like AAAI Code of conduct (ASCI)	8
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 Socioeconomic effects of advertising	8

SUGGESTED READINGS:

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

Paper: Case Study of Media Law Violation

Code: BMS-391

Paper Type: Practical, Core (CP5)

Contacts Hours / Week: 2P

On completion of the course, students will be able to

CO1: Implement laws and ethics in journalism

CO2: Explain various case studies of media

CO3: Aware of punishments for violation of media law & ethics

MODULE	CONTENT	Teaching Hours
1	**Compulsory Projects, Assignments on Case studies** on Defamation: Slander, Libel Violation of Copyright Contempt of Court Violation of Press freedom Violation Of IP, Cyber law	10
2	**Presentation of the Case Studies**	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

Paper: Printing Techniques

Code: BMS-392

Paper Type: Practical, Core (CP6)

Contacts Hours / Week: 2P

On completion of the course, students will be able to

CO1: Develop Skills of offset printing

CO2: Demonstration of offset printing machines

CO3: Develop Skills of Gravure printing

CO4: Demonstration of Gravure printing machines

CO5: Develop Skills of Screen Printing

CO6: Demonstration of Screen printing machines

MODULE	CONTENT	Teaching Hours
1	Practice on Offset Printing Machine 1. Installation of Plate and Blanket 2. Setting of Feeder, Impression & Delivery according to the thickness and size of the stock. 3. Applying ink, damping solution – make ready, printing with registration	6
2	Practice on Flexography & Gravure Printing Machine Installation of Stereo or Image Cylinder, Fitting the Web path, maintaining proper tension. 2. Choosing the right Anilox/ adjusting the Doctor Blade, Adjusting the ink viscosity by Flow cup 3. Maintaining the proper drying temperature – make ready, printing with registration.	8
3	Practice on Screen Printing Machine 1. Study of various type of screen materials 2. Screen stretching techniques 3. Screen preparation - Direct 4. Stencil preparation - Indirect, Direct/ Indirect 5. Screen printing of various routine documents 6. Printing on various substances 7. Screen Reclamation	8

SUGGESTED READINGS:

- Modern lithography – Ian Faux – SITA Ltd.
- Printing Materials Science and Technology – Thompson, Bob – PIRA Publication
- The Printing Production Manual – J. Peacock, C.Berrel and Barnard – PIRA Publication

Paper: Integrated Marketing Communication

Code: BMS-393

Paper Type: Practical, Core (CP7)

Contacts Hours / Week: 2P

On completion of the course, students will be able to

CO1: Do social media promotion with Facebook

CO2: Create Brand Strategy for marketing in Facebook

CO3: Do social media promotion with Twitter, Instagram, Youtube

CO4: Earn revenues from social media platforms

CO5: Develop business account in pinterest

CO6: Create professional profile in LinkedIn for marketing

MODULE	CONTENT	Teaching Hours
1	**Facebook** Setup an Account in Facebook The Facebook Marketing Strategy Orientation to Facebook Brand Pages - Facebook business page setup - Types of Facebook Business pages Facebook: Post Types and its Dimensions All You Need to know the Best Time to Post on Facebook Facebook Audience Insights & Analytics Facebook Competitor Analysis + Facebook Groups Facebook Live Successful Case Studies on Facebook A Successful Study on How to Earn Money Through Facebook	3
2	**Introduction to Instagram Marketing** Starter Session on What is Instagram How to Use Instagram to get the Best Results Creating an Instagram Account to Skyrocket Conversion Types of Instagram Account (Personal Account vs Professional Account) Instagram Stories , Instagram Booster Strategy 1: A Successful Case Study on Instagram, Instagram Booster Strategy 2: How to Make Money Through Instagram Marketing	3
3	**Pinterest** Pinterest Introduction Pinterest Interface How to Use Pinterest Types of Pinterest Account Personal vs Business Accounts of Pinterest What to Pin? Pinterest for SEO: The BEST driver of TRAFFIC	3
4	**LinkedIn Marketing** An Overview on LinkedIn Benefits of LinkedIn Network Create LinkedIn Profile Optimize LinkedIn Profile - What kind of Profile Photo you should Use - What kind of Background Image you should Use - Create a Memorable Headline - Craft an Amazing Summary for your LinkedIn	3

	Recommendations in LinkedIn Creating New Connections Posting Content in Profile LinkedIn Groups + How to Create an Awesome Company Page LinkedIn Page Postings	
5	**Youtube** Youtube Overview Advantages in Youtube Build and Optimize your YouTube Account Youtube Interface Youtube Settings How to Upload a Video on YouTube Things to know about YouTube Creator Studio Channel Creation on YouTube How to Increase your Subscriptions? Youtube Reports & Analytics	4
6	**Twitter** Overview of Twitter What a Good Profile Looks like Setting up your Profile in less than five minutes Advanced Profile Optimization Composing A Tweet Using Hashtags What is a Tweet Deleting, Pinning and Sharing Tweets Creating a list of Twitter Users Creating your first 100 Followers	4

SUGGESTED READINGS:

- Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) by Jason McDonald
- Digital Trust: Social Media Strategies to Increase Trust and Engage Customers by Barry Connelly

Paper: Big Data Analytics in ECommerce

Code: BMSGE-301A

Paper Type: Theory, General Elective (GE3)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Demonstrate fundamentals of big data.

CO2: Implement Big data in E commerce.

CO3: Apply various softwares for big data.

CO4: Develop skills of cloud computing concepts

CO5: Develop skills of NoSQL & graph databases.

CO6: Develop skills of document based database with mongodb.

Course Link: https://www.udemy.com/course/ecommerce-analytics-big-data-and-machine-learning/

Platform: Udemy

SUGGESTED READINGS:

- Nina Zumel, John Mount, ‒Practical Data Science with R‖, Manning Publications, 2014.
- Jure Leskovec, Anand Rajaraman, Jeffrey D. Ullman, ‒Mining of Massive Datasets‖, Cambridge University Press, 2014.
- Mark Gardener, ‒Beginning R - The Statistical Pr ogramming Language‖, John Wiley & Sons, Inc., 2012

Paper: Data Mining

Code: BMSGE-301B

Paper Type: Theory, General Elective (GE3)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Develop skills of Big data platform.

CO2: Develop statistical data distribution.

CO3: Develop skills of data sampling. **CO4:**

Develop analysis skills, fuzzy models **CO5:**

Develop the time series

CO6: Demonstrate features of non euclidean space.

CO7: Develop the MapReduce

Course Link: https://onlinecourses.nptel.ac.in/noc21_cs06/preview

Platform: Swayam

SUGGESTED READINGS:

- Nina Zumel, John Mount, ‑Practical Data Science with R‖, Manning Publications, 2014.
- Jure Leskovec, Anand Rajaraman, Jeffrey D. Ullman, ‑Mining of Massive Datasets‖, Cambridge University Press, 2014.
- Mark Gardener, ‑Beginning R - The Statistical Pr ogramming Language‖, John Wiley & Sons, Inc., 2012

Paper: Big Data Analysis in E commerce Lab

Code: BMSGEP-391A

Paper Type: Practical, General Elective Practical (GEP3)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop skills of Big data analysis.

CO2: Develop skills of handling Excel Pivot tables.

CO3: Implement E commerce data.

CO4: Develop skills of Hadoop.

MODULE	CONTENT	Teaching Hours
1	Introduction to Excel Pivot Table	5
2	Working with financial data set handling using python/R	5
3	E commerce data set analysis using python/R	5
4	Introduction to Hadoop	

Paper: Data Mining Lab

Code: BMSGEP-391B

Paper Type: Practical, General Elective Practical (GEP3)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop skills of data analytics.

CO2: Develop skills of data mining extensions

CO3: Implement MDX query.

CO4: Develop skills of SQL server.

MODULE	CONTENT	Teaching Hours
1	Create and Manage graph data	5
2	Perform various steps of preprocessing on the given relational database / warehouse.	5
3	To implement Data Mining Extensions (DMX) language and MDX query language	5
4	Creating Data Mining Structure & Predictive Models using the Excel Add-In for SQL Server 2008.	5

Paper: Soft Skill Development

Code: BMSSEC-301

Paper Type: Theory, Skill Enhancement Course (SEC1)

Contacts Hours / Week: 2L

Credits – 2

On completion of the course, students will be able to

CO1: Develop skills of Problem solving

CO2: Develop skills of face to face communication

CO3: Write formal letters such as business communication

CO4: Develop skills of communication with peers

MODULE	CONTENT	Teaching Hours
1	Verbal presentations Telephonic communications Face to face communication Body language and attire Interview Skills (Conducting an interview, facing an interview) Pitching skills	8
2	Written communications Business letters Emails How to say ‗no' politely Visual presentations	6
	Optimal use of PPT	

3	Communication with peers Communication with boss Communication with subordinates	6

SUGGESTED READINGS:

- Soft Skills Training: A workbook to develop skills for employment by Frederick H. wentz

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Syllabus for B. Sc (H) in Media Science (CBCS)

COURSE STRUCTURE (In-house)

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Detailed Syllabus

Semester IV

Paper: Introduction to Film Studies

Code: BMS-401

Paper Type: Theory, Core (C8)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze historical perspective of world cinema

CO2: Analyze historical perspective of Indian cinema

CO3: Explain various genres of cinema

CO4: Explain Golden era of Hollywoood

CO5: Analyze history of Italian Neorealism, French New Wave

CO6: Explain Surrealism

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 kinetoscope, 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	Genres of cinema, technology, aesthetics, commercial aspects of cinema, film and other arts	6
	World cinema: Hollywood MPPC, Rise of the studio system, Coming of sound, Consolidation of the Studio System: Vertical	

4	integration; Golden era of Hollywood, Classical Hollywood narrative	10
5	World Cinema: European Cinema German Expressionism, Soviet cinema, Italian Neorealism, French New Wave, Surrealism	10

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)

Paper: Digital Media

Code: BMS-402

Paper Type: Theory, Core (C9)

Contacts Hours / Week: 4L

Credits: 4

Credits: 4

On completion of the course, students will be able to

CO1: Analyze emergence of new media

CO2: Explain basic concepts of World Wide Web

CO3: Demonstrate cyber law, copyright & Plagiarism

CO4: Write for the digital media

CO5: Write blogs

CO6: Explain Cyber Journalism and its scopes

MODULE	CONTENT	Teaching Hours
1	**Introduction to 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 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 Multimedia storytelling, Hypertext fiction.	10
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	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

Paper: Advanced Television Studies

Code: BMS-403

Paper Type: Theory, Core (C10)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Become familiarize the students with the growth and development of television in India

CO2: Handle multiple live camera

CO3: Develop skills to live telecast from onsite

CO4: Create breaking news

CO5: Develop news stories

CO6: Develop animations for news

MODULE	CONTENT	Teaching Hours
1	**Growth and development of television in India** 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)	20
2	**Live Telecast** Digital satellite news, 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	20

SUGGESTED READINGS:

- Nalin Mehta, India on Television
- Television Production Handbook by Roger Inman, Greg Smith
- Television Programme Production

Paper: Film Making Lab

Code: BMS-491

Paper Type: Practical, Core (CP8)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Convert an idea to a story

CO2: Demonstrate the role a production team

CO3: Write Script & Screenplay for films

CO4: Tell story through presentation

CO5: Create a documentary

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	4
3	**Writing for fiction:** Filmic space, time, structure; Character & plot development; action & dialogue; Technique of writing screenplay; shooting script & story board	4
4	**10 shot exercise for fiction** Telling a story in exactly 10 shots: Not more than 3 characters, not more than 2 locations	4
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	4

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

Paper: Digital Media Lab

Code: BMS-492

Paper Type: Practical, Core (CP9)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Create various layout

CO2: Expert in Indesign **CO3:**

Create digital newspaper

CO4: Develop a basic Webpage

CO5: Become familiar with Dreamweaver

CO6: Stylize a basic webpage with CSS

MODULE	CONTENT	Teaching Hours
1	**Revision of Layout and Design** History of Layout Design The purpose of Layout Design Kinds of Layout Design	4
2	**Advanced Indesign** In Design asset management Multiple documents Working with tables Text frames and heading Exporting & different file creations Content creation, designing a newsletter	8
3	**Basic Html & css(creating hyperlink)** Create a basic webpage	8

SUGGESTED READINGS:

- Modern Newspaper Design – E C Arnold

- Editing and Design – Harold Evans

- HTML and CSS: Design and Build Websites

Paper: Advanced Television Studies Lab

Code: BMS-493

Paper Type: Practical, Core (CP10)

Contacts Hours / Week: 2P Credits:

2

On completion of the course, students will be able to

CO1: Create set for a television production

CO2: Handle lights for a television production

CO3: Handle multiple camera for a television production

CO4: Produce one episode for a television

CO5: Packaging video for a television production

CO6: Promotional activity for a television production

MODULE	CONTENT	Teaching Hours
1	**The Television Studio** Studio floor plan and layout Studio décor, colour scheme, backdrop and green screen **Multi camera basics** Need for multi camera shooting, positioning of cameras, tele prompter, Multi-camera terminology and crew assignments, control room **Lighting for Multi-cam shoot:** Revision of Basics of Light, Colour Temperature and White Balance, Contrast Ratio Types of Lights, Lighting equipment and accessories, 3 Point Lighting, 5 Point Lighting for multi cam set up **Audio for Multi-cam shoot:** Recording, Editing, Mixing, Mastering, Sound quality and Noise **Anchoring a television show** Dress code, body language, language; Developing a personal style; Conducting a television interview **Production control room & online editing**	10
	Production of Television Programmes (Hands on group exercise)	

2	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 **Production of one episode** of the series Roles of crew members, role of producer **Post production: Packaging the episode** Online and off line editing, adding special effects, signature tune, graphics **Promotion: Preparing promotional video of the series**	10

SUGGESTED READINGS:

- Basic Television: Theory and Servicing: A Text-Lab Manual
  by Paul B. Zbar

Paper: Office Automation Tool

Code: BMSGE-401A

Paper Type: Theory, General Elective (GE4)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Develop skills in Office automation devices

CO2: Develop skills of automation management techniques.

CO3: Develop skills of office 365

CO4: Implement use of Microsoft OneDrive

CO5: Develop skills of presentation making.

CO6: Develop skills of video conferencing

Course Link: https://www.coursera.org/learn/introduction-to-computers-and-office-productivity-software

Platform: Coursera

SUGGESTED READING:

- Microsoft Office 365 Administration Inside Out (Inside Out (Microsoft)) December 2013,Microsoft Press US; 1st edition (6 December 2013)

Paper: Operating System

Code: BMSGE-401B

Paper Type: Theory, General Elective (GE4)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Develop skills of operating systems.

CO2: Develop skills of operating systems working principles

CO3: Develop skills of operating systems process management

CO4: Develop skills of virtual memories

CO5: Develop skills of various comparative studies of operating systems

Course link: https://onlinecourses.nptel.ac.in/noc21_cs44/preview

Platform: Swayam

SUGGESTED READING:

- Abraham Silberschatz, Peter B. Galvin, Greg Gagne, Operating System Concepts. Sixth edition. Addison-Wesley (2003).

- Andrew Tanenbaum, Modern Operating Systems, Prentice Hall.

- William Stallings, Operasting Systems, Prentice Hall

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Paper: Interactive Computer Graphics

Code: BMSGE-401C

Paper Type: Theory, General Elective (GE4)

Contacts Hours / Week: 4L

Credits: 4

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On completion of the course, students will be able to

CO1: Develop skills of hardware and softwares for graphics.

CO2: Develop skills of display techniques of computer graphics

CO3: Skill enhancement of various utility and effects of computer graphics

CO4: Enhance the basic skills of multimedia and computer graphics

Course link: https://www.coursera.org/learn/interactive-computer-graphics

 Platform: Coursera

SUGGESTED READING:

- Computer Graphics (Principles and Practice) by Foley, van Dam, Feiner and Hughes, Addisen Wesley (Indian Edition)

- Computer Graphics by D Hearn and P M Baker, Printice Hall of India

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Paper: Office Automation Tool

Code: BMSGEP-491A

Paper Type: Practical, General Elective Practical (GEP4)

Contacts Hours / Week: 2P

Credits: 2

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On completion of the course, students will be able to

CO1: Develop skills in Office 365. **CO2:**

Develop skills of Outlook mailing. **CO3:**

Implement Microsoft OneDrive.

CO4: Develop skills of video conferencing.

MODULE	CONTENT	Teaching Hours
1	Introduction to Office 365 including word, Excel, PowerPoint	5
2	Introduction to Microsoft Outlook	5
3	Introduction to OneDrive	5
4	Introduction to video conferencing with skype	5

Paper: Operating System Lab

Code: BMSGEP-491B

Paper Type: Practical, General Elective Practical (GEP4)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to **CO1:**

Development of skills in operating system modules. **CO2:**

Develop skills of command in windows.

CO3: Implement shell command in Linux.

CO4: Develop skills of Linux shell scripting.

CO5: Develop skills of process and memory management.

MODULE	CONTENT	Teaching Hours
1	Working with windows operating system: Module, Command, Utilities	4
2	Working with Linux operating system: Components, Shell and Commands	4
3	Introduction to windows operating system power shell	4
4	Introduction to Linux shell scripting	4
5	Working with processes and memory management in Windows and Linux	4

Paper: Computer Graphics Lab Code:

BMSGEP-491C

Paper Type: Practical, General Elective Practical (GEP4)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Development of skills in computer graphics.

CO2: Develop skills of image enhancement techniques.

CO3: Develop skills of 3D graphics tools.

CO4: Develop skills of display properties

MODULE	CONTENT	Teaching Hours
1	Introduction to various types of images and format	4
2	Image enhancement techniques	4
3	Display properties and tools	4
4	Different types of drawing algorithms: Line, Circle, Polygon	4
5	Working with 3D graphics tools and Techniques	4

Paper: Personality Development

Code: BMSSEC-401

Paper Type: Theory, Skill Enhancement Course (SEC2)

Contacts Hours / Week: 2L

Credits – 2

On completion of the course, students will be able to

CO1: Develop skills in professional and inner-personal communications

CO2: Do time management

CO3: Develop personality

CO4: Gain positive thinking in life **CO5:**

Add humour in communication **CO6:**

Maintain ethics and Etiquette

MODULE	CONTENT	Teaching Hours
1	Definition & types of mindsets, Learning mindsets, secrets of developing growth mindset Importance of time and Understanding perceptions of time Using time efficiently Understanding procrastination	4
2	Types of people How to say No Controlling anger Gaining power from Positive Thinking	4
3	What makes others dislike you What makes others like you Being attractive	4
4	Humour in communication Humour in workplace Functon of Humour in the Workplace Money & personality Managing love	4
5	Ethics & Etiquette Business Etiquette Managing Mind & Memory Improving Memory Care for Environment	4

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B. Sc (H) in Media Science (CBCS)

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020 -2021)

Detailed Syllabus

Semester V

Paper: Integrated Marketing Communication II (Public Relations & Corporate Communications)

Code: BMS-501

Paper Type: Theory, Core (C11)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze historical perspective of Public Relations

CO2: Explain models and theories of marketing and advertising

CO3: Explain the role of In house PR

CO4: Analyze External communication

CO5: Analyze Internal communication

CO6: Handle crisis management

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	10
	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	

2	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	15
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 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	15

SUGGESTED READING:

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

Paper: Understanding Stage Production

Code: BMS-502

Paper Type: Theory, Core (C12)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze historical perspective of Indian theatres

CO2: Plan a stage production

CO3: Explain the contribution of renowned directors in Indian theatre

CO4: Explain different styles of acting

MODULE	CONTENT	Teaching Hours
1	**Introduction & History** History and Development of Indian Theatre, Natya Sastra – Bharata Poetics by Aristotle Different Theatre forms – First theatre; Proscenium theatre; Third theatre	12
2	**Stage production Planning** 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 production Renowned directors of Indian theatre Sombhu Mitra, Utpal Dutta, Badal Sarkar, Habib Tanveer, Girish Karnad, Arun Mukhopadhyay, Hesnam Kanhailal, Satish Alekar, Ratan Thiyam, Rudraprasad Senguta	18
3	**Understanding Theatrical Logistics** 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 Visual Different types of performance spaces - Folk Theatre, Proscenium Theatre, Third Form, Street Theatre, Blackbox Theatre, Intimate Theatre	10

SUGGESTED READINGS:

• History of the Theatre, Oscar G. Brocket 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

Paper: Advertising, PR & Event Management

Code: BMS-591

Paper Type: Practical, Core (CP11)

Contacts Hours / Week: 2P Credits:

2

On completion of the course, students will be able to

CO1: Plan live Event

CO2: Do Budget for event

CO3: Make strategy for advertising

CO4: Make PR Campaign

MODULE	CONTENT	Teaching Hours
1	Planning an Event: 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. 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. Budgeting for an event Post Event : Event evaluation, Follow up and Feedback Link Up: Event planning and relation with Advertising and Public Relation	10
2	Advertising & PR Campaign Planning: 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, Measurement of Results: Criteria for	10

	Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing	

Paper: Stage Production Design

Code: BMS-592

Paper Type: Practical, Core (CP12)

Contacts Hours / Week: 2P Credits:

2

On completion of the course, students will be able to

CO1: Plan for a stage production

CO2: Become a director

CO3: Handle theatrical logistics

CO4: Design a stage production

MODULE	CONTENT	Teaching Hours
1	Stage production Planning 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	6
2	Understanding Theatrical Logistics 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	8
3	Designing a Stage Production of 8-10mins (Practical) Script Development for Stage Production Planning & Visualization of the Stage Production (Set & Props designing, Light designing, Casting, Sound designing) Designing & executing the Stage Production	6

Suggested Readings:

- History of the Theatre, Oscar G. Brocket 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

Paper: Animation

Code: BMSDSE-501A

Paper Type: Theory, Discipline Specific Elective (DSE1)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Explain basics of animation

CO2: Explain Role of advertisement

CO3: Analyze the importance of animation in advertisement

CO4: Develop idea for planning an advertisement using animation

MODULE	CONTENT	Teaching Hours
1	**Animation** Definition of animation Types of animation Uses of animation Industries of animation	10
2	**Advertisement** Definition of advertisement Role of advertisement Way of revenue generation of advertisement Slogans for advertisement	10
3	Relation of animation with advertisement Trends of using animations in advertisements and its reasons	10
4	Blend of mix media in advertisements Creative thinking for advertisements	10

Suggested Readings:

- Animation and Advertising by **Cook**, Malcolm, **Thompson**, Kirsten Moana

Paper: Digital Painting Techniques

Code: BMSDSE-501B

Paper Type: Theory, Discipline Specific Elective (DSE1)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to **CO1:**

Become familiar with Photoshop interface and tools **CO2:**

Explain color theory

CO3: Create secondary color from primary colors

CO4: Explain matte painting techniques

CO5: Explain different types of digital painting

MODULE	CONTENT	Teaching Hours
1	**Photoshop Tools : Custom Brushes & Settings**	6
2	**Color theory**	6
3	**Mixing Color :** Primary, Secondary, Tertiary	6
4	**Matte painting Techniques**	8
5	**Speed painting Techniques**	4
6	**Categories of Digital Painting :** Creatures, Human, Environment, Sci-Fi, fantasy	10

Suggested Readings:

Digital Painting Techniques by 3DTOTAL.COM LTD

Paper: Brand Designing

Code: BMSDSE-502A

Paper Type: Theory, Discipline Specific Elective (DSE2)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze branding strategies

CO2: Analyze value for branding

CO3: Create brand personality

CO4: Create brand identity **CO5:**

Develop brand marks

MODULE	CONTENT	Teaching Hours
1	**Introduction to Branding:** What is a brand? How are brands built? The brands we love and hate What is segmentation? The iceberg model: Who they are The Iceberg model: What they do	10
2	**Defining the Value** Introduction to positioning Consumer based categories How to compete in your category Establishing the point of difference The 10 commandments of strong brand positioning	8
3	**Building a Brand House** Introduction to brand houses Brand personality Brand image values Brand vision Examples of brand houses	10
4	**Brand Marks and Visual Expressions** Brand Identity Brand touch points What makes a good logo?	6

	What makes a good logo: Font? Qualities of an effective name.	
5	**Brand Identity and Strategy Conclusion**	**6**

Suggested Readings:

- Building Strong Brands by David Aaker
- Habits of Iconic Brands by By Michael Beverland
- Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit by Anne Bahr Thompson
- Positioning: The Battle for Your Mind by Al Ries and Jack Trout
- Building a Story Brand by Donald Miller

Paper: Anchoring in Media

Code: BMSDSE-502B

Paper Type: Theory, Discipline Specific Elective (DSE2)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Create voice over for television industries

CO2: Write script for radio

CO3: Do anchoring in radio

CO4: Write script for television

CO5: Explain theories of dubbing

CO6: Give auditions

MODULE	CONTENT	Teaching Hours
1	**An overview of the Television & Industry** Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos/ radio commercials/ TV Documentaries	6
2	Radio Presenter: Radio Presenting, Voice Projection, Scripting, Mic Techniques	6

	Public Speaking: Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, Acting and singing to strengthen your personal and vocal confidence	6
3		
4	Theory of Dubbing, On-air Essentials	6
5	A guide on how to write presenter scripts for TV A look at personality, style and general show presentation	8
6	Recording the voice Recording Studio Audition techniques	8

Paper: Animation

Code: BMSDSEP-591A

Paper Type: Practical, Discipline Specific Elective (DSEP1)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Incorporate animations in advertisements

CO2: Become expert with Photoshop, After effects, flash and premiere

CO3: Create advertisements with mix media

CO4: Develop an ad film

MODULE	CONTENT	Teaching Hours
1	**Creating an ad film of 20 seconds incorporating animation as one of its key component**	20

Paper: Digital Painting

Code: BMSDSEP-591B

Paper Type: Practical, Discipline Specific Elective (DSEP1)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Become expert with Photoshop

CO2: Draw Digital paintings

CO3: Draw realistic human portraits digitally

CO4: Draw landscape digitally

MODULE	CONTENT	Teaching Hours
1	**Drawing Ten human portraits**	10
2	**Drawing Ten Sci-fi/ fantasy landscape**	10

Paper: Brand Designing

Code: BMSDSEP-592A

Paper Type: Practical, Discipline Specific Elective (DSEP2)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Become expert with Photoshop and Illustrator

CO2: Creating brand identity

CO3: Create promotional strategy for branding

CO4: Do marketing for a brand

MODULE	CONTENT	Teaching Hours
1	Creating an imaginary brand, logo and accessories like letterhead, brochure, key rings, t-shirts, wrist band and etc	10
2	Promoting and marketing the brand to create a brand identity	10

Paper: Anchoring

Code: BMSDSEP-592B

Paper Type: Practical, Discipline Specific Elective (DSEP2)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop voice modulation skills

CO2: Develop skills of delivering a formal message

CO3: Become a Radio news anchor

CO4: Become a Host for Talk shows or television shows

MODULE	CONTENT	Teaching Hours
1	**Radio News Reading** The basics of fluency, Voice: pitch/tone/intonation/inflection, Duties and responsibilities, Understanding the news scripts and news agenda	10
2	**Anchoring for Talk show & events**	10

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B. Sc (H) in Media Science (CBCS)

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020 -2021)

Detailed Syllabus

Semester VI

Paper: Journalism

Code: BMS-601

Paper Type: Theory, Core (C13)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to
CO1: Write news reports, features and headlines
CO2: Design the structures of Newspaper, newsletter & magazine
CO3: Apply the theories of reporting to prepare a new report from inception to publication
CO4: Analyze and editing reports for publication

MODULE	CONTENT	Teaching Hours
1	**News & features** Role and qualities of a journalist; broadcast journalism vs. print journalism Meaning of news, hierarchy of news, hard and soft news, structure of a news report, writing headlines, objectivity and bias News versus features; types of features	10
2	**Newspapers, magazines, newsletters** Anatomy of a newspaper, analysis of the front page, comparative study of two newspapers, the OP ED page, sports pages, photos in a newspaper Online editions of newspapers and the special features they offer Types of magazines: news magazines, lifestyle magazines, special interest magazines Meaning and importance of newsletter	10
3	**Reporting** Introducing the role of the reporter and its significance within mass media; training and qualifications to be a reporter; the expected and unexpected in reporting; reporting skills and functions. 2. Stages in the reporting process- newsgathering and journalistic research; developing ideas a news 'sense'; understanding what makes a story newsworthy and what does not; understanding how news stories are constructed.	20

| | 3. Skills for News Reporting- The basic formula (i.e. the 5Ws and 1 H); the Inverted Pyramid; Writing Leads and understanding its various kinds; Other skills- incl. observation (seeing and listening), fact-finding, analyzing and interpreting materials, note-taking, interviewing types and skills.
4. Writing news reports- Starting with lead paragraphs, using quotes in the body of the report and ending with a balanced conclusion.
5. Extracting news reports from external sources- Citizens, press releases and conferences, institutional/government bodies, businesses and charities, etc.
 6. Theories in Reporting- Types of Reporting: Objective, Interpretative, Investigative, Legal, Developmental, Political, Crime, Sport, Financial, Science, Health, Education, etc. Understanding the importance of clarity and accuracy in news reporting, incl. jargons, euphemisms, gaps in the facts, verification processes. | |

SUGGESTED READINGS:

Edward r. Murrow and the birth of broadcast journalism by bob Edwards
Understanding media by Marshall Mcluhan

Paper: Ecology & Environmental Communication

Code: BMS-602

Paper Type: Theory, Core (C14)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze the scope and importance of communication for environment

CO2: Explain various case studies on various resources of India

CO3: Explain structure & concept of ecosystem

CO4: Explain importance of biodiversity

CO5: Demonstrate the methods of biodiversity conservation

CO6: Analyze the cause of Environment pollution

CO7: Explain sustainable development

MODULE	CONTENT	Teaching Hours
1	**Multidisciplinary Nature of Environmental Studies** 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.	6
2	**Natural Resources** 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 nonrenewable 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	8
3	**Ecology** Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. 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)	6

	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	**Biodiversity and its Conservation** 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	**Environmental Pollution** 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 Gathering Visit to a local polluted site — Urban / Rural / Industrial / Agricultural.	**6**
6	**Social Issues and the Environment 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	**8**

	Pollution) Act. Water (Prevention and control of Pollution) Act Wildlife Protection Act Forest Conservation Act Issues involved in enforcement of environmental legislation. Public awareness	

SUGGESTED READING:

- Environment and Ecology- S.N. Pandey, S.P. Misra

Paper: Journalism

Code: BMS-691

Paper Type: Practical, Core (CP13)

Contacts Hours / Week: 2P Credits:

2

On completion of the course, students will be able to

CO1: Report live from onsite

CO2: Enhance skill of writing report

MODULE	CONTENT	Teaching Hours
1	Write a report on a recent incident	10
2	Capture a onsite reporting video of an incident	10

Paper: Ecology & Environmental Communication through Signage Design

Code: BMS-692

Paper Type: Practical, Core (CP14)

Contacts Hours / Week: 2P Credits:

2

On completion of the course, students will be able to

CO1: Create awareness program on environmental issues

CO2: Create signage design

CO3: Communicate with the help of signage design

MODULE	CONTENT	Teaching Hours
1	Creating public awareness Campaign on Environmental Pollution through Design	20

Paper: AR, VR Code:

BMSDSE-601A

Paper Type: Theory, Discipline Specific Elective (DSE3)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to **CO1:**

Enhance skill in basic virtual and augmented reality. **CO2:**

Develop skill in the virtual reality environment.

CO3: Enhance skill in 360 degree video

CO4: Enhance skill in augmented and virtual reality models.

CO5: Enhance skill in augmented and virtual reality productions.

CO6: Enhance skill of media and entertainment domain with AR &VR.

MODULE	CONTENT	Teaching Hours
1	**Introduction to Virtual Reality:** Introduction, Fundamental Concept of Virtual Reality. Features and recent development on Virtual Reality. Computer graphics, Flight Simulation, Virtual environment requirement, benefits of virtual reality, Historical development of VR, Scientific Landmark 3D Computer Graphics,360 degree concept.	10
2	Tools and Techniques in Virtual Reality Introduction, From 2D to 3D, 3D space curves, 3D boundary representation Geometrical Transformations: Introduction, Frames of reference, Modeling transformations, Instances, Picking, Flying, Scaling the VE, Collision detection Generic VR system, Collision detection mechanism.	10
3	Augmented and Mixed Reality Taxonomy, technology and features of augmented reality, difference between AR and VR, Challenges with AR, AR systems and functionality, Augmented reality methods, visualization techniques for augmented reality and its applications.	10
4	Application of VR in Digital World of Entertainment: VR Technology in Film & TV Production. VR Technology in Physical Exercises and Games. Demonstration of Digital Entertainment by VR.	10

SUGGESTED READING:

- Burdea, G. C. and P. Coffet. Virtual Reality Technology, Second Edition. Wiley-IEEE Press,2003/2006.
- Alan B. Craig, Understanding Augmented Reality, Concepts and Applications, Morgan Kaufmann, 2013.

Paper: VFX & Compositing

Code: BMSDSE-601B

Paper Type: Theory, Discipline Specific Elective (DSE3)

Contacts Hours / Week: 4L

Credits: 4

On completion of the course, students will be able to

CO1: Analyze the history of compositing

CO2: Become familiar with the toolbar

CO3: Explain Compositing with live action

CO4: Demonstrate Multipass rendering

CO5: Explain the use of fluid effects, cloth and fur in compositing

CO6: Explain the use of rotoscopy and green screen in compositing

CO7: Develop skills of adding vfx into a shot

CO8: Explain the role of dynamic effects in compositing

MODULE	CONTENT	Teaching Hours
1	Introduction and Toolsets Brief history of compositing Deconstructing digital images and the rendering process Fundamental 3D and digital compositing principles Comparing the Nuke and After Effects compositing engines Pre-multiplied vs. non-pre-multiplied images	6
2	**Photographic applications for 3D** Deconstructing cameras and the photographic process Camerawork fundamentals Aspect ratios, standards, focus, and exposure principles Shooting and image processing for a background plate Discuss perspective and depth cues Setting up a background plate into a 3D scene	6
3	**Compositing 3D with Live Action** Setup and matching of 3D lighting to a background plate Exporting multiple render passes and compositing for shadows Image based lighting and reflections Realistic materials Ideal specifications for diffuse texturing Contrasting game asset texturing to cinematic asset texturing	6

4	**Multi-pass Rendering** Using render layers to optimize multi-pass rendering Multi layer compositing principles and techniques Comparing basic effects and layered composite workflows Diffuse, color, shadows, reflections, and occlusion	6
5	**Film, Video, Matting, and Chroma Keying** Deconstructing film, video, and digital video standards Aspect ratios, file formats, and frame rates Types of mattes and matting techniques Chroma Keying Making and mattes for 2D elements vs. 3D elements Rotoscoping and wire removal	6
6	**Matting Techniques for Particle Systems** Fundamentals for dynamic motion and animation systems Setting up mattes as image sequences Applying mattes to particle objects	6
7	**Dynamic Effects** Intermediate dynamic motion and animation systems Rigid body systems Simulating complex physical phenomenon Managing complexity for efficient feedback	4

Paper: DISSERTATION + PROJECT

Code: BMSDSE-602

Paper Type: Theory, Discipline Specific Elective (DSE4)

Contacts Hours / Week: 6L

Credits: 4+2

MODULE	CONTENT	Teaching Hours
1	**DISSERTATION + PROJECT**	**40+20**

Paper: AR, VR Code:

BMSDSEP-691A

Paper Type: Practical, Discipline Specific Elective Practical (DSEP3)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Develop real life model using VR

CO2: Develop real life simulation using VR

CO3: Develop real life environment creation using VR.

CO4: Enhance concept of VR application in media and entertainment domain.

MODULE	CONTENT	Teaching Hours
1	Developing model of a house using Virtual Reality.	6
2	Developing a simple car simulator using Virtual Reality.	8
3	Developing concept of Virtual class room	6

Paper: Vfx & Compositing

Code: BMSDSEP-691B

Paper Type: Practical, Discipline Specific Elective Practical (DSEP3)

Contacts Hours / Week: 2P

Credits: 2

On completion of the course, students will be able to

CO1: Become Familiar with softwares like After effects, Nuke, Fusion

CO2: Implement green screen removal with separate background

CO3: Implement 2d & 3D tracking

CO4: Implement skills of rotoscopy

CO5: Do Color Correction

CO6: Develop Visual effects

CO7: Do simulation and wrinkle effect

CO8: Developing a film intro with vfx

MODULE	CONTENT	Teaching Hours
1	**Chroma Keying**	2
2	**2D & 3D Tracking**	2
3	**Rotoscopy a footage**	2
4	**Creating vfx like fire,rain on a shot**	2
5	**Color Correction of a shot**	2
6	**Creating liquid simulation**	3
7	**Create cloth wrinkle effect**	3
8	**Create a film intro (20 seconds)**	4

SUGGESTED READINGS:

- Steve Wright, ―Digital Compositing for Film and Video‖, Focal Press, 2010.
- Lee Lanier, ―Professional Digital Compositing: Essential Tools and Techniques‖, Wiley Publishing Inc., 2010
- Ron Ganbar, ―Nuke 101: Professional Compositing and Visual Effects‖, Peachpit Press; Second Edition, 2014
- Steve Wright, ―Composting Visual Effects‖, Focal Press; Second Edition, 2011.