

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

COURSE STRUCTURE

1st YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BMS(N)101	Introduction to Media	3	0	0	3	3
2	BMS(N)102	Language Practice: Reading Comprehension and Writing	3	0	0	3	3
3	BMS(N)103	Photography	2	0	0	2	2
4	BMS(N)104	Basic Computer Application	2	0	0	2	2
5	BMS(N)105	Visual Design: Aesthetics and Application	2	0	0	2	2
Practical							
1	BMS(N)191	Photography	0	0	2	2	2
2	BMS(N)192	Basic Computer Application	0	0	2	2	2
3	BMS(N)193	Visual Design	0	1	1	2	2
4	BMS(N)194	Current Affairs(Sessional Paper)	2				2
Total			20				
SEMESTER II							
Theory							
1	BMS(N)201	Introduction to Public Relations	3	1	0	4	4
2	BMS(N)202	Introduction to Print Media	3	1	0	4	4
3	BMS(N)203	Integrated Marketing Communication: PR & Corporate Communication	3	1	0	4	4
4	BMS(N)204	Writing for PR: Award entry, Stringer Engagement, Campaign Story	3	1	0	4	4
Practical							
1	BMS(N) 291	PR & Events: Lab	0	0	2	2	2
2	BMS(N)292	Ad Design and Page Layout Lab	0	0	2	2	2
Total			20				

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nd
2 YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BMS(N)301	Introduction to Advertising	3	1	0	4	4
2	BMS(N)302	Writing for Media	3	1	0	4	4
3	BMS(N)303	Media Laws & Ethics	3	1	0	4	4
4	BMS(N)304	Integrated Marketing Communication: Marketing and Advertising	3	1	0	4	4
Practical							
1	BMS(N)391	Ad Design & Campaign Lab	0	0	2	2	2
2	BMS(N)392	Internship	0	0	2	2	2
Total			20				
SEMESTER IV							
Theory							
1	BMS(N)401	Entrepreneurship in Media	3	1	0	4	4
2	BMS(N)402	Fundamentals of Marketing & Branding	3	0	0	3	3
3	BMS(N)403	Media Management	3	0	0	3	3
4	BMS(N)404	Film & Television: Theory and Practice	3	0	0	3	3
5	BMS(N)405	Fundamentals of Marketing	3	0	0	3	3
Practical							
1	BMS(N)491	Film Making Lab	0	2	0	2	2
2	BMS(N)492	Internship	0	0	2	2	2
Total			20				

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3rd YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BMS(N)501	Electronic Media – Planning & Production	3	1	0	4	4
2	BMS(N)502	Introduction to Television Studies	2	1	0	3	3
3	BMS(N)503	Study of Media Scene in India (Radio, TV & New Media)	2	1	0	3	3
4	BMS(N)504	Understanding Stage Production	3	1	0	4	4
Practical							
1	BMS(N)591	Electronic Media (LAB)	1	0	2	3	3
2	BMS(N)592	Stage Production (LAB)	1	0	1	2	2
3	BMS(N)593	Internship	0	0	1	1	1
Total			20				
SEMESTER VI							
Project							
Theory							
1	BMS (N) 601	Media Research	2	1	0	3	3
2	BMS (N) 602	Film Production: Writing, Screenplay & Direction	2	1	0	3	3
3	BMS (N) 603	Film Production: Cinematography, Editing & Sound Design	2	1	1	4	4
4	BMS (N) 604	Development and Environmental Communication	2	1	0	3	3
5	BMS (N) 605	Advanced Photography	2	1	0	3	3
Practical							
1	BMS (N) 691	Film Making - Lab	0	0	2	2	2
2	BMS (N) 692	Internship based on specialization	0	0	2	2	2
Total			20				

Total credits in the Program: 120 credits

Honours degree requirements: Additional 16 credits from MOOCS of the MOOCS basket

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DETAILED SYLLABUS

SEMESTER-I

Paper: INTRODUCTION TO MEDIA

Code: BMS(N)101

Contacts Hours / Week: 3L

Credits: 3

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

Course Content

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

SUGGESTED READINGS:

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

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Paper: LANGUAGE PRACTICE: READING, COMPREHENSION & WRITING

Code: BMS(N)102

Contacts Hours / Week: 3L

Credits: 3

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

Course Content

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

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

SUGGESTED READINGS:

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

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Paper: PHOTOGRAPHY

Code: BMS(N)103

Contacts Hours / Week: 2L

Credits: 2

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

Course Content

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

SUGGESTED READINGS:

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

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Paper: **BASIC COMPUTER APPLICATION**

Code: BMS(N)104

Contacts Hours / Week: 2L

Credits: 2

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

Course Content

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

SUGGESTED READINGS:

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

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Paper: **VISUAL DESIGN: AESTHETICS & APPLICATION**

Code: BMS(N)105

Contacts Hours / Week: 2L

Credits: 2

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

Course Content

MODULE	CONTENT	Teaching Hours
1	<p>Introduction Notion of Beauty- Western and Indian</p> <p>Aesthetics of Image (still & moving) Figure/Ground, Balance, Emphasis, Proportion, Rhythm, Unity, Motifs Meaning and mood of colour: Colour Principles, Learning from nature Understanding colour in different media; Concepts of RGB and CMYK Perspective, Atmospheric perspective, movement (With examples from paintings, sculpture, cartoons, photographs, fresco, graffiti, logo, motif, symbols, icons)</p>	8
2	<p>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.</p>	8
3	<p>Aesthetics of Printed Page Points, Lines, Space, Texture, Colour, Typography, Logo (with examples from newspaper, magazine, books, posters, leaflets, manuals, print adverts, packaging layout)</p>	2
4	<p>Aesthetics of web elements and User Experience (UX)</p>	2

SUGGESTED READINGS:

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

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

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PRACTICAL PAPERS

Paper: PHOTOGRAPHY LAB

Code: BMS(N)191

Contacts Hours / Week: 2p

Credits: 2

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

Course Content

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

Paper: Basic Computer Application Lab

Code: BMS(N)192

Contacts Hours / Week: 2p

Credits: 2

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

Course Content

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

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Paper: VISUAL DESIGN: AESTHETICS & APPLICATION (Lab)

Code: BMS(N)193

Contacts Hours / Week: 1P + 1T

Credits: 2

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

Course Content

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

SUGGESTED VIEWING:

FromNetflix:

Abstract

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

Sitestolookat

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

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Paper: WORLD HISTORY AND CURRENT AFFAIRS I

Code: BMS(N)194

Contacts Hours / Week: 2L

Credits: 2

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

Course Content

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

SUGGESTED READINGS:

② <https://www.youtube.com/channel/UC7IcJI8PUf5Z3zKxnZvTBog>

② <https://www.youtube.com/channel/UCABe2FgVNV2hgBeMu2mySVg>

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

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SEMESTER II

Paper: Introduction Public Relations

Code: BMS(N)201

Contacts Hours/Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	PR- Definition, PR-Publicity/Propaganda & Public Opinion	4
2	History of PR- <ul style="list-style-type: none"> • Growth as a communication function • PR- as a management function • PR- principles, planning, implementation, research, evaluation • PRO- qualifications and function 	4
3	Media relations <ul style="list-style-type: none"> • Press releases • Press conference • House journals • Corporate films • Other PR Tools 	8
4	Corporate PR- Communication with publics(internal / external)	2
5	Community relations / Employee relations / Govt. relations / Lobbying / CSR (Corporate Social Responsibility)	2
6	PR in India (Both public & private sector)	4
7	PR counselling, PR-Agencies	4
8	PR & Advertising, PR & Propaganda	4
9	PR in crisis management, Event management & PR	4
10	PR & latest technology, Emerging trends in PR	4

SUGGESTED READINGS:

- ☐ Public Relations in India – J. M. Kaul
- ☐ Practical Public Relations – Sam Black
- ☐ Applied Public Relations – K. R. Balan
- ☐ This is PR: The Realities of Public Relations – Newson, Turk & Kruckeberg
- ☐ Planned Press & PR – Frank Jefkins
- ☐ PR: A Scientific Approach – Baldeo Sahani
- ☐ Jana Sanjog – Samar Baru
- ☐ Public Relations – Subir Ghosh
- ☐ Public Relations in Business & Public Administration in India – V. M. Dhenkney

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Paper: Introduction to Print Media

Code: BMS(N)202

Contacts Hours/Week: 3L+1T

Credits: 4

Course Content

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

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

SUGGESTED READINGS:

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

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Paper: Integrated Marketing Communication (PR & Corp. Communication)

Code: BMS(N)203

Contacts Hours / Week: 3L+1T

Credits: 4

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

Course Content

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

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

SUGGESTED READING:

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

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Paper: Writing for PR

Code: BMS(N)204

Contacts Hours/Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
Unit 1	Writing for Press content Media brief Pitches Press Releases	
Unit 2	Writing for Web Content Writing for Website Writing for Social Media Handles/ Pages	
Unit 3	Writing for Events Writing Emcee Script Writing award entries Writing campaign stories Writing speeches	

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Paper: PR & Events (LAB)

Code: BMS(N)291

Contacts Hours / Week: 2P

Credits: 2

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p>PR Campaign: Defining Campaign Planning - Defining Campaign Planning, Brand versus Social Campaign Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and production of Message, Measurement of Results. - Situation Analysis. The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products -Positioning Objectives: Current and Desired Perception Budget Setting: Factors Determining Budget, Steps Involved, Budget Plan and Execution.- Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments) Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing</p>	
2	<p>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</p>	

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3	<p>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 Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing.</p>	
4	<p>PROJECT:- Campaign Production: (This would be a group exercise. The group would work like an ad agency with the members representing various departments like Account Management, Media Planning Creative, and Production etc. and produce a campaign on a social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible). Organizing a half day event in college and getting the necessary coverage in the media</p>	12

SUGGESTED READINGS:

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

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Paper: Ad Design & Page Layout Lab

Code: BMS(N)292

Contacts Hours / Week: 2P

Credits: 2

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
Unit 1	Revision of Layout and Design What is Layout? History of Layout Design The purpose of Layout Design Kinds of Layout Design	
Unit 2	Revision of Planning Layout Design Principles of Page Layout Elements of a Layout Adding pictures to the page Something about Typography	
Unit 3	Introduction to Adobe In Design Workspace In Design asset management Multiple documents Working with tables Text frames and heading Exporting & different file creations	
Unit 4	Content creation, design and publication of a newsletter/ 4 page news paper	
Unit 5	Designing real ads Creation of print ads, television ads, online ads, radio ads and OOH advertising	

SUGGESTED READINGS:

- ② Modern Newspaper Design – E C Arnold
- ② Editing and Design – Harold Evans
- ② Newspaper Design – Allen Hut

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SEMESTER-III

Paper: Introduction to Advertising

Code: BMS(N)301

Contacts Hours/Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Definition of Advertising	
2	History of Advertising	
3	Social & Economic benefits of advertising	
4	Types of advertising – Consumer, Corporate, Industrial, Retail, National, Regional, Trade, Professional, Social, Product, Classified & Display	
5	Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning	
6	Agency organization <ul style="list-style-type: none"> • Dimensions of agency business • The Creative Services • Account services • Marketing services • Administrative services • Advertising Copy & Layout • Advertising Media—Print, radio, Television, Web, Film, Outdoor • What does it mean working with an agency? Selecting an agency 	
7	Structure of Agencies <ul style="list-style-type: none"> • How agencies started & the agency business today • Types of Agencies • Agency Structure and Function • Media related decisions • How agencies generate revenues and profit • Starting & Managing a small agency • Client-agency relationship 	
8	Research in advertising; Advertising ethics; Advertising & law	
9	Emerging trends/issues & development in advertising	

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SUGGESTED READINGS:

- ❑ Advertising – David Ogilvy
- ❑ Successful Branding – Pran k. Choudhury
- ❑ Brand Positioning – Subroto Sengupta
- ❑ Advertising as Service to Society – Mc Ewan John
- ❑ Advertising as Communicator – Gillian Dyor
- ❑ Advertising – Frank Jefkins
- ❑ Advertising – James S. Norris
- ❑ Creative Advertising Theory & Practice – Sandra E. Moriarty
- ❑ Creative Advertising – H. M. Hopner
- ❑ Advertising Made Simple – Frank Jefkins

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Paper: WRITING FOR MEDIA

Code: BMS(N)302

Contacts Hours / Week: 3L+1T

Credits: 4

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

Course Content

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

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

SUGGESTED READINGS:

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

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Paper: Media Laws and Ethics

Code: BMS(N)303

Contacts Hours / Week: 3L +1T

Credits: 4

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

Course Content

MODULE	CONTENT	Teaching Hours
1	Introduction to Law and Ethics Definition of LAW Definition of ETHICS Code of Ethics Difference between Law and Ethics Press Law Definition, Meaning, Newspaper, Newspaper establishment	7
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	7
3	Defamation Libel Slander Blasphemy Sedition Compulsory Projects, Assignments and presentation based on case studies	7
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	7
5	Cable Television Act , Prasar Bharati and Broadcasting Council of India	4
6	Press Council of India and Press Information Bureau	3
7	Cyber Laws, Cyber Crime Vis – A – Vis Information Technology Act Projects,	5
8	Assignments and Presentation based on realistic recent Case Studies countering recent cyber-crime trends.	

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SUGGESTED READINGS:

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

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Paper: Integrated Marketing Communication (Marketing and Advertising)

Code: BMS(N)304

Contacts Hours / Week: 3L +1T

Credits: 4

COURSE CONTENT

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

SUGGESTED READINGS:

- ② Marketing Management (4th ed.) by Rajan Saxena Advertising (4th ed.) by Frank Jefkins & Daniel Yadin
David Ogilvy, Ogilvy on Advertising

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Paper: Ad Design & Campaign Lab

Code: BMS(N)391

Contacts Hours / Week: 2P

Credits: 2

MODULE	CONTENT	Teaching Hours
1	Kinds of campaign, Product Promotion, Corporate Campaign, Service Campaign, Social Awareness, Planning a campaign, Brain Storming, Working on a campaign	20

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Semester-IV

Paper: Entrepreneurship in Media

Code: BMS(N)401

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Bringing out a newspaper	
2	Launching a TV/Radio channel	
3	Launching of news & entertainment portal (Web Media)	
4	Marketing of various print & audio visual media through an effective promotional mix	

SUGGESTED READINGS:

- ② Newspaper Organisation and Management - H L Williams
- ② Newspaper Circulation - J S Davenport
- ② Principles of Newspaper Management - P L Edward
- ② Media Ownership & Control in the age of Convergence – Elizabeth Fox

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Paper: Fundamentals of Marketing and Branding

Code: BMS(N)402

Contacts Hours / Week: 3L

Credits: 3

OBJECTIVE:

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological	7
2	Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior	7
3	Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market;	7
4	Branding- Definition, Importance, Branding Strategy; Packaging.	9

Paper: Media Management

Code: BMS(N)403

Contacts Hours / Week: 3L

Credits: 3

MODULE	CONTENT	Teaching Hours
1	Concepts, nature, scope , significance, functions and principles of management, historical evolution of management thoughts .	7
2	Planning-concepts, components and steps involved in planning process, advantages and limitations of planning	7
3	Principles and process of organizing, organization structures, line-staff relations, delegation and decentralization, Staffing .	7
4	Directing—principles of directing, motivation, theories of motivation Coordination—nature , need , types and methods of coordination. Control—, types of controls.	9
5	Business Communication concept, nature, process, objectives, role and importance of communication, Barriers to communication.	
6	Channels and types of communication, seven Cs of communication, Importance and essentials of business reports.	
7	Meaning and purpose of agenda, business circulars, office memos, sales letter. Speaking skills, making presentation: oral and power point, Group discussion, participation in conferences. Meaning and importance of business Etiquette, Ethics and values of communication	

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Paper: Film & Television: Theory & Practice

Code: BMS(N)404

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit 1	Study of different schools of film making Hollywood Studio System German Expressionism Neo realism Surrealism French new wave
Unit 2	Television Historical developments as international media (beginning from late 19th century) Technology, history and regulation History of Indian Television

Suggested Readings:

- ❑ Film Art: An Introduction by David Bordwell & Kristin Thomson
- ❑ How to read a film by James Monaco
- ❑ History of Narrative film by David A. Cook
- ❑ Understanding Movies by Louis Giannetti
- ❑ Oxford History of World Cinema
- ❑ Television Culture by John Fiske
- ❑ Radio & television by K. M. Srivastava
- ❑ Broadcast Television by S. C. Bhatt

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Paper: Fundamentals of Marketing

Code: BMS(N)405

Contacts Hours / Week: 3L

Credits: 3

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Module I: (4L) a. Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing. b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix.	
2	Module III: (10L) a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages b. New Product Development- Steps	
3	Module IV: (6L) a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service b. Discounts and Rebates	
4	Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management	
5	Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	

SUGGESTED READINGS:

1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.
2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Principles of Management, Premvir Kapoor, Khanna Publishing House
6. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillian.

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Paper: Film Making - Lab

Code: BMS(N)491

Contacts Hours / Week: 2P

Credits: 2

Course Content	
Unit 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
Unit 2	Pre-production Filmic space, time, structure; Character & plot development; action & dialogue; Technique of writing screenplay; shooting script & story board
Unit 3	Advanced camera and lighting exercises The lens as a narrative element Camera movements and accessories required for these movements: Rigs, gimble, steady cam, 360o camera, drone; specialized cameras like Go Pro, Osmo, Drone Dramatic lighting
Unit 4	Location sound recording and audio post production Recording dialogues during shooting Recording sound effects and ambience Dubbing Foley effects Track laying and mixing Mixing for stereo Mixing for 5.1 surround sound (Demo only)
Unit 5	Advanced editing exercises (Adobe premiere Pro / FCP) Exercises in continuity editing, Filmic space and time through editing, editing an action sequence, graphic and rhythmic editing, editing a trailer of a film
Unit 6	10 shot exercise for fiction Telling a story in exactly 10 shots: Not more than 3 characters, not more than 2 locations or 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

SUGGESTED READINGS:

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

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

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Semester-V

Paper: Electronic Media- Planning and Production

Code: BMS(N)501

Contacts Hours / Week: 3L+1T

Credits: 4

COURSE CONTENT

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

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2	<p><u>Television Understanding</u></p> <p>Television</p> <p>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</p> <p>Genres of television programmes</p> <p>Fiction and non-fiction genres (News, features, game shows, reality TV, documentaries, travel shows)</p> <p>News on television</p> <p>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</p> <p>Television News Reporter and News Anchor: Qualities, Facing the Camera, Dress code, Reporting Live, Attitude, Presentation Style, Choice of words, Voice Modulation</p> <p>Writing for television</p> <p>Words and moving pictures – Developing a sense of writing to visuals</p> <p>Writing in direct address mode Writing for news and current affairs</p> <p>Interviews on television</p> <p>Purpose and importance of interview; Preparation for Interview; Asking the right questions; critical evaluation of some interview based television programmes</p> <p>Project</p> <p>Viewing and critiquing some interview based programmes</p> <p>Analysing profiles and styles of some television anchors</p>	
3	<p><u>Cyber Media & The New Era Of Convergence</u></p> <p>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</p> <p>Netizens</p> <p>Fake news and hoax</p> <p>Augmented reality, virtual reality, 360^o camera</p> <p>Project</p> <p>Comparing websites of two news channels Studying an online news portal</p>	

SUGGESTED READINGS:

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

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Paper: Television Studies

Code: BMS(N)502

Contact Hour/Week: 2L+1T

Credits: 3

COURSE CONTENT

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

SUGGESTED READINGS:

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

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Paper: Study of Media Scene in India (Radio, TV & New Media)

Code: BMS(N)503

Contacts Hours / Week: 2L+1T

Credits: 3

OBJECTIVE:

COURSE CONTENT

Module	Content	Teaching Hours
1	Birth and development of AIR; Developmental Radio; FM broadcasting & Rise of Private FM channels in India	
2	Early years of Television in India (developmental era, SITE, the Emergency); 1982 Asian Games & Commercialization; Satellite Boom & Post Liberalization television scenario in India; DTH, Convergence, Broadcast Bill	
3	The New media in India	
4	History of Indian Media Policy – Indian Telegraph Act, Prasaar Bharati, etc.	

SUGGESTED READINGS:

- ❑ Radio & Television, K.M. Srivastava
- ❑ The work of Television Journalist, Tyrrel
- ❑ The techniques of Radio Journalism, Herbert

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Paper: Understanding Stage Production

Code: BMS-504

Contacts Hours / Week: 3L+1T

Credits: 4

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

Course Content

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

SUGGESTED READINGS:

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

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Paper: Electronic Media: Planning (LAB)

Code: BMS(N)591

Contacts Hours / Week: 1L+ 2P

Credits: 3

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p>Familiarization with equipment required for Radio production:</p> <p>Microphones as the first link in the audio recording and playback chain; anatomy of a microphone: diaphragm, casing and transducer; directivity of microphones; proper handling of microphones; microphone accessories: wind shield, boom rod, stand</p> <p>Cables and connectors</p> <p>Mixing and equalization; noise reduction</p> <p>Audio editing software (Logic Pro/Nuendo/ Pro tools)</p> <p>Exercise:</p> <p>Speaking into the microphone (Single microphone individual exercise for every student)</p> <p>Producing a live radio programme of max 10 minutes duration (Group exercise)</p>	12
2	<p>Familiarization with Video Camera, its accessories and their functions</p> <p>Framing and composition Lenses</p> <p>Parts of a video camera</p> <p>Colour temperature and white balance Types of shots and camera movements</p> <p>Basics of Visual Language: Shots, Scenes, Sequences Camera Angles, Camera Movements, Image Sizes</p> <p>Exercise: Students work in pairs to record short interviews</p>	14
3	<p>Familiarization with video editing software (Adobe Premiere Pro/ FCP 10)</p> <p>Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions</p> <p>Basic Cut to Cut editing for making Television News</p> <p>Exercise: Groups of 4 students produce a news capsule. All news capsules are put together to produce a news bulletin</p>	14

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SUGGESTED READINGS:

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

Paper: Stage Production Lab

Code: BMS(N)592

Contacts Hours / Week: 1L+1P

Credits: 2

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

Course Content

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

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Semester-VI

Paper: MEDIA RESEARCH

Code: BMS(N)601

Contacts Hours / Week: 2L+1T

Credits: 3

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

Course Content

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

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

SUGGESTED READINGS:

- ② Research Methodology: Methods and Techniques by C R Kothari
- ② Mass Media Research: An Introduction: Roger D. Wimmer, Joseph R. Dominick

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Paper: Film Production – Writing, Screenplay and Direction

Code: BMS(N)602

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit 1	The stages of making a film Pre-production , production, post-production
Unit 2	Writing and Screenplay
Unit 3	What is direction? How are various facets of direction. The art of direction.

Paper: Film Production: Cinematography, Editing and Sound Design

Code: BMS (N) 603

Contacts Hours / Week: 2L+1T+1P

Credits: 4

Course Content	
Unit 1	The stages of making a film Pre-production , production, post-production
Unit 2	Cinematography & lighting Types of shots; Camera angles, placement, movement, types of lenses; basics of lighting
Unit 3	Editing Transitions, Continuity of time & space Shot, Scene & Sequence
Unit 4	Sound Design Fundamental techniques of sound design Auditory pattern of object perception

Suggested Readings:

- ② Understanding Movies by Louis Giannetti
- ② Filmmaker's Handbook by Steven Ascher & Edward Pincus
- ② Grammar of the Shot by Roy Thompson & Christopher J. Bowen
- ② Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- ② Sound for Film and Television by Tomlinson Holman

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Paper: Development & Environmental Communication

Code: BMS-604

Contacts Hours / Week: 2L+1T

Credits: 3

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

Course Content

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

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

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	<p>Gathering</p> <ul style="list-style-type: none"> ☐ Visit to a local polluted site — Urban / Rural / Industrial / Agricultural. 	
6	<p>Social Issues and the Environment</p> <ul style="list-style-type: none"> ☐ From Unsustainable to Sustainable development ☐ Urban problems related to energy ☐ Water conservation. Rain water harvesting, watershed management Resettlement and rehabilitation of people: its problems and concerns. Case studies. Environmental ethics: issues and possible solutions. Climate change. Global warming acid rain, ozone layer depletion. Nuclear accidents and holocaust. Case studies. Wasteland reclamation. ☐ Consumerism and waste products. ☐ Environmental Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act ☐ Wildlife Protection Act ☐ Forest Conservation Act ☐ Issues involved in enforcement of environmental legislation. ☐ Public awareness. 	
7	<p>Development Communication</p> <p>The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication</p> <p>Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues</p> <p>Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj</p>	

SUGGESTED READING:

1. Environmental Studies – M.P. Poonia & S.C. Sharma
2. Environment and Ecology- S.N. Pandey, S.P. Misra

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Paper: **ADVANCED PHOTOGRAPHY**

Code: BMS(N)605

Contacts Hours / Week: 2L+1T

Credits: 3

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

Course Content

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

SUGGESTED READINGS:

- ② The Guide for Serious Photographers by Michael Langford
- ② On Photography by Susan Sontag
- ② The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson
- ② <https://digital-photography-school.com/digital-photography-tips-for-beginners/>

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Paper: Film Making (lab)

Code: BMS(N)691

Contacts Hours / Week: 2P

Credits: 2

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

Course Content

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

SUGGESTED READINGS:

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