

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
Syllabus for BSc. Media Science Programme
(Effective from 2021-22 Admission Session)
Choice Based Credit System

CBCS Course Structure BSc. Media Science

AIM

Aim of the program is to create skilled professionals in Media Science with high level of technical expertise, creativity, sensitivity towards art, ethical behaviour and commitment towards development of the society.

**OBJECTIVES or PROGRAM EDUCATIONAL
OBJECTIVES (PEO)**

1. Graduates of Media Science will be able to excel in Media industry.
2. Graduates of Media Science will be able to excel in Higher education in Media Science.
3. Graduates of Media Science will be able to be innovators and entrepreneurs in Media Science and allied fields.
4. Graduates of Media Science will be responsible citizen of the society and contribute to the development of society through ethical behaviour and ethical practice of their profession.

PROGRAM OUTCOMES (PO)

Media Science graduates on completion of the program will be able to:

- 1. Apply Media knowledge:** Apply the knowledge of Media Science fundamentals to the solution of complex animation and media problems.
- 2. Problem analysis:** Identify, formulate, review research literature and analyze complex Media Science problems and decision-making models.
- 3. Design/develop solutions:** Design solutions for Media Science problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety and 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. Use Modern tools:** Create, select and apply appropriate techniques, resources, and modern media tools including prediction and modelling to complex animation activities with an understanding of the limitations.
- 6. Be responsible towards society:** Apply reasoning informed by the contextual knowledge to assess cultural issues and the consequent responsibilities relevant to the professional practice.

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

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

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

10. Excel in Communication: Communicate effectively on complex filmmaking and animation 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. Apply Project management and finance concepts: 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. Practise 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.

CBCS course structure & Credit Distribution

Subject type	Abbreviation	Number of courses	Credit Point	Total Credit	Credit Distribution
Core Course	CC	14	6	84	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Discipline Specific elective	DSE	4	6	24	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Generic elective or Interdisciplinary	GE	4	6	24	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Ability Enhancement course	AECC	2	2	4	Theory 2 No Practical or Tutorial
Skill Enhancement course	SEC	2	2	4	Theory 2 No Practical or Tutorial
		26		140	

Semester-wise distribution of courses

Subject type	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
CC	C1, C2	C3, C4	C5, C6, C7	C8, C9, C10	C11, C12	C13, C14
DSE					DSE1, DSE2	DSE3, DSE4
GE	GE1	GE2	GE3	GE4		
AECC	AECC1	AECC2				
SEC			SEC1	SEC2		
	4 (20)	4 (20)	5 (26)	5 (26)	4 (24)	4 (24)

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Total Credit: 140

Semester I

SL. No	Type of Paper	Paper Name	PaperCode	Contact Period per week			Total Course Hours	Credits
				L	P	T		
	Theory							
1	Core (C1)	Introduction to Media and MassCommunication	BMS 101	5		1	60	6
2	Core (C2)	Introduction to Photography andDesign I	BMS 102	4			40	4
	Practical							
1	Core (CP1)	Introduction to Photography and Design I- Practical	BMS 191		2		20	2
	Elective Courses							
	General Eective							
	Theory							
	GE 1	Anyone from GE Basket						
	Ability Enhancement Courses (Compulsory)							
	Theory							
1	AECC1	English Grammar and Literature	BMSAECC 104	2			20	2

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Semester II

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
	Theory							
1	Core (C3)	Introduction to Journalism 1-Print and New Media	BMS 201	4			40	4
2	Core (C4)	Introduction to Photography and Design II	BMS 202	4			40	4
	Practical							
1	Core (CP 3)	Introduction to Journalism 1-Print and New Media- Practical	BMS 291		2		20	2
2	Core (CP 4)	Introduction to Photography and Design II- Practical	BMS292		2		20	2
	General Electives							
	Theory							
1		Anyone from GE Basket						
	Ability Enhancement Courses (Compulsory)							
	Theory							
1	AECC2	Overview of world and Indian History	BMSAECC2 04	2			20	2

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Semester III

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
Theory								
1	Core (C5)	Introduction to film studies- In current perspective	BMS 301	4			40	4
2	Core (C6)	Introduction to consumer behaviour, marketing and advertising	BMS 302	4			40	4
	Core (C7)	Journalism 2- Electronic Media	BMS 303	4			40	4
Practical								
1	Core (CP5)	Introduction to film studies- In current perspective- Practical	BMS 391		2		20	2
2	Core (CP6)	Introduction to consumer behaviour, marketing and advertising- Practical	BMS 392		2		20	2
3	Core (CP7)	Journalism 2- Electronic Media- Practical	BMS 393		2		20	2
General Electives								
		Anyone from GE Basket						
Ability Enhancement Courses (Compulsory)								
Theory								
1	SEC 1	Current affairs in political and economic perspective	BMSSEC305		2		20	2

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Semester IV

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
	Theory							
1	Core (C8)	Film Studies II	BMS 401	4			40	4
2	Core (C9)	Public Relations, Corporate Communication, and Social Media Management	BMS 402	4			40	4
3	Core (C10)	Digital Media and its Marketing	BMS 403	4			40	4
	Practical							
1	Core (CP8)	Film Studies II- Practical	BMS 491		2		20	2
2	Core (CP9)	Public Relations, Corporate Communication, and Social Media Management- Practical	BMS492		2		20	2
3	Core (CP10)	Digital Media and its Marketing	BMS 493		2		20	2
	Elective Courses							
	General Electives							
	Theory							
1	GE4	Anyone from GE Basket						
	Ability Enhancement Courses (Compulsory)							
	Theory							
1	SEC 2	Personality development and soft skills	BMSSEC 405		2		20	2

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Semester-V

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
	Theory							
1	Core (C11)	Media Management and Entrepreneurship	BMS 501	4			40	4
2	Core (C12)	Communication Research and Data Analysis	BMS 502	4			40	4
	Practical							
1	Core (CP11)	Media Management and Entrepreneurship-Practical	BMS 591		2		20	2
2	Core (CP12)	Communication Research and Data Analysis-Practical	BMS 592		2		20	2
	Elective Courses							
	Discipline Specific Elective							
	Theory							
1	DSE 1	Basic Fundamentals of Journalism	BMSDSE 503A	4			40	4
		Advertising and Event Management Theory	BMSDSE 503B	4			40	4
		Audio Visual Production-Non-Fiction Theory	BMSDSE 503C					
		Graphic Design- Theory	BMSDSE 503D	4			40	4
2	DSE 2	Advanced Journalism-Theory	BMSDSE 504A	4			40	4
		Public Relations and Corporate Communication	BMSDSE 504B	4			40	4
		Audio Visual Production- OTT and Television-Theory	BMSDSE 504C					
		Graphic Design and Animation	BMSDSE 504D	4			40	4

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	Practical							
1	DSEP 1	Basic Fundamentals of Journalism-Practical	BMSDSEP 593A		2		20	2
		Advertising and Event Management- Practical	BMSDSEP 593B		2		20	2
		Audio Visual Production- Non-Fiction Practical	BMSDSEP 593C		2		20	2
		Graphic Design- Practical	BMSDSEP 593D		2		20	2
2	DSEP 2	Advanced Journalism-Practical	BMSDSEP 594A		2		20	2
		Public Relations and Corporate Communication- Practical	BMSDSEP 594B		2		20	2
		Audio Visual Production- OTT and Television- Practical	BMSDSEP 594C		2		20	2
		Graphic Design and Animation- Practical	BMSDSEP 594D		2		20	2

Semester VI

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
	Theory							
1	Core (C13)	Environment andDevelopment Communication	BMS 601	4			40	4
2	Core (C14)	New Media Products and related software programs	BMS 602	4			40	4
	Practical							
1	Core (CP13)	Environment and Development Communication-Practical	BMS 691		2		20	2
2	Core (CP14)	New Media Products and related software programs	BMS 692		2		20	2
	Elective Courses							
	Discipline Specific Elective							
	Theory							
1	DSE 3	Multimedia Journalism	BMSDSE 603A	4			40	4

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		Digital Marketing	BMSDSE 603B	4			40	4
		Audio Visual Production- Fiction	BMSDSE 603C	4			40	4
		Digital Media Graphics	BMSDSE 603D	4			40	4
Dissertation/ Project								
	DSE 4	Specialization A	BMSDSE 694A				60	6
		Specialization B	BMSDSE 694B					
		Specialization C	BMSDSE 694C					
		Specialization D	BMSDSE 694D					
Practical								
		Multimedia Journalism- Practical	BMSDSE P 693A		2		20	2
		Digital Marketing- Practical	BMSDSE P 693B		2		20	2
		Audio Visual Production- Fiction- Practical	BMSDSE P 693C		2		20	2
		Digital Media Graphics- Practical	BMSDSE P 693D		2		20	2

Specializations	Code
Journalism Across Media (Print, Broadcast, Digital)	A
Marketing Communication (Advertising, Public Relations, Event Management, and Digital)	B
Film and Entertainment Media Production	C
Animation-Multimedia Graphics	D

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Semester I

Paper: Introduction to Media and Mass Communication, Course Type: Core (C1)

Paper Code: BMS 101

Contact Hours/Week: 5L + 1 T

Credit: 6

Objective: To introduce the concepts of communication and mass communication. To provide an overview of different forms of media

Course Outcome

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

CO2: Analyse barriers in communication

CO3: Analyse role of Mass communication in India and Worldwide

CO4: Explain various models and theories of human communication

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	Communication and its process, 7C's of Communication	10	1	1	2
	Types of Communication – Verbal and Non-verbal Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication, Public Communication and Mass Communication		1	1	3
	- Noise in Communication: Semantic, Psychological, Physical, - Technical, Environmental, Cultural		2	2	4
2	Mass Communication: Definition, Characteristics, Functions	8	1	1	2
	Types: Traditional (Print and Electronic), New Media Strength and weaknesses of traditional media.		1	1	2
3	New Media – Very brief history of the internet, Development of online communication – web1.0, web2.0, web3.0	8	4	5	4
	Concepts – Information Society, Technological Determinism, Media Convergence, Participatory Culture, Networked Society, Digital Divide		3	5	4
4	Traditional Folk Media – Characteristics. Different Forms – Chhau, Tamasha, Pawada, Nautanki, Jatra, Ramlila and Raslila, Importance of Folk Media	8	3	1	2
5	Models of Mass Communication – Aristotle, Laswell, Osgood, Shannon and Weaver, New Comb Model	8	4	1	3

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6	Theories of Mass Communication–Hypodermic Needle Theory, Agenda Setting Theory, Cultivation Theory, Two Step and Multi Step Theory, Uses and Gratifications, Normative Theories of the Press	10	4	6	3
7	Global Media: Globalization, Media Conglomerates	8	3	1	4

SUGGESTED READINGS:

Mass Communication Theory and Practice by Uma Narula

Handbook of Journalism and Communication by Vir Bala Aggarwal

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Paper Name: Introduction to Photography and Design I:
Theory Course Type: Core (C2)
Paper Code: BMS 102
Contact Hours/Week: 4L
Credit: 4

Objective: This paper will give a general introduction to the basics of Photography and Design. The objective is to help students build a proper foundation regarding the concepts of Photography and Design

Course Outcome

CO1: Analyse historical perspective of photography
CO2: Analyse 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

Course Content

Module	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	Introduction to Photography Photography- Definition & concept History of Photography General discussion on different photographs	6	1	1	2
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	5, 4	5	3
3.	Basics of Lighting Characteristics of Light, Natural Light & Artificial Light Hard Light & Soft Light, light metering Evaluation: through practice and flipped classrooms.	6	6	5	3
4.	Photographers 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.	10	7	6	1
5.	Aesthetics of Image Balance, Emphasis, Proportion, Rhythm, Unity, Motifs Meaning and mood of colour: Colour Principles 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)	6	2	3	5

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6.	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	6	3	3	3
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SUGGESTED READINGS:

Basic Photography: Michael Langford: Focal Press; 5th Revised edition (1 September 1986)
Langford's Basic Photography: The Guide for Serious Photographers 9th Edition The Mind's Eye:
Writings on Photography and Photographers by Henri Cartier-Bresson
<https://digital-photography-school.com/digital-photography-tips-for-beginners/>
 • *Sight Sound Motion, Applied Media Aesthetics by Herbert Zettl (Course Book)* □ *Online*
Tools: Coolers.co (Free Online) Canva (Free Online)

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Paper Name: Introduction to Photography and Design I: Practical
Course Type: Core (CP1)
Paper Code: BMS 191
Contact Hours/Week: 2P
Credit: 2

Objective: This paper will enable them to have a basic level of skill in competently utilizing photography as a tool to tell stories. The objective is to help students build a proper foundation regarding the concepts of Photography and Design and help them learn the basic tools involved including common application software like Adobe Photoshop.

Course Outcome

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

CO5: Become familiar with softwares like adobe Photoshop, ILLUstrator, Flash

CO6: Edit photos

CO7: Create Logo & Vector designs

CO8: Do basic animations

Course Content

Module	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	Practical: Using a DSLR and Lighting Practice	6	2	5	3
	Evaluation through practical exercises		3	5	5
2.	Practical: A photo essay on any relevant topic	4	4	4	6
3.	Aesthetics of Printed Page Points, Lines, Space, Texture, Colour, Typography, Logo (with examples from newspaper, magazines)	4	1	10	3
4.	Using Adobe Photoshop	6	5	5	3
	Designing a poster		6	3	6

SUGGESTED VIEWING:

From Netflix:

Abstract

- Ep-1: Christoph Niemann (Illustration)
- Ep-7: Platon (Photography)
- Ep- 6: Paula Scher (Graphic Design)
- Day in the life of Graphic Design

https://www.youtube.com/watch?v=f9bEok_7nAI

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Sites to look at

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

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Paper: English Grammar and Literature

Course Type: AECC 1

Paper Code: BMSAECC 104

Contact Hours/Week: 2L

Credit: 2

Objective: To revisit basic grammar skills and official correspondence.
To analyse prose and poetry

Course Outcome

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

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	Remedial Grammar - Verbs, Tenses, Agreements, Narrations, Voice, Phrases, Synonym, - Antonym, Sentence Making, Prepositions, Transformation of sentences - Puns, Figures of Speech (metaphors, similes) Idioms, Proverbs	10	1,3	10	3
	Writing - Official Correspondences: Proposal Writing, Letters of Enquiry, - Circulars, Letters connected with sales, Letters for financial - Letters of invitation, Complaint letters, etc. (ii) Report writing: Basic format of reports, miscellaneous reports - connected with industry (iii) Writing a resume (iv) Writing for meetings: Agenda, minutes (v) Email writing		2,4	12	6

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2	Textual Analysis, Reading and Comprehension • Proposed Texts (any two/ three): • <i>The Princess and the Puma</i>: O'Henry • Selections from <i>Malgudi Days</i>: R K Narayan • Toba Tek Singh: <i>Saadat Hasan Manto</i>(English Translation) • <i>Tintin in the Congo</i>: Herge (English Translation) • <i>Lamb to the Slaughter</i>: Roald Dahl • <i>Ravi Paar</i>: Gulzaar • <i>Sparrows</i>: Khwaja Ahmed Abbas • <i>The Right to Die</i>: English Translation of '<i>Atmahatya Adhikaar</i>' by Manik Bandopadhyay • <i>Susanna's Seven Husbands</i>: Ruskin Bond	10	3	2	2
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SUGESSTED READINGS:

Wren & Martin High School English Grammar and Composition Book (Regular Edition)
Practical English Usage: Michael Swan's guide to problems in English

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Semester II

Paper: Introduction to Journalism I- Print and New Media

Course Type: Core (C3)

Paper Code: BMS 201

Contact Hours / Week: 4 L

Credit- 4

Objective: To acquaint students with various aspects of print and cyber media industry.

Course Outcome

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: Analyse and editing reports for publication

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	History of print media in global and Indian context	2	5	6	5
2	Journalism defined - Canons and Ethics of Journalism - Departments of a newspaper - Types of Print media- newspaper, magazine, books, newsletters, posters, brochure, etc	6	3	10	3
3	What is news, elements of news	6	1	2	5
	Hard news, soft news, human interest stories		1	4	5
	Structure of a news story		2	3	3
	Inverted pyramid style of writing		1	1	3
	Lead, types of leads		1	1	2
	Headline, types of headlines		1	1	2
	Elements of News		4	1	2
	Sources of News		4	1	2
4	Reporting - Reporting for Print media- types of reporting, types of reporters, qualifications and duties of a news reporter The Editor, News Editor, The Chief Sub- editor, Sub Editor - The Leader Writer, The Rewrite man Cartoon and the cartoonist - The art of interviewing	6	1	2	3
5	Design Design and layout of a newspaper- principles of design and make-up of a newspaper, dummyming of apage	4	2	3	6

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6	History of internet and its application in media in global and Indian context	2	5	1	6
7	- Introduction to new media - Information superhighway - Information revolution - The cross and interdisciplinary nature of digital journalism studies	2	5	1	3
8	- Reporting for cyber media - Mobile Journalism, citizen journalism - Digital journalism platforms- mobile apps, website and social media	4	3	5	4
9	- Role of social media in digital journalism - Gender and race representation in digital media and its impact	2	5	7	5
10	Design and layout of web pages and mobile news applications	4	3	3	6

SUGGESTED READINGS:

Essentials of Practical Journalism by Vir Bala Aggarwal
Handbook of Reporting and Communication Skills by V.S. Gupta
News Reporting and Editing by K M Srivastava
Professional Journalism by M V Kamath
Basic News Writing by Melvin Mencher
Theory and Practice of Journalism by B N Ahuja
News Editing Theory and Practice by Sourin Banerjee
Editing and Design by Harold Evans
The Art of Modern Journalism by J J Aster
Professional Journalists by John Hohenberg
Journalist's Handbook by M V Kamath
What Is Digital Journalism Studies by Steen Steensen and Oscar Westlund

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Paper: Introduction to Journalism I- Print and New Media Practical

Course Type: Core (CP3)

Paper Code: BMS 291

Contact Hours / Week: 2P

Credit- 2

Objective: To produce a hands-on print and web publication

Course Outcome

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: Analyse and editing reports for publication

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	Group project on creating a newsletter	10	2, 4	3	6
2	Group project on creating a news blog	10	1, 3	11	6

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Paper Name: Introduction to Photography and Design II: Theory

Course Type: Core (C4)

Paper Code: BMS202

Contact Hours/Week: 4L

Credit: 4

Objective: This paper will focus on an advanced knowledge about photography and the different genres and application of the same. The objective is to help students advance their abilities pertaining to Photography and Design and help them learn the basic tools involved.

Course Outcome

CO1: Analyse historical perspective of photography

CO2: Analyse 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

Course Content

Module	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	Basics of Photography Analogue Photography and chemical processes Functioning of 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 History of Cameras and formats	8	2	2	4
2.	Lighting – Indoor and outdoor Types of lights and accessories Flashes – Types and Function White Balance and Colour Temperature	6	5	2	5
3.	Masters of Photography Ansel Adams, Man Ray, Edward Steichen, Alfred Steiglitz, Paul Strand, Robert Capa, Henri Cartier Bresson, Cecil Beaton, Dorothea Lange, Margaret Bourke-White, Annie Leibowitz, Lala Deen Dayal, Raghu Rai, Raghubir Singh, Homai Vyarawalla, Prabuddha Dasgupta, Dayanita Singh. Flip classes	8	1, 6	1	2
4.	Genres of Photography Portrait Photography, War Photography, Fashion Photography, Street Photography, Press Photography, Wildlife Photography, Food	10	2	1	4

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	Photography, Product Photography				
5.	Layout and Design What is Layout? History of Layout Design The purpose and principles of Layout Design Kinds of Layout Design Elements of a Layout	8	3	3	3

SUGGESTED READINGS:

- The Guide for Serious Photographers by Michael Langford
- On Photography by Susan Sontag
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson

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Paper Name: Introduction to Photography and Design II: Practical

Course Type: Core (CP4)

Paper Code: BMS 292

Contact Hours/Week: 2P

Credit: 2

Objective: This paper will focus on helping students delve into practical experiences. The objective is to help students advance their abilities pertaining to Photography and Design and help them learn the basic tools involved including common application software like Adobe Creative Cloud.

Course Outcome

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

CO5: Become familiar with softwares like adobe Photoshop, ILLUstrator, Flash

CO6: Edit photos

CO7: Create Logo & Vector designs

CO8: Do basic animation Perspective

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1.	Using a DSLR in combination with different lighting conditions Evaluation through practical exercises	4	1	5	4
2.	Project: A photography assignment on any two genres according to one's choice.	4	1	4	4
3.	Introduction to Adobe Illustrator	6	3,5,6,7,8	3	2
4.	Project: Content creation - design and publication of a newsletter.	6	2, 4	3	6

SUGGESTED READINGS:

- The Guide for Serious Photographers by Michael Langford
- On Photography by Susan Sontag
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson
- Editing and Design – Harold Evans
- Modern Newspaper Design – E C Arnold

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Paper: Overview of World and Indian History

Course Type: AECC 2

Paper Code: BMSAECC 204

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: To create awareness about major developments in World and Indian History.

Course Outcome

CO1: Apply the concepts in Exploring local history of different media

CO2: Implement the theories for correlating growth of media to socio economic political factors

CO3: Interpret the emergence of New Media in comparison to the traditional media platforms.

CO4: Apply the information to document the evolution of media

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1	- Europe: Renaissance, Reformation, Age of exploration, Scientific Revolution, Industrial - Revolution, Age of Colonization, Feudalism, Capitalism, Colonialism. The world Wars and Cold War, Gulf War, Iran & Iraq war.	8	2	1	3
2.	Major developments in Ancient and Medieval India related to politics, culture and society	4	4	3	3
3	- Independence Movement - Post-Independence political developments and the economic growth plans	8	1, 3	9	3

SUGGESTED READINGS:

Chandra, B., Mukherjee, M., Mukherjee, A., Panikkar, K. N., & Mahajan, S. (2016). India's struggle for independence. Penguin UK.

Roberts, J. M., & Westad, O. A. (2013). The history of the world. Oxford University Press, USA.
Thapar, R. (1990). A history of India. Penguin UK.

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Semester III

Paper Name: Introduction to Film Studies-In current perspective: Theory

Course Type: Core (C5)

Paper Code: BMS 301

Contact Hours/Week: 4L

Credit: 4

Objective: This paper will introduce and familiarize students with cinema and trace its development from silent era to talkies. The objective of this paper is to make the students appreciate cinema and give them a well-rounded approach to the different schools and styles of cinema.

Course Outcome

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 Hollywood

CO5: Analyse history of Italian Neorealism, French New Wave

CO6: Explain Surrealism

Course Content

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	History of Cinema and the silent era- Persistence of vision, Eduard Muybridge's experiment, invention of the cinematograph and kinetoscope, Lumiere brothers, Melies, Porter, Griffith.	6	1	1	4
2.	What is cinema – Technology, aesthetics, relation with other art forms, film analysis.	2	3	2	2
3.	Hollywood: Coming of sound, the Studio System, Classical Hollywood Narrative, Three Act Structure, Five Act Structure	6	4	1	2
4.	World Cinema: Europe German Expressionism, Soviet cinema, Italian Neorealism, Surrealism and French New Wave Analysis of relevant films	10	1, 5, 6	1	4
5.	Auteur Theory: Alexandre Astruc, Francois Truffaut, Andrew Sarris, debate between Andrew Sarris and Pauline Keal Study of works of auteurs like Hitchcock, Ray, Kurosawa, Bimal Roy, Tarantino Project: Video essay analysing any auteur	6	5	1	4
6.	Film Screening and Analysis of recent landmark films Project: Video project critiquing any	10	2	9	4

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	film/series				
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SUGGESTED READINGS:

- How to Read a Film by James Monaco
- Film Art by Bordwel& Thompson
- History of Narrative Film by David Cook
- Film Theory & Criticism (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- Cinemas of India (Pub: Macmillan)
- Directing the Documentary by Michael Rabiger,

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Paper Name: Introduction to Film Studies - In current perspective: Practical
Course Type: Core (CP5)
Paper Code: BMS 391
Contact Hours/Week: 2P
Credit: 2

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

Course Outcome

CO1: Analyse the stages of filmmaking
CO2: Explain various roles of personnel involved in film production
CO3: Develop an understanding of intellectual requirements for script writing
CO4: Develop an in-depth understanding of the difference between fiction and non-fiction films

Course Content

Module	CONTENT	Teaching Hours	CO	PO	BTL
1.	PRACTICAL: Stages of Filmmaking: 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	1	9	5
2.	PRACTICAL: Writing for non-fiction: Synopsis, proposal outline, research, treatment and structure, the art of writing narration	4	3	5	6
3.	PRACTICAL: Production of a documentary film of maximum 5 minutes duration. Maximum 3 days of shooting and 4 days of editing in total, Knowledge of editing software.	6	1,2,3,4	9, 10	5,2, 6
4.	PRACTICAL: Writing for fiction: Filmic space, time, structure; Character & plot development; action, dialogue; Technique of writing screenplay; shooting script & story board	6	4	5	6

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, Ken Dancyger, Pub Focal Press
- Making Movies by Sidney Lumet, Pub: Vintage Books

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Choice Based Credit System

Paper: Introduction to Consumer Behaviour, Marketing and Advertising

Course Type: Core (C6)

Paper Code: BMS 302

Contact Hours/Week: 4L

Credit: 4

Objective: To give an understanding of consumer needs and aspirations; To explain the basic concepts of marketing; To introduce the concepts of advertising.

Course Outcome

CO1: Develop Skills of Marketing a product

CO2: Create brand strategy

CO3: Analyse strategy to fix a price of a product

CO4: Explain the role of Advertising

CO5: Analyse the role of advertising agencies

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

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	- Consumer Behaviour: Definition, Concept, and Implementation. - Theories of consumer behaviour: types of buyers, buying habits, and analysing buying behaviour.	10	1	11	5
2	- Marketing: 4 Ps of Marketing, Market Segmentation, Maslow's hierarchy of needs. - Product, Services, and Brand: Product Life Cycle (PLC), Products versus Service, Definition of Branding, Brand Positioning, Brand Identity, and Brand Equity.	6	1, 2	11	5
3	- Pricing: Types and strategies. - Marketing trends in the digital age.	4	3	11	4
4	- Advertising: Introduction, definition, and history. - Advertising Media: Print, Radio, Tv, Digital. - Advertising Types: Media-based, Sector-based. - Advertising Research and Apex bodies	8	4	6	2
5	- Models of Advertising: AIDCA, Hierarchy of Effects. - Copywriting. - Ad Agency: definition, types and structure	12	5, 6	1	4

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SUGGESTED READINGS:

Decoding the New Consumer Mind: How and Why We Shop and Buy, Kit Yarrow
Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By
Pearsonby S. Ramesh Kumar
Advertising and Integrated Marketing Communications, by Kruti Shah | 1 July
2017*Confessions Of An Advertising Man*by David Ogilvy | 1 September 2011
Marketing Management Fifteenth Edition, Kevin Lane Keller, Philip Kotler
ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE,
George Belch, Michael Belch
Consumer Behaviour 11/e By Schiffman/ Kumar

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Choice Based Credit System

Paper: Introduction to Consumer Behaviour, Marketing and Advertising Type: Core (CP6)

Paper Code: BMS392

Contact Hours/Week: 2P

Credit: 2

Objective: To give an understanding of consumer needs and aspirations; To explain the basic concepts of marketing; To introduce the concepts of advertising.

Course Outcome

CO1: Plan live Event

CO2: Do Budget for event

CO3: Make strategy for advertising

CO4: Make PR Campaign

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	Consumer Behaviour Analysis tools: Google Analytics, Google Webmasters, YouTube Analytics, Facebook Audience Insights, Similar Web, Google Trends, and Social Rank	5	3	5	3
2	Budget Allocation Decisions in Marketing: Planning and budgeting a marketing campaign for a product/service.	5	2	11	4
3	- Media Planning: Concept and implementations. - Ad Campaign: Planning and budgeting - Project: Design an Ad Campaign for a product to be launched for different media based on uses and gratification.	10	1, 4	3	6

SUGGESTED READINGS:

Decoding the New Consumer Mind: How and Why We Shop and Buy, Kit Yarrow
Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By
Pearson by S. Ramesh Kumar

Advertising and Integrated Marketing Communications, by Kruti Shah | 1 July
2017 Confessions Of An Advertising Man by David Ogilvy | 1 September 2011

Marketing Management Fifteenth Edition, Kevin Lane Keller, Philip Kotler

ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE,
George Belch, Michael Belch
Consumer Behaviour 11/e By Schiffman/ Kumar

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Choice Based Credit System

Paper: Journalism 2: Electronic Media
Course Type: Core (C7)
Paper Code: BMS 303
Contact Hours/Week: 4L
Credit: 4

Objective: To explain to the student the growth and development of radio and television in India. To familiarize students with different genres of radio and television programmes, making a radio programme and television news.

Course Outcome

CO1: Analyse history of Electronic Media
CO2: Explain Broadcasting technology
CO3: Explain various genres of radio program
CO4: Analyse radio as mass communication medium
CO5: Analyse historical perspective of television
CO6: Explain news reporting for television program
CO7: Explain the emergence of cyber media

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	- Growth and Development of Radio in India - AIR – Popular Programmes - FM Channels in India – Leading Players - Community Radio and Its importance - Ham Radio, Internet Radio	7	1,4	10	4
2	Writing for Radio – Radio News Scripts, Teasers, Promos, Commercials Writing and Editing Radio News, Elements of a radio news story	7	2	2	2
3	- Radio Programmes: - Talk Shows, Interviews, Radio Documentary, Radio Drama, Radio Magazine, News Features – Characteristics of each and Production Process	5	3	10	2
4	Growth and Development of Television in India – Initial years, SITE, the Asian Games 1982, Satellite Boom	5	5	9	4
5	Television Programmes – Fiction and Non - Fiction	2	3	9	2
6	Television News Room – Roles and Functions of Producer, News Editor and other key players	5	6	4	2
7	- Television News Bulletin – News Capsule, Interview Bytes, Vox Pop, Piece to Camera - Roles of Studio anchor and field anchor - Qualities of a Television Reporter and a Television News Anchor	3	6	4	2

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8	Basic Camera Shots and Camera Movement	2	7	9	2
9	Writing for Television – Television News, Television News Documentary	4	2	8	2

SUGGESTED READING

Stay Tuned The Story of Radio in India by Pankaj

Atahwale India on Television by Nalin Mehta

Television News A Handbook of Reporting, Writing, Shooting, Editing and Producing by Teresa Keller

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Paper Name: Journalism 2: Electronic Media Practical
Course Type: Core (CP7)
Paper Code: BMS 393
Contact Hours/Week: 2P
Credit: 2

Objective: This paper will help the students understand the operations within a television studio, learn the basics of camera and editing in the lab. Students will also produce a news bulletin/television chat show using multi camera set up.

Course Outcome

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: Familiarisation with video editing software such as Premiere and FCP

Course Content

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	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	7	2	10	2
2.	Familiarization with video editing software (Adobe Premiere Pro/ FCP10) Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions Basic Cut to Cut editing for making Television News Exercise: Groups of 4 students produce a news capsule. All newscapsules are put together to produce a news bulletin	7	4	3	5
3.	Group of four – six students record a chat show in the studio using multi camera set up	6	1, 3	9	5

SUGGESTED READINGS:

1. Video Production Techniques Theory and Practice from Concept to Screen by Donald LDiefenbach Anne E Slatton
2. Television Production by Jim Owens

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Paper: Current Affairs in Political and Economic Perspective
Course Type: SEC 1
Paper Code: BMSSEC 305
Contact Hours/Week: 2L
Credit: 2

Objective: To provide an overview of the contemporary economic and political situations.

Course Outcome

CO1: Apply the concepts in Exploring local history of different media

CO2: Implement the theories for correlating growth of media to socio economic political factors

CO3: Interpret the emergence of New Media in comparison to the traditional media platforms.

CO4: Apply the information to document the evolution of media

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	Basic Concepts and Contemporary Issues: State, Sovereignty, Power/Hegemony, Anarchy, Civil Society, Citizenship, Identity, Gender, Cosmopolitanism, Globalisation, Green Politics	6	1	1	3
	Basic Theories: Realism, Liberalism, Marxism, International Society.	4	2	2	3
2	Contemporary issues and development of the Indian economy: GDP, PPP, Import, Export, GST	5	3	11	2
	Government Economic Policies: India's economy after liberalization, public ownership and privatisation.	5	4	8	3

SUGESSTED READINGS:

<https://www.gktoday.in/>

Democratic Politics-II, NCERT

<https://www.khanacademy.org/economics-finance-domain/macroeconomics/macro-basic-economics-concepts>

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Semester IV

Paper Name: Film Studies II: Theory

Course Type: C8

Paper Code: C8 BMS 401

Contact Hours/Week: 4L

Credit: 4

Objective: This paper helps students perceive and understand the language of cinema the various genres involved. It familiarizes the students with Indian cinema from early sound era to present days. The paper also tries to broaden their understanding of cinema by studying the works of different kinds of filmmakers and understanding new developments in cinema.

Course Outcome

CO1: Analyse historical perspective of world cinema

CO2: Analyse historical perspective of Indian cinema

CO3: Explain various genres of cinema

CO4: Explain Golden era of Hollywood

CO5: Analyse history of Italian Neorealism, French New Wave

CO6: Explain Surrealism

Course Content

MODULE	CONTENT	Teaching Hours	CO	PO	BTL
1.	Genres Meaning of genre, genre cycle, identifying features of various genres like Film Noir and Sci fi ; in depth analysis of three fundamental genres - musicals, westerns, crime. Analysis of relevant films	8	3	1	2
2.	Semiotics and Cinema Saussure, Metz, Signifier, signified; icon, index, symbol as signifiers; connotation and denotation; paradigmatic and syntagmatic connotations; Film Analysis	4	2	1	3
3.	Indian Cinema I: Silent era, the Talkies, Studio era: New Theatres, Prabhat Studio, Bombay Talkies, Rise of individuals: Bimal Roy, Raj Kapoor, Guru Dutt, The Angry Young Man phenomenon, Globalization and Bollywood	8	4	10	4
4.	Indian Cinema II: Parallel cinema: Satyajit Ray, Ritwik Ghatak, Mrinal Sen, The Indian New Wave and Auteurs: Mani Kaul, Shyam Benegal, Govind Nihalani	10	4	10	4

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5.	International auteurs: Wong Kar-wai, Alejandro González Iñárritu, Rituporno Ghosh, Mira Nair, Bong Joon-ho Project: Video Essay on any auteur	6	5	11	4
6.	Cinema, series and OTT platforms: A look at the changing landscape of audio visual narrative with the rise in popularity of OTT platforms. Project: Students can perform a detailed analysis of any 3 films/short-films/web series of their choice.	4	6	9	6

SUGGESTED READINGS:

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

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Paper Name: Film Studies II: Practical

Course Type: CCP8

Paper Code: C8 BMS 491

Contact Hours/Week: 2P

Credit: 2

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

Course Outcome

CO1: Convert an idea to a story

CO2: Demonstrate the role of a production team

CO3: Write Script & Screenplay for films

CO4: Tell story through presentation

CO5: Create a documentary

Course Content

Module	CONTENT	Teaching Hours	CO	PO	BTL
1.	PRACTICAL: Advanced camera and lighting exercises The lens as a narrative element Camera movements and accessories required for these movements: Rigs, gimble	3	2	9	2
2.	PRACTICAL: Location sound recording and audio post production Recording dialogues during shooting Recording sound effects and ambience Dubbing Track laying and mixing Mixing for stereo	3	1	11	3
3.	PRACTICAL: Advanced editing exercises (Adobe premiere Pro / FCP 10): Exercises in continuity editing, Filmic space and time through editing, graphic and rhythmic editing, editing a trailer of a film	3	4	5	6
4.	PRACTICAL: Pre-production for a fiction film: Story, screenplay, location hunting, production design	4.5	5	11	6
5.	PRACTICAL: Production of a fiction film of maximum 10 minutes duration: Max 3 days of shooting	4.5	3	9	5
6.	PRACTICAL: Post production of the fiction film: Max 4 days of edit	2	1	9	3

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SUGGESTED READINGS:

- 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. Barnou

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Paper: Public Relations, Corporate Communications and Social Media Management

Course Type: CC9

Paper Code: BMS 402

Contact Hours/Week: 4L

Credit: 4

Objective: To explain the theory and tools of Public Relations; To give an over view of Corporate Communication; To explain the role and methods of social media management.

Course Outcome

CO1: Analyse historical perspective of Public Relations

CO2: Explain models and theories of marketing and advertising

CO3: Explain the role of In house PR

CO4: Analyse External communication

CO5: Analyse internal communication

CO6: Handle crisis management

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	- Meaning and Definition of PR, History of PR- American and Indian perspectives. - Pioneers of PR: Edward Bernays, Ivy Lee, Dorman Eaton, HS Adams, Walter Lippmann, Anne Williams Wheaton. - Models of PR: Publicity, Public Information, Two-way Asymmetric, and Two-way Symmetric	10	1	1	2
2	- Publics in PR: Internal and External, Stakeholders, Shareholders. - In-house Vs Agency PR: Definition, structure, scope, role, and function. - Tools of PR: Press Release, House Journals, Brochures, Digital Posters.	10	2, 3	10	4
3	- Introduction to Corporate Communication: Definition, role, and function. - Corporate Communication strategies and tools: Investor Relation, Corporate Governance, Crisis Communication, Corporate Identity, and Corporate Reputation Management.	8	4, 5	10	5
4	- Social Media: Definition and platforms - Establish your presence: Establish your presence on Facebook, Instagram, YouTube. - Social Media Content: Role of texts, images, and videos.	12	6	5	5

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SUGGESTED READING:

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, NewsReleases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott
Corporate Communication: Principles and Practice by Jaishri Jethwaney | 15 September 2018
Social Media Campaigns: Strategies for Public Relations and Marketing by Carolyn Mae Kim | 30 December 2020

Paper: Public Relations, Corporate Communications and Social Media Management

Course Type: CC9

Paper Code: CC9 BMS 492

Contact Hours/Week: 2P

Credit: 2

Objective: To explain the theory and tools of Public Relations; To give an over view of Corporate Communication; To explain the role and methods of social media management.

Course Outcome

CO1: Do social media promotion

CO2: Create Brand Strategy for marketing

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

CO4: Earn revenues from social media platforms

CO5: Develop and maintain a business account

CO6: Create professional profile for marketing

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	- PR Campaign: Briefs, pitch, account management, budgeting, and evaluation of campaign. - Project: Design a PR campaign based on RACE (Research, Action, Communication, Planning).	7	1, 2	10	3
2	- Practical Approaches of Corporate Communication: Events, Sponsorships, Trade Shows, and Corporate Advertising. - Project: Design a corporate advertisement of 5 minutes for the digital platform.	5	2	3	6
3	- Anatomy of Social Media posts: Facebook and Instagram. - Management of social media content: Topic identification, storyboarding, content calendar - Evaluation of social media content: Facebook page insights, Instagram insights, YouTube analytics.	8	1, 3, 4, 5, 6	6	5

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SUGGESTED READING:

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott

Corporate Communication: Principles and Practice by Jaishri Jethwaney | 15 September 2018

Social Media Campaigns: Strategies for Public Relations and Marketing by Carolyn Mae Kim | 30 December 2020

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Choice Based Credit System

Paper: Digital Media & Marketing: Theory

Course Type: CC 10

Paper Code: CC 10 BMS 403

Contact Hours / Week: 4L

Credits: 4

OBJECTIVE: To make students understand and appreciate the true scope and potential of digital media and also acquaint them to Digital marketing as an essential marketing strategy by brands and businesses.

Course Outcome

CO1: Analyze emergence of new media

CO2: Explain basic concepts of World Wide Web

CO3: Demonstrate cyber law, copyright & Plagiarism

CO4: Develop Content for the digital media

CO5: Explain Cyber Journalism and its scopes

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	Digital Media - Introduction to Digital Media - What is new about new media: Difference between new and traditional media; Convergence of media: Meaning & Types - Digital Divide ICT Globalization and new media	3	1	1	4
2	- World Wide Web: Basic concepts - WWW: Web page- website- home pages- web standards- URL- URI- Search engines- ISP-IP address - Domains and Portals Browsers and Search Engines - Hyperlinks and Deeplinks - Social and Professional Networking Sites	2	2	5	2
3	- Cyber Laws and Ethics - Cyber space and cyber culture - Cyber Laws in India - Cyber Crime - Copyright, IPR and Copyleft - Piracy	2	3	8	4
4	- Digital Broadcasting Industry - Content creation and production - Content aggregation and packaging	5	4	5	6
6	Digital Marketing - Web 2.0 Web 3.0 - Fundamental Concept: Definition, RACE - Digital vs Traditional Marketing Communications - Applications & Benefits	8	1	5	4

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	- Digital Marketing Platforms - Digital Marketing Strategy: Structure & Implementation - Online Marketplace Analysis - Differentiation of Media Assets – Paid, Owned, Earned - Different forms of Online Presence				
7	- Key Types of Digital Marketing Channels - Benefits of Digital Communications - Key communication concepts for digital marketing - Digital Marketing Environment - Research tools for assessing digital markets - Online Consumer Behavior and Buying Process - Relationship Marketing using Digital Platforms - Search Engine Optimization – What is SEO	3	5	5	1
8	- Social Media Marketing - Organic reach - Social media channels as distribution channels - Different types of social media marketing tools	3	4	5	5
9	- Other Digital Channels - Online reputation management - Email Marketing - Affiliate marketing Referral marketing Influencer marketing - Case Study on Email Marketing, Affiliate marketing, Referral marketing, Influencer marketing	6	5	5	1

SUGGESTED READINGS:

- *Journalism in the Digital Age: Theory and practice for broadcast, print and online media* by John Herbert
- *Lev Manovich, The Language of New Media*
- *Online News gathering: Research and Reporting*, Quinn & Lamble
- *Convergent Journalism : An Introduction*, Quinn & Filak
- *Digital Marketing: Strategy, Implementation & Practice - Dave Chaffey & Fiona Ellis- Chadwick*
- *New Media and Online Journalism: Handbook for Media Studies* | First Edition | By Pearson Paperback – 31 March 2021
- *Digital Broadcasting: An Introduction to New Media* (Bloomsbury New Media Series) Paperback – 18

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Paper: Digital Media & Marketing: Practical
Course Type: CCP 10
Paper Code: CCP 10 BMS 493
Contact Hours / Week: 2 P
Credits: 2

OBJECTIVE: To make students understand and appreciate the true scope and potential of digitalmedia and also acquaint them to Digital marketing as an essential marketing strategy by brandsand businesses.

Course Outcome

CO1: Create various layout
CO2: Develop expertise in InDesign
CO3: Create digital newspaper
CO4: Develop a basic Webpage
CO5: Become familiar with Dreamweaver
CO6: Stylize a basic webpage with CSS

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	Designing, Developing content for a broadcast/news site	10	1,4	5	6
2	Designing a digital marketing campaign using RACE framework	10	2, 3,5	5	6

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Choice Based Credit System

Paper: Personality Development and Soft Skills

Course Type: SEC 2

Paper Code: SEC 2 BMS405

Contacts Hours / Week: 2L

Credits: 2

OBJECTIVE: To create self-awareness and inculcate soft skills to make students ready for the professional world

Course Outcome

CO1: Develop skills in professional and inter-personal communications

CO2: Develop time management skills

CO3: Develop personality

CO4: Gain positive thinking in life

CO5: Develop sense of humour in communication

CO6: Maintain ethics and Etiquette

Course Content

MODULE	CONTENT	Teaching Hours	CO	PO	BTL
1	- Self-Assessment; Identifying Strength & Limitations. - Habits, Will-Power and Drives. - Developing Self-Esteem and Building Self-Confidence, Significance of Self-Discipline.	6	1, 3	12	6
2.	- Motivation and Achieving Excellence; Self-Actualisation Need; Goal Setting, Life and Career Planning; - Branding of Self, Body language	4	4, 5	8	6
3	- Professional Skills - Social and Cultural Etiquettes, Email skills, Conducting Meetings, Writing Minutes, Sending Memos and Notices. - Social media etiquette, Effective listening and communicating	4	2,6	11	6
4.	- Resume Building - Interview skills - Group Discussions	6	1	9	6

SUGGESTED READINGS:

Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013.

Mitra, Barun. Personality Development and Soft Skills: Oxford University Press, 2016

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Choice Based Credit System

Semester V

Paper: Media Management and Entrepreneurship

Course Type: CC 11

Paper Code: CC 11 BMS 501

Contact Hours/Week: 4L

Credit: 4

Objective: To equip students with an understanding of management principles for media organizations; To give an understanding of monetizing a media venture.

Course Outcome

CO1: Develop Skills of Marketing a product

CO2: Create brand strategy

CO3: Analyse strategy to fix a price of a product

CO4: Explain the role of Advertising

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	• Introduction to Management: Concepts of management, theory X, Y, and Z, Fayol's Principles of Management. • Media Management: product, organisation, integration, mergers and acquisitions of media firms.	10	1	1	5
2	• Corporatisation of Mass Media after globalisation. • Human Relations Management Concepts: Competitors-Competitive strategies for media organisations.	10	2	11	6
3	• Ownership Patterns: proprietor, partnership, cross-media, media conglomerate. • Organisational Structure: Print, Tv, Radio, Digital	10	4	11	2
4	• Media Entrepreneurship: start-up, ideation, and pitching. • Organisational Anatomy: Human Recourses, Finance, Marketing, Admission.	10	3	11	4

SUGGESTED READINGS:

Media Management Matters

Challenges and Opportunities for Bridging Theory and Practice,

Ulrike Rohn, Tom Evens

The Media Economy, Alan B. Albarran

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Paper: Media Management and Entrepreneurship

Course Type: CC 11

Paper Code: BMS 591

Contact Hours/Week: 2P

Credit: 2

Objective: To equip students with an understanding of management principles for media organizations; To give an understanding of monetizing a media venture.

Course Outcome

CO1: Do social media promotion

CO2: Create Brand Strategy for marketing

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

CO4: Earn revenues from social media platforms

CO5: Develop and maintain a business account

CO6: Create professional profile for marketing

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	- Media Managers: Rational decision-making process and decision report. - Case Study: to analyse the situation, problem statement, option, criteria of evaluation, recommendation, and contingency plan.	6	2,4	4	6
2	- Managing Media Content: Organising, Communicating, Coordinating, Planning, Scheduling, Budgeting, and Production - Project: Organise and Manage media content for an online audio-visual programme.	6	1,3	11	3
3	- Starting-up an online portal: entertainment, news, education, information - Project: Create a blog/website on WordPress/Wix/Blogger.	8	5,6	5	6

SUGESSTED READINGS:

Media Management Matters

Challenges and Opportunities for Bridging Theory and Practice,

Ulrike Rohn, Tom Evens

The Media Economy, Alan B. Albarran

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Choice Based Credit System

Paper: Communication Research and Data Analysis

Course Type: CC 12

Paper Code: BMS 502

Contact Hours/Week: 4 L

Credit: 4

Objective: To understand the basics of research; to apply the research tools for a research project

Course Outcome

CO1: Use concepts for both market and academic research

CO2: Perform analysis of content, DATA and materials available for a topic

CO3: Prepare questionnaires for surveys

CO4: Write inferences, executive summaries based on research on a particular topic

Course Content

Module	Topic	Teaching Hours	CO	PO	BTL
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 hours	1	1	3
2	Concepts in research - Population, Sample, Sample Error, Pilot survey, Nonresponse - Measurement Scales- Types	4 hours	1	1	3
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 hours	2	5	3
4	Steps in research process: - What is research problem? Literature Review, hypothesis/research - questions, data collection, data analysis, research ethics, report - writing	4 hours	2	1	3
5	Data Sources - Types- primary, secondary, quantitative, qualitative - Types of Market Segmentation - Demographics, - Psychographics, Socio-economic	4 hours	3	9	3

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	- Primary sources - Interviews, Observations, Questionnaires, Focus - Group				
6	Interviews - Interview: Types - structured and unstructured, interviews and schedules - Interview format - Open-ended and close ended, organization of questions, pro forma design - Conducting Interviews	2 hours	3	10	3
7	Observations - Types - structured and unstructured, participant and nonparticipant - Content Analysis	4 hours	4	9	3
8	Focus Group How to carry out a focus group, advantages and disadvantages of a focus group, role of the moderator	2 hours	3	10	3
9	Sampling and types of sampling	2 hours	2	9	3
10	Survey - Purpose of Surveys, Framing a questionnaire, Ethics of - Surveys - Hypothesis, Statistics	2 hours	3	9	3
11	Report Writing	2 hours	4	2	3
12	- Concepts in Print Media Research: Readership Research, Circulation Research, Typography and Makeup Research - Television Research: Ratings and non-ratings research	4 hours	4	2	3
13	Research Applications - Research in Print Media - Research in Electronic Media - Research in Advertising - Research in Public Relations	4 hours	1	2	3

SUGGESTED READINGS:

Research Methodology by C.R. Kothari

Mass Media Research : an Introduction by Roger D. Wimmer and Joseph R. Dominic

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(Effective from 2021-22 Admission Session)

Choice Based Credit System

Paper: Communication Research and Data Analysis Practical

Course Type: CCP 12

Paper Code: CCP 12 BMS 592

Contact Hours/Week: 2 P

Credit: 2

Objective: To acquaint students with the practical aspects of scientific research

Course Outcome

CO1: Use concepts for both market and academic research

CO2: Perform analysis of content, DATA and materials available for a topic

CO3: Prepare questionnaires for surveys

CO4: Write inferences, executive summaries based on research on a particular topic

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	• SPSS • Introduction to Statistics • Data cleaning • Visualisation of data • Content analysis • Excel Spread Sheet • Graphical Representation	20	1,2,3,4	9, 10	3

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Choice Based Credit System

Paper: Basic Fundamentals of Journalism

Paper Code: BMSDSE 503A

Contact Hours/Week: 4L

Credit: 4

Objective: To revisit basic skills required in Journalism

Course Outcome

CO 1: Understanding basic concepts in news

CO 2: Developing writing skills for print media

CO 3: Developing writing skills for radio and television

CO 4: Understanding cyber journalism

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	What is news, elements of news, Hard news, soft news, human interest stories - Structure of a news story -Inverted pyramid style of writing - Lead, types of leads -Headline, types of headlines -Elements of News -Sources of News-Robert Gunning's Principle of News Writing-Paid News, Importance of News Agency, Advertorials	10	1	4	2
2	Reporting for Print media- types of reporting - Investigative, Interpretative Reporting, Breaking News and Follow Up stories, types of reporters, qualifications and duties of a news reporter The Editor, News Editor, Chief Subeditor, Sub Editor	5	2	1,4	3
3	Writing for Print - Editorials, Features, Book Review, Film Reviews, Editorial Writing articles, Feature, Column, & Obituary	10	2	3	6
4	Writing for Radio – Radio News Scripts, Teasers, Promos, and Commercials Writing, and Editing Radio News, Elements of a radio news story	5	3	1,4	6
5	Television News Bulletin – News Capsule, Interview Bytes, Vox Pop, Piece to Camera -Writing for Television –Television News, Television News Documentary	5	3	1,4,10	6
6	Reporting for cyber media - Mobile Journalism, citizen journalism -Digital journalism platforms- mobile apps, website, and social media	5	4	5,10	2

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Choice Based Credit System

Paper Name: Basic Fundamentals of Journalism- Practical

Paper Code: DSEP 593A

Contact Hours/Week: 2P

Credit: 2

Objective: This paper will familiarize the students with different aspects of media writing

Course Outcome

CO 1: Demonstrate the ability to independently report and write news

CO2: Apply design software for layout

CO3: Apply design software for layout

CO4: Understanding the basic principles of design

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	Production of a News Magazine	10	1, 2	3,5,9	3
2	Production of an Entertainment Magazine	10	1,2	3,5,9	3

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Choice Based Credit System

Paper Name: Advertising & Event Management Theory

Paper Code: BMSDSE 503B

Contact Hours/Week: 40 - 4L

Credit: 4

Objective: This course aims to enhance students' understanding of the concepts and methods of Advertising and Event management. The aim is to orient learners toward the practical aspects, tools, and techniques of Advertising and Events, and develop versatile communication professionals who have cultivated a knack for creativity, strategic thinking, critical analysis, and innovation.

Course Outcome

CO 1: Understanding fundamentals of Advertising, Marketing and Events and identifying linkages with consumers.

CO 2: Understanding Consumer Behaviour, Markets, Products, Media vehicles and Brands

CO 3: Applying strategic thinking, research skills and creative skills to designing and defining solutions to problems

CO 4: Analysing and Evaluating Advertising Campaigns and Events

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1.	Fundamentals of Marketing: Elements of the marketing mix; 4 Ps, Product life cycle, The process of formulating marketing strategies and developing a marketing plan; Competition analysis and strategic options; STP	3	1,2	1	2
2.	Fundamentals of Consumer Behaviour: Buyer characteristics; customer value: want, need, satisfaction; Perspectives on Buyer Behavior Consumer empowerment, insights, and behavioral strategies	3	1	2	2
3	Branding: Positioning, brand identity, and images; company as a brand vs. product as a brand; narrow vs. broad branding; Brand equity: a strategic decision; brand identity and sustaining it over the long term; Brand architecture, Brand extensions, and related strategies; Brand Evaluation.	5	1	1,2	2
4.	Advertising Design and Creative Strategy: Production Techniques; Copy Writing; Art Direction; Creative for print advertisements; digital advertisements; Story Boards for TV commercials, Scripts for radio commercials.	5	1,2,3	3	3

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5.	Account Planning: Account planning and Research process; Research design; Questionnaire design and evaluation; Data collection, Secondary vs. Primary data; Statistical and qualitative tools and techniques; Research applications for Advertising. Preparation of research reports for client briefs.	4	2,3,4	3	3
6.	Media Planning and Strategy: Identification and differentiation of target audience; Audience measurement & calculation; Selecting the target audience; Constructing a media plan; Positioning Strategy; Media vehicle measurement; Media buying & budgeting	4	9,10,11	4	3
7	Advertising Campaign management	5	9,10,11	4	4
8	Budgeting and Evaluation	2	11	4	5
9	Digital, Mobile & Alternative Marketing	3	9,10	1	2
10	Event Management: Typology of Events, Role of event manager, Planning & Research/SWOT analysis, target audience analysis. Ideation Event checklist, recce, trial, Marketing an event Post event follow-up, Budgeting Event documentation, monitoring post-event coverage	5	9,10,11	1	2
11	Ethical, Social & Regulatory Aspects	1	6,7,8	1	2

SUGGESTED READINGS:

- 1) Kazmi S.H.H. and Batra, S. Advertising & Sales Promotion, Excel Books, New Delhi.
- 2) Belch, G.E. and Belch, M.A. Advertising and Promotion, Irwin / McGraw-Hill.
- 3) Vilanilam, J.V. and Varghese, A.K Advertising Basics, Response Books
- 4) Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald Baack, Second Edition, Prentice Hall of India.
- 5) Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall. Latest Edition.
- 6) Jethwaney and Jain: Advertising Management, Oxford Publishers, New Delhi. Latest Edition.
- 7) Purple Cow: Transform Your Business by Being Remarkable by Seth Godin
- 8) Truth, Lies & Advertising: The Art of Account Planning by Jon Stee
- 9) Positioning: The Battle For Your Mind by Al Ries and Jack Trout
- 10) How to Write an Inspired Creative Brief by Howard Ibach
- 11) Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn
- 12) Media Planning: A Practical Guide by Jim Surmanek
- 13) Media planning workbook by William Goodrich and Jack Scissors
- 14) Advanced media planning by John R Rossiter, Peter J Danaher
- 15) Advertising Media planning by Jack Scissors and Roger Baron
- 16) Online Marketing: A customer-led approach by Ri Rita Esen.
- 17) Digi Marketing, The Essential Guide to New Media and Digital Marketing by Kent Wertime and Ian Fenwick

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Choice Based Credit System

Paper Name: Advertising & Event Management- Practical

Paper Code: BMSDSEP 593B

Contact Hours/Week: 20 - 2L

Credit: 2

Objective: To understand the dynamics and various intricacies in advertising and event management and help students develop creativity, strategic thinking, critical analysis, and innovation skills.

Course Outcome

CO 1: Students should be able to execute an event based on their understanding of managing and planning communications and projects. Also learn to effectively evaluate and reassess post completion.

CO 2 : Students should be able to execute an advertising campaign based on their understanding of managing and planning communications and projects on the traditional and digital domain. Also learn to effectively evaluate and reassess post completion.

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1.	Planning & Conducting an Event: Post Event Evaluations, Event Metrics, Response Monitoring	10	9,10,11	1	3
2.	Campaign Planning and Execution: Data Analytics, Measurement of Outputs, Metrics and Effectiveness with a Digital Ad Campaign and Radio Advertisements -Jingle based	10	9,10,11	2	3

SUGGESTED READINGS:

1. **Successful Event Management – Anton Shone and Bryn Parry**
2. **Professional Event Coordination – Julia Rutherford Silvers**
3. **Belch, G.E. and Belch, M.A., 1998. Advertising and Promotion, Irwin / McGraw-Hill.**

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Choice Based Credit System

Paper Name: Audio Video Production: Non-Fiction Theory
Paper Code: BMS 503C
Contact Hours/Week:
4L Credit: 4
Objective: This paper will familiarize the students with global non-fiction and develop an appreciation for non-fiction genres through viewing, critiquing, and hands-on production.

Course Outcome
CO1: Understand the various forms and genres of non-fiction films.
CO2: Develop an idea about the evolution of non-fiction films and the work filmmakers
CO3: Understand how to budget for, gather funds for and how to pitch for non-fiction films
CO4: Understand the process of creating relevant educational films.
CO5: Recognize critical stances and approaches to film, including the student's own opinion on aesthetics and criticism.
Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	An overview of non-fiction genres Actuality, documentary, corporate, promotional film, propaganda film, training film, educational film News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	10	1,5	1	2
2.	The evolving language of documentaries from Nanook of the North to today Focus on Flaherty, Grierson, Bert Hanstraa, Basil Wright, Anand Patwardhan, Michael Moore, Werner Herzog and Errol Morris. Leni Refensthal should also be discussed and debated.	15	2,5	1	2
3.	Budgeting & funding a documentary film Budgeting a documentary; Funding options in India and international forums, Proposal & budgeting formats for international forums; Pitching a documentary film	7	3	10	3
4.	Educational and training films Types of educational films, scripting for an educational film, scope of educational films in today's scenario of self-learning, critical evaluation of some educational and training films found on the internet; appropriating internet resources to make an educational film, copyright issues	8	4	3	4

SUGGESTED READINGS:

- 1) Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
- 2) Directing the Documentary by Michael Rabiger
- 3) Documentary by Eric Barnow, Publisher: OUP

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Choice Based Credit System

Paper Name: Audio Visual Production: Non-Fiction Practical

Paper Code: BMSDSEP593 C

Contact Hours/Week: 2P

Credit: 2

Objective: This paper will familiarize the students with global non-fiction and develop an appreciation for non-fiction genres through viewing, critiquing, and hands-on production.

Course Outcome

CO1: Develop proficiency in audio-visual production techniques and collaboration and teamwork skills.

CO2: Develop critical thinking and research abilities, storytelling and narrative development skills

CO3: Developing and understanding technical proficiency in filmmaking, effective communication through audio-visual mediums and professional presentation and critiquing skills

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	Production of a short educational video or a corporate film (Group exercise) One day of shooting, 3 days of editing	4	1	5	2,6
2.	Production of a documentary film of 10 to 15 minutes duration (Group exercise)	16	2,3	11	4,6

SUGGESTED READINGS:

- 1) Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
- 2) Directing the Documentary by Michael Rabiger
- 3) Documentary by Eric Barnow, Publisher: OUP

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Choice Based Credit System

Paper Name: Graphic Design

Paper Code: BMSDSE 503D

Contact Hours/Week: 40 - 4L

Credit: 4

Objective: This course aims to enhance students' understanding of knowledge and the concepts and methods of Design. The aim is to give an overall idea of the history of Art and Design and how it evolved

through different periods to develop their perceptions in an organized way.

Outcome:

CO1: Identify, utilize design history and criticism from different perspectives

CO2: Analyse, synthesize and utilize design processes and design strategy from concept to delivery to creatively solve communication problems

CO3: Understanding of core design aesthetics

CO4: Develop idea about the whole evolution of visual arts

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Design principles Design Methodology and Process, Introduction to basic Design Theories in the Context of Design. Need finding, Affinity mapping. Introduction to ideation and conceptualization. Mind mapping, idea development and solution exploration	3	1	2	1
2.	Understanding Design Aesthetics (includes factors such as balance, colour, pattern, shape, and visual weight)	6	3	1	2
3.	Logo Design principles, analysis	3	2	4	4
4.	Composition, Layouts, and Typography	12	1	1	3
5.	Overview of Art and Design History (the study of the ways design has changed over the course of history)	10	1	8	4
6.	Evolution of Visual Arts (Realism to Contemporary)	6	4	2	2

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Choice Based Credit System

Suggested Reading

- 1) Design, Visual Communication and Branding (Cambridge 2022) Edited by Daniel Raposo
- 2) Typography and Motion Graphics: The 'Reading-Images' (Routledge 2019) by Michael Betancourt

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(Effective from 2021-22 Admission Session)

Choice Based Credit System

Paper Name: Graphic Design – Practical

Paper Code: BMSDSEP 593D

Contact Hours/Week: 20 – 2

Credit: 2

Objective: To understand the visual ideology and apply various elements to create aesthetically pleasing visuals in depth.

Course Outcome

CO1: Utilize appropriate tools and technology

CO2: Create and reproduce visual messages

CO3: Ability to create any type of brochures for companies

CO4: Understanding of Communications through Fonts

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Creating unique Logos (variations) from scratch to final presentation, Understanding of Communications through Fonts	10	2, 4	2	2
2.	Creating Brochure design for chosen brands (Tri-fold) and taking printouts to check the functionality	10	1, 3	3	6

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Choice Based Credit System

Paper Name: Advance Journalism Theory

Paper Code: BMSDSE 504A

Contact Hours/Week: 40 - 4L

Credit: 4

Objective: This course aims to inspire students to consider how journalism has changed and evolved in order to build a critical understanding of its different and potential futures.

Course Outcome

CO1: Define different genres of journalism

CO2: Compare the changing role of journalism

CO3: Analyze the issues in different genres of journalism

CO4: Demonstrate an understanding of the different issues

CO5: Evaluate the effectiveness of different forms of journalism

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1	Overview of different genres of Journalism in India;	4	1	2	1
2	Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate; Functions of Journalism: Credible-Informational Journalism and Critical-Investigative, Adversarial Journalism; Journalism: Issues and Contemporary Debates Types of Journalism	4	1,2,8	5	4
3	Sports Journalism: The importance of sports journalism; The beginnings of sports and sports journalism on TV; Researching for sports journalism; Writing and reporting sports news and features.	4	3,4	3	2
4	Economy and Finance Reporting: Overview of economic reporting, Forms of Economic Reporting, Financial Reporting and Markets; Terminologies used in financial markets such as NIFTY, SENSEX, commodities, derivatives, exchange-traded funds, BSE, NSE, and several financial instruments; Knowledge of world markets such as NIKKEI, NASDAQ, NYSE, Wall Street, etc.; Macroeconomics: Concept of GDP, Growth and Inflation, Constituents of GDP, depreciation, etc.; Microeconomics with a focus on development economics like agriculture, education, health, etc. National Budget; Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector	4	3,4,5	3	1
5	Media and Entertainment Journalism	4	3,4,5	3	2

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	Development journalism: Education and Health as Political Issues: Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights; Agricultural workers and Farmers in India; Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth	6	3,4,5	3	4
6	Citizen Journalism: Concept, Case studies.: Blogging: a brief history of blogs, blogs as narratives, bloggers as Journalists, and 'opinion-makers'.	4	2 3, 4	2,4	3
7	Overview of Public Health Communication; Characteristics of Health Communication; Barriers to Effective Health Communication; Strategies to Improve Health-communication; Ethics and Values of Health Journalism/Communication; Research in Health Journalism	3	3,4,5	4	2
8	Journalism and Emerging Technologies; Storytelling and immersive journalism; Artificial Intelligence, Internet of things; Chat GPT; Blockchain technology, chatbots, Virtual reality; Google news labs-Digital tools; Fact-checking and online verification; Information Technology Act vis a vis Cyber Laws, Crimes; Ethics of Online Journalism, Ethical Hacking.	5	2, 3, 4	2	3
9	Entrepreneurial Journalism/ Innovation and Small Business Management; Concept of Entrepreneurial Journalism; New Business Models for News/ Journalism/ Media Organizations	2	2,3,4	11	3

SUGGESTED READINGS:

- 1) Ford, H., & Hutchinson, J. (2019). Newsbots that mediate journalist and audience relationships. Digital Journalism, 1–19.
- 2) Newsrooms must learn how to use AI: "Trust in journalism is at stake." Retrieved from Journalism.co.uk website: <https://www.journalism.co.uk/skills/lessons-learned-in-the-last-four-years-of-using-artificial-intelligence-at-the-associated-press/s7/a731760/>
- 3) John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, from Contemporary Television: Eastern Perspectives by David French and Michael Richards (Ed) Sage
- 4) Journalism in India from the Earliest to the Present Day by Rangaswami Parthasarthy
- 5) D V R Murthy : Development Journalism, What Next? Kanishka Publication,
- 6) Dreze, J.& Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- 7) Rogers Everett M (2000) Communication and Development- Critical Perspective, Sage, New Delhi,
- 8) Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- 9) Uma Narula (1995) Development communication - Theory and Practice, Har Anand Publication
- 10) Online Journalism, A Critical Primer , Pluto Press, London Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
- 11) Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington Ward, M.(2002). Journalism Online, Focal Press
- 12) Joshi, Y.; Thakur, K.; & Pandit, M.– (2022) Fundamentals of Digital Journalism
- 13) Ava Seave , Bill Grueskin , et al The Story So Far: What We Know About the Business of Digital Journalism (Columbia Journalism Review Books)
- 14) B Singh Chouhan, H C Rawal, et al. Sports Journalism and Mass Media (2021)

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(Effective from 2021-22 Admission Session)

Choice Based Credit System

Paper: Advance Journalism Practical

Paper Code: BMSDSEP 594A

Contact Hours/Week: 20L

Credit: 2

Objective: To develop skill sets regarding different areas of journalism.

CO1: Demonstrate the special nature of different sectors of journalism

CO2: Create different media products in the different areas of journalism

Course Content

MODULE	Course Content	Practical Hours	CO	PO	BTL
1.	Creating a news site/magazine based on any of the above areas	10	1	3	3
2.	Submission of 2-3 video feature news with Mobile	10	2	3	3

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Choice Based Credit System

Paper: Public Relations and Corporate Communication
Paper Code: BMSDSE 504B
Contact Hours/Weeks: 40-4L
Credits: 4

Objective: To create an understanding of the fundamental principles of Public Relations and Corporate Communication

Course Outcome

- CO1: To introduce students to the basics of Public Relations as a communication tool**
CO2: To create an understanding towards various forms and usage of Persuasive Communication in terms of Public Relations
CO3: To give an insight on the structure of a PR Agency and also make them understand the role of corporate communication.
CO4: Introduce students to various case studies on PR and Corporate Communication

Course Content

Module	Content	Hours	CO	PO	BTL
1	Process of Public Relations: Definition of Public Relations (PRSA), Developing a PR Campaign (RACE): Problem Statement, Media Strategy, and Evaluation of Results. PR Tools: Press Release, House Journals, Rejoinders etc.	5	1	1	2
2	Persuasive Communication and Public Relations: Definition of Persuasion, Manipulation Vs Persuasion, Formation of Public Opinion	4	2	4	3
3	PR Organisation: Structure, PR Policy, Consultancy Agency System. PR Research: Importance of Research in PR Management, Purpose and Forms of Research- Formative Research and Evaluation Research, PR Budget.	6	3	1	3
4	Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, Media Tracking and Coverage, PR Campaign Management: Case Studies	5	2	2	4
5	Corporate Communication: Importance of Corporate Communication, communicating with the stakeholders, Creating Corporate Identity, Managing Cross-Cultural and Internal Communication, Case Studies.	6	3	1	2
6	Crisis Communication: Communicating Corporate Reputation, Sustainable Relationship Management, Investor Relations, Laws and Ethics of Corporate Communication, Case Studies.	6	2	6	3
7	CSR and Public Affairs: Case Studies	4	4	6	3
8	PR in the Digital World: Case Studies	4	1	3	4

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Suggested Readings:

- 1) Public Relations Strategies and Tactics, Dennis L. Wilcox, Glent T. Cameron
 - 2) Managing Public Relations and Brand Image through Social Media A volume in the
 - 3) Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series, Prof. Asha Kaul
 - 4) Corporate Reputation Decoded: Building, Managing and Strategizing for Corporate Excellence, Prof. Asha Kaul, Prof. Avani Desai
 - 5) The Public Relations Handbook, Alison Theaker
 - 6) The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly' David Meerman Scott 2008
 - 7) Effective Public Relations Always learning; Authors, Glen M. Broom, Bey-Ling Sha; Pearson, 2013.
 - 8) New Age Public Relations (An Indian Perspective) 2023, Subir Ghosh
- Effective public relations and media strategy:
- 9) Effective Public Relations and Media Strategy: C. V. Narasimha Reddi (2019)
 - 10) A Modern Guide to Public Relations: Including: Content Marketing, SEO, Social Media & PR Best Practices (2022)

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(Effective from 2021-22 Admission Session)

Choice Based Credit System

Paper: Public Relations and Corporate Communication- Practical

Paper Code: BMSDSEP 594B

Contact Hours/Weeks: 2P

Credits: 2

Objective: To impart scales suitable for planning and executing PR campaigns.

Course Outcome

CO1: To introduce the process of PR Campaign Planning

CO2: To make students understand the process of PR budgeting

CO3: Introduce students to the research techniques and software used in PR

CO4: To implement the research techniques in order to achieve better results

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	PR Campaign Planning and Pitching: Budgeting and Evaluation	15	1	4	3
2	Research Techniques: Introduction to suitable software for various research objectives of public relations	5	3,4	3,4	4

Suggested Readings

- 1) The PR Professionals Handbook Powerful Practical Communications 2014 Edition by Caroline Black, Caroline Black
- 2) Exactly What to Say: The Magic Words for Influence and Impact, Phil M. Jones

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Choice Based Credit System

Paper Name: Audio Visual Production: OTT and Television Theory

Paper Code: BMSDSE 504C

Contact Hours/Week: 4L

Credit: 4

Objective: The objective of this paper is to make the students appreciate the changes in the OTT, television, and digital space across the globe. Students will be taught about and given the tools necessary to understand the different concepts and methods needed for crafting audiovisual stories for these platforms.

Course Outcome

CO1: Understand the various forms and techniques of sound and visuals of AV production.

CO2: Develop an idea about various news related camera techniques

CO3: Understand various television formats and techniques

CO4: Understand the process of pre-production, production and post production processes.

CO5: Ability to conceptualize and create for OTT platforms

CO6: Ability to create shows for television

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	Introduction to Sound & Visuals for AV productions A. Introduction to sound 1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Techniques for capturing dialogue and ambient sounds 4. Outdoor / Location sound recording 5. Types of Microphones 6. Hands-on practice with sound recording equipment B. Introduction to Visuals 1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots C. Electronic News Gathering (ENG) 1. Single camera 2. Two men crew D. Electronic Field Production (EFP) 1. Single camera set-up 2. Multi-camera set up 3. Live show production	10 (4+4+1+1)	1,2	5	5

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2.	Introduction to Television formats - News - Documentary - Feature - <u>Talk Shows</u> - <u>TV serials and soaps</u> - Docudrama - Sports - Reality - Animation - <u>Web series</u> <u>Techniques</u> Panel discussions, Interviews, Anchoring, News Related {PTC, Phone-ins, Walk Through, Vox-Pop, SIMSAT (Simulated Satellite), SNG (Satellite News Gathering)	5	3,6	1	2
3.	Introduction to Production process 1. Pre Production Script / Storyboard / Camera & Lighting plot Preparation of Audio and Video briefs: - Idea generation, Scripting, Story board Scripting: - Interviews/Documentary/Feature/Drama/ Skits on Radio and TV. Ethics: Ethics including Censorship - Code of conduct - Fact checking (for Non-fiction) 2. Production Camera angles / Sequence / Scene / Shot / Log keeping 3. Post Production Linear & Non-linear editing / Mastering / Library shots & sounds / Dubbing	25 (15+5+5)	4,6	5	5

SUGGESTED READINGS:

- Basic Radio and Television: by S Sharma
 - The TV Studio Production Handbook : Lucy Brown
 - Mass Communication in India by Keval J Kumar
 - Writing News for TV and Radio : Mervin Block
 - Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London
 - Keval J Kumar, 'Mass Communication in India', Jaico Publishing House
 - K. M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt Ltd New Delhi
 - Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
 - Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
 - The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
 - Writing for the Mass Media by James Glen Stovall
 - Amy Einsohn, The Copyeditor's Handbook, 3rd ed (University of California Press, 2011)
- The Chicago Manual of Style

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Choice Based Credit System

Paper Name: Audio Visual Production: OTT and Television Practical

Paper Code: BMSDSEP 594C

Contact Hours/Week: 2P

Credit: 2

Objective: The objective of this paper is to make the students appreciate the changes in the OTT, television and digital space across the globe. Students will be taught about and given the tools necessary to understand the different concepts and methods needed for crafting audiovisual stories for these platforms.

Course Outcome

CO1: Understand storytelling techniques and develop a proficiency in fiction script writing

CO2: Develop knowledge of non-fiction research and concept development

CO3: Develop proficiency in shooting and editing techniques, collaboration and teamwork skills, critical thinking and analysis

CO4: Understand professional presentation and critiquing skills, ethical considerations in media production

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	Writing Fiction Series (at least a pilot episode) Optional : Shooting & editing a pilot episode	10	1,3	5	6
2.	Creating Non-Fiction Series (Writing a concept and research) Presenting, shooting and editing/mastering of chat / talk show (student can use the documentary research for the show)	10	2,4	9	6

SUGGESTED READINGS:

- 1) Basic Radio and Television: by S Sharma
- 2) The TV Studio Production Handbook : Lucy Brown
- 3) Mass Communication in India by Keval J Kumar
- 4) Writing News for TV and Radio : Mervin Block
- 5) Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London
- 6) Keval J Kumar, 'Mass Communication in India', Jaico Publishing House
- 7) K. M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt Ltd New Delhi
- 8) Usha Raman, ' Writing for the Media, Oxford University Press, New Delhi
- 9) Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
- 10) The Editor's Toolbox by Buck Ryan and Michael O'Donnell, Surjeet Publication
- 11) Writing for the Mass Media by James Glen Stovall
- 12) Amy Einsohn, The Copyeditor's Handbook, 3rd ed (University of California Press, 2011)
- 13) The Chicago Manual of Style

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Choice Based Credit System

Paper Name: Graphic Design and Animation

Paper Code: BMSDSE 504D

Contact Hours/Week: 40 - 4L

Credit: 4

Objective: The objective of this course is to enhance students' understanding of the principles of animation, applying them to create interesting visuals. The Aim is to give an overall idea of history and the correlation between Animation and design through different time periods.

Outcome: CO1: Display knowledge of basic animation

CO2: Ability to correlate design and animation

CO3: Explain principles of animation in depth

CO4: Develop idea about Color theory to communicate more effectively

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	12 Animation principles	12	1,3	1	1
2.	Advanced graphic design and typography in films and TV	6	2	2	2
3.	SWISS Design and its characteristics	6	2	1	1
4.	Various types of animation and their applications (pixilation, 2d animation, 3d animation) Motion graphics	12	1	3	3
5.	Color theory in detail and how it affects the mood (Primary, secondary, tertiary – Complementary, Analogous, Triadic), 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, icon)	4	4	4	5

Suggested Readings:

- Animation Art – History in a book by Designer
- Animation writing and development by Jean Ann Wright
- Animation Art – History in a book by Designer

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Choice Based Credit System

Paper Name: Graphic Design and Animation

Paper Code: BMS DSEP 594D

Contact Hours/Week: 20- 2L Credit: 2

Objective: Applying animation principles to create interesting motion graphics using Adobe After Effects.

Course Outcome

CO1: Understanding basic functionality of 2d animation software

CO2: Ability to create basic animated projects

CO3: Develop idea about laws of motion

CO4: Analyse animation principle – *Timing*, in detail

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Introduction to the basic functionality of 2d animation software, implementation of motions, shapes, and text animation	10	1, 2	1	2
2.	Animating a Title with Motion Graphics and creating a strong final visual	10	3,4	5	6

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Semester VI

Paper: Environment and Development Communication

Course Type: CC13

Paper Code: BMS 601

Credits (Part 1): 4 L

Objective: To sensitize students to the pressing environmental issues of the day and to equip them with the technique of communicating these issues in media. To aware and sensitise students regarding the importance of developmental issues. This course will be providing an overview regarding the recent trends of development communication.

Course Outcome

CO1: Analyse 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: Analyse the cause of Environment pollution

CO7: Explain sustainable development

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	- Multidisciplinary Nature of Environmental Studies - Natural resources: Forest resources, water resources, mineral resources, mineral resources, food resources, energy resources, land resources - Introduction to Development Communication: Development of Communication Vs Communication in Development Vs Communication for Development (C4D). - Different Paradigms of Development: dominant paradigm, sustainable development paradigm, human development paradigm, social development paradigm, agriculture-industry interface paradigm. Indices of development: GDP, PPP, health index, poverty index, mortality rate, happiness index.	12 hours	1, 2, 6	4	4
2	Ecology - Concept of an ecosystem - Structure and function of an ecosystem - Energy flow in an ecosystem - Ecological succession Food chains, food webs and ecological pyramids - Types of ecosystems- desert, aquatic, forest, grassland	14 hours	3,4	1	2

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	Biodiversity – types, hotspots, endangered and endemic species, conservation of biodiversity Pollution - Causes, effects and control measures of air pollution, water pollution, soil pollution, noise pollution, marine pollution, thermal pollution - Thermal hazards Solid waste Management Disaster Management - Sustainable development				
3	Environment Communication Scope of Environment Communication Role of NGOs, Government, brands, companies and industries, Regulatory bodies in environment communication Communicating sustainability - Rural Urban Dichotomy, Village Study - Urban town planning: planned cities, urban spill over, local urban sprawl. Conflict and Migration: UNDP, SDGs, ACLED.	14 hours	5,7	2	2

SUGGESTED READINGS:

Routledge Handbook of Environmental Journalism Edited by David B. Sachsman and JoAnn MyerValenti

Communicating Climate Change: The Path Forward by Susanna Priest

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

Communication for Social Development, Jan Sarvaes

Communication for Development in the Third World: Theory and Practice for Empowerment, R.Srinivas Melkote

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Paper: Environment and Development Communication
Course Type: CCP13
Paper Code: BMS 691
Credits: 2P

Objective: To make students design a communication via various media platforms about pressing environmental issues of the day.

Course Outcome

CO1: Analyze the scope and importance of communication for environment
CO2: Demonstrate the methods of biodiversity conservation
CO3: Analyze the cause of Environment pollution
CO4: Explain sustainable development

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	Social Media Page/ blog on Environment communication OR Audio Visual Communication on Environment and Climate change OR Campaign Design for an NGO/ Brand on Environment Communication	10 hours	1,2	5	4
2	Project Work: Analyse and address problems in terms of communication gap of a community of your own choice resided in the urban/rural areas.	10	3,4	10	4

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Choice Based Credit System

Paper: New Media Products and related software programs: Theory

Course Type: CC 14

Paper Code: BMS 602

Contact Hours/Week: 4L

Credits:4

OBJECTIVE: To introduce the students to new media concepts and platforms and allow them to enhance skills and abilities specific to their discipline.

Course Content

CO1: Analyze emergence of new media

CO2: Explain basic concepts of World Wide Web

CO3: Demonstrate cyber law, copyright & Plagiarism

CO4: Explain Cyber Journalism and its scopes

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	• Introduction: Concepts of New Media • Network, Network Society • Social Network Analysis • Information Society • Interactivity • Social Theories of Interactivity • Simulation • Archiving • Cyber Security	20	1, 2, 3	5	4, 2
2	• Augmented Reality • Virtual Reality/Mixed Reality • IoT • Distributed cloud systems • Progressive Web Apps • Artificial Intelligence	20	1,4	5	4

SUGGESTED READINGS:

1. *New Media: The Key Concepts* - Nicholas Gane, David Beer
 2. *The Language of New Media*- Lev Manovich
- New Media: A Critical Introduction – Martin Lister*

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Choice Based Credit System

Paper: New Media Products and related software programs: Practical

Course Type: CCP 14

Paper Code: :BMS 692

Contact Hours/Week:2P

Credits:2

OBJECTIVE: To introduce the students to new media concepts and platforms and allow them to enhance skills and abilities specific to their discipline.

Course Outcome

CO1: Analyze emergence of new media

CO2: Explain basic concepts of World Wide Web

CO3: Explain Cyber Journalism and its scopes

CO4: Demonstrate New Media tools

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	• Adobe Creative Cloud XD • Google Workspace • Google Data Analytics • HTML/Java • WordPress/ Blogger/Wix • SEO Tools • Python and R Programming • Sentiment Analysis tools	20	1, 2, 3, 4	5	6

SPECIALISATIONS

* Specialization: Students have to opt for any one specialization amongst three electives.

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Choice Based Credit System

Paper: Multimedia Journalism

Paper Code: BMSDSE 603A

Contact Hours/Weeks: 40-4L

Credits: 4

Objective: To give students the knowledge and skills they need to become multimedia news professionals

Course Outcome

CO1: Explain the various aspects of multimedia journalism and concepts related to online journalism, and the skills of a multimedia journalist

CO2: Elaborate the technical aspects of photojournalism and analyze the work of eminent photojournalists

CO3: Explain the fundamentals of content production in journalism

CO4: Ascertain the role of new technologies in journalism

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1. Introduction to multimedia journalism	● Define Multimedia Journalism ● How multimedia improves news storytelling, advantages of multimedia platforms ● Assignment: Analyze the multimedia storytelling of any news media brand	4 hours	1	1	2
2. Dimensions of online journalism	● Active audience, user-generated content, and crowdsourcing content ● Fake news, misinformation, and disinformation, deep fake ● Fact checking ● Democratization of information ● Mobile journalism	6 hours	1	1,2	2

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Choice Based Credit System

3. Skills of a multimedia journalist	● Multimedia Skills ● Multimedia toolkit: ● Text (stories, commentary, analysis, blocs of text pulled out of the story for emphasis) ● Still photographs ● Photo galleries or slideshows ● Audio clips or reports ● Embedded video ● Graphics, static or interactive ● GIFs ● Animation ● Original documents and other embedded material.	2 hours	2	3,5	2
4. Photojournalism	Eminent photojournalists Elements of a good photo: action, avoiding camera shake, photo composition and framing, rule of thirds, color, depth of field, patterns, texture, lines, point of view, background subtext, humor, irony, a dramatic moment, camera magnifications ● Photo editing ● Discussion of technical aspects of photojournalism concerning the work of eminent journalists	8 hours	2	3,5	4
5. Audio storytelling	Story Formats: Podcast, Audio news via social media, Audio Slideshow Types of Stories: Breaking News, Narratives, Backstory, Mini-Documentaries Ambient audio Interviewing for audio Audio editing	4 hours	3	3,5	2

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6. Video storytelling	● Principles of Videography - Theory of video production ● Elements of new video: Breaking news, anticipation, immersion, interaction ● Explanatory video, backgrounder video ● Shooting video ● Editing video	6 hours	3	3,5	2
7. Graphics	● Graphics in print, television, and digital news platforms ● Infographics and Data visualization- symbol charts, bar charts, line charts, circular charts, volume charts, timelines, Venn diagrams, connection graphics, maps ● Illustrations, photo illustrations, and word clouds ● Interactive graphics: sortable tables, interactive charts, and graphs, tab graphics, interactive maps, interactive timelines, interactive images, image comparison sliders	2 hours	3	3,5	2
8. Web and social media	● Online Reporting, Editing, and Headlines writing techniques ● Social media as a reporting tool ● Location, keywords, and time ● Website ● LinkedIn as a reporting source ● Social networking platforms ● Video sharing site: YouTube ● Twitter: Twitter lists, Official accounts ● Social journalism using social media for community engagement ● Blogging ● Audience engagement ● Analytics: Facebook Insights, Twitter Analytics, Website analytics ● Online Polls and Internet Advertising	4 hours	4	1, 3,5,9	4

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Choice Based Credit System

9. News Story	- What makes stories work in multimedia: multiple dimensions, AV elements, Simplification, Explanation, Analysis, Timing, Complementary elements - Content Writing - Editing - Aggregation and Management must be there. - Writing mobile-friendly web stories - Structure of a news story, kabob structure - Applying journalistic ethics in social media	2 hours	4	3,5	3
10. AI in journalism	- AI and VR in journalism - Spherical reality	2 hours	4	1	1

Suggested Readings:

1. Multimedia Reporting: How Digital Tools Can Improve Journalism Storytelling. (Springer 2020) by Richard Scott Dunham
2. Digital Journalism Studies - Bob Franklin and Lily Canter
3. Digital Journalism in India - Nithin Joseph E
4. Online News - Journalism and the Internet - Stuart Allan
5. Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism (Routledge 2022) by Anthony Adornato

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Choice Based Credit System

Paper: Multimedia Journalism- Practical

Paper Code: BMSDSEP 693A

Contact Hours/Weeks: 20-2P

Credits: 2

Objective: To understand the execution of multimedia journalism, To plan and execute a multimedia project

Course Outcome

CO1: Capture images

CO2: Organize a photography exhibition

CO3: Outline a plan for a multimedia project

CO4: Execute a multimedia project

Course Content

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	Creating a digital photography project/exhibition	5	1, 2	5,9,11	6
2.	Planning and executing a multimedia project- blog/vlog, website, video, and social media content using different kinds of multimedia tools	15	3,4	5,9,11	6

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Choice Based Credit System

Paper: Digital Marketing

Paper Code: BMSDSE 603B

Contact Hours/Weeks: 40-4L

Credits: 4

Objective:

- To understand what entails digital marketing
- Understanding the nuances of developing a digital and social media marketing strategy
- To understand the legal concepts related to the digital marketing space

Course Outcome

CO1: Explain the basic concepts of marketing and digital marketing

CO2: Explain the concepts related to social media content

CO3: Explain Laws and other concepts related to social media and content creations

CO4: Describe the role of emerging technologies in marketing

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1. Basics of Marketing	● Define market, what is marketed, and types of markets: Customer market, meta market, marketplace, and marketspace ● Define Marketing ● Needs, wants, demands ● Marketing channels ● Production concept, product concept, selling concept, marketing concept ● Introduction to Holistic marketing-relationship marketing, integrated marketing, internal marketing, performance marketing	6 hours	1	1	2

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Choice Based Credit System

2. Basics of Digital Marketing	- Digital media channels: Paid media, owned media, and earned media - Types of digital media channels: Search engine marketing, Social media marketing, display advertising, digital PR, digital partnerships, digital messaging, email marketing - Types of digital communications: Inbound marketing, permission marketing, content marketing, digital audience engagement, always-on lifecycle marketing communications - RACE theory - Digital market environment forces- PESTLE (Political, Economic, Social, Technological, Legal, Environmental) - Online marketplace map- customer segments, search intermediaries, intermediaries and media sites, destination sites - Customer characteristics demographic variables, psychographic and behavioral variables - Framework for understanding online customer experience- antecedents, experience, consequence	6 hours	1	2,5	2
3. Digital marketing strategy	- Structure of Digital marketing strategy 4 Ps of marketing- Product, Price, Place, and Promotion in the Digital marketing context - Cross-media planning - Google Ads campaign structure - Search Engine Marketing (SEM)- Search Engine Optimization (SEO), Pay Per Click (PPC) marketing	6 hours	1	2,3,5	2

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4. Analytics	- Digital analytics and digital media attribution - Performance measurement - The five diagnostic categories for digital marketing measurement- business contribution, marketing outcomes, customer satisfaction, customer behavior (web analytics), site promotion - Google Analytics - Measuring social media marketing- Engagement data, social media analytics, business metrics	4 hours	1	2,3,4	2
5. Social media	- Define social media - Six categories of social media: Collaborating projects, blogs, content communities, social networking sites, virtual game world, virtual social world - Content Strategy - Integrated approach to social media management - Content marketing, content marketing matrix - Influencer marketing	6 hours	2	2,3,4	2
6. Content and content guidelines	- Types of content - Strategic types of content- Attraction content, affinity content, action content - Content management system- WordPress - Content guidelines of various Collaborating projects, blogs, content communities, social networking sites, virtual game world, virtual social world- YouTube, Twitter, Facebook, Instagram, LinkedIn, Pinterest	6 hours	2	5,8	2
7. Laws and other concepts	- Fact checking - Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 - Creative Commons - Net neutrality	4 hours	3	5,8	1

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8. Emerging Technologies	AI, AR, VR in marketing	2 hours	4	1	1
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Suggested Readings:

1. Marketing Management (14th Edition) by Philip Kotler and Kevin Lane Keller
2. Digital Marketing: Strategy, Implementation, and Practice (Eighth Edition) by Dave Chaffey and Fiona Ellis-Chadwick

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Choice Based Credit System

Paper: Digital Marketing- Practical

Paper Code: BMSDSEP 693B

Contact Hours/Weeks: 20-2P

Credits: 2

Objectives: To practically execute a digital and social media marketing plan.

Course Outcome

CO1: Create a blog

CO2: Use open source software for website creation

CO3: Plan for a digital marketing campaign

CO4: Execute a digital marketing campaign

Course Content

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1	Creating a blog/website for a brand/product/service	10	1,2	3,5,9	6
2	Planning and executing a digital marketing campaign for an event/brand	10	3,4	3,5,9	6

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Choice Based Credit System

Paper Name: Audio Visual Production: Fiction Theory

Paper Code: BMSDSE 603C

Contact Hours/Week: 4L

Credit: 4

Objective: The objective of this paper is to make the students appreciate global cinematic expressions in different cultures and also learn how various elements can be shaped into a dramatic structure.

Course Outcome

CO1: Understand the various forms of psychoanalysis and feminist film theories and patterns visible in global cinema.

CO2: Ability to identify various techniques and narrative styles of various auteurs in global and regional cinema

CO3: Understanding the techniques, styles and workings of Indian regional cinema

CO4: Ability to understand the roles played by various personnel in a film crew and the importance of various aspects of filmmaking

CO5: Ability to create and write scripts for films

CO6: Ability to understand the concepts and processes involved in the process of production design and the creation of mise-en-scene.

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	Psychoanalysis and cinema – Freud, Lacan and & Zizek Feminist Film Theory	8	1	1	2
2.	World Cinema - Asia and the Middle East: Japan – Kurosawa and Ozu China - Zhang Yimou and Chen Kaige South Korea – Kim Ki-duk and Bong Joon-ho Hong Kong – Wong Kar Wai and John Woo. Iran – Kiarostami, Makhmalbaff, Majidi and Panahi Objective is to analyze the style of filmmaking of each director and auteur.	12	2	1	4
3.	Exploring Indian regional cinema – looking at contemporary landmark regional films from a critical perspective. Suggested/Optional filmmakers: Girish Kasarvalli (Kannada), Sumitra Bhav- Sunil Sukhtankar (Marathi), Vetrimalan (Tamil). Project – video reviews on any 2 contemporary regional films of the students' choice.	6	3	3	5
4.	Personnel in a film production team: Understanding the roles of executive producer, first assistant director, line producer, production manager Familiarization with script writing software Final Draft	5	4,5	5	2
5.	Production designing: The language of colour, light, texture: Analysis of film sequences from a	5	6	11	2,6

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	production designing point of view Responsibilities and work flow of a production designer Production design in a set and on location				
6.	Mise - en - scene exercise: Planning and execution	4	6	5	2,6

Suggested Readings:

1. Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
2. History of Narrative Film by David Cook
3. Major Film Theories, Dudley Andrew
4. Oxford History of World Cinema, OUP
5. The Oxford Guide to film studies
6. How to read a film by James Monaco

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Choice Based Credit System

Paper Name: Audio Visual Production: Fiction Practical

Paper Code: BMSDSEP 693C

Contact Hours/Week:

2P Credit: 2

Objective: The objective of this paper is to make the students appreciate global cinematic expressions in different cultures and also learn how various elements can be shaped into a dramatic structure.

Course Outcome

CO1: Develop proficiency in fiction film production, collaboration and teamwork skills, effective project management skills

CO2: Understand dramatic structure, visual storytelling and aesthetics and professional presentation techniques

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	Production of a short fiction film - 10-15 minutes duration Screenplay preferably to be developed on the software Final Draft Screen test, casting, location hunting & recce, production, edit to rough cut, dubbing, music, foley, audio mixing, fine cut	20	1,2	5	6

SUGGESTED READINGS:

1. Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
2. History of Narrative Film by David Cook
3. Major Film Theories, Dudley Andrew
4. Oxford History of World Cinema, OUP
5. The Oxford Guide to film studies
6. How to read a film by James Monaco

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Choice Based Credit System

Paper Name: Digital Media Graphics

Paper Code: BMSDSE 603D

Contact Hours/Week: 40 - 4L

Credit: 4

Objective: This course aims to enhance students' understanding of User Interface and User Experience Design. The Aim is to give an overall idea of interface design and interactivity as well as how to elevate the experience of users.

Course Outcome

CO1: Applying contemporary elements and designing user friendly interfaces

CO2: Analyse visual elements in depth

CO3: Develop sense of maintaining product identity throughout

CO4: Create Webpage designs maintaining aesthetics

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Digital media, graphics, overview	4	1	1	1
2.	User Interface (about, elements, results)	6	1	2	2
3.	User Experience (about, applications, results)	6	2	2	2
4.	Creating a brand identity from scratch, detailed understanding of each part and elements	14	3	3	3
5.	Comparative study of website - social media platforms interface, experience, and thorough understanding of the relationship between interface design and final experience, finding problems and solutions	10	4	4	5

Suggested Readings:

Animation Art – History in a book by Designer Animation
writing and development by Jean Ann Wright

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Choice Based Credit System

Paper Name: Digital Media Graphics-Practical Paper Code: BMSDSEP 693D

Contact Hours/Week: 20 – 2P

Credit: 2

Objective: To understand the relationship between Interface design and Experience, providing user friendly solutions

Course Outcome

CO1: Applying contemporary elements

CO2: Designing user friendly interfaces

CO3: Develop idea about how interface and user experience works

CO4: Ability to enhance the experience of users through design

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Research of contemporary visual elements in Interfaces and how to enhance the experience of users through design	10	1, 4	2	2
2.	Creating Webpages, and landing pages for products while - maintaining identity and aesthetics	10	2, 3	3	6

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Choice Based Credit System

Paper: Specialisation A- Journalism across Media (Print, Broadcast, Digital)

Paper Code: BMSDSE 694A

Contact Hours/Weeks: 60 hours

Credits: 6

Objective: To explore in-depth any of the specialized areas in Journalism across Media (Print, Broadcast, Digital)

Course Outcome

CO 1: To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

Paper: Specialisation B- Marketing Communication (Advertising, Public Relations, Event Management, and Digital)

Paper Code: BMSDSE 694B

Contact Hours/Weeks: 60 hours

Credits: 6

Objective: To explore in-depth any of the specialized areas in Marketing Communication (Advertising, Public Relations, Event Management, and Digital)

Course Outcome

CO 1: To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

Paper: Specialisation C – Film and Entertainment Media Production

Paper Code: BMSDSE 694C

Contact Hours/Weeks: 60 hours

Credits: 6

Objective: To explore in-depth any of the specialized areas in Film and Entertainment Media Production

Course Outcome

CO 1: To develop the ability to conduct literature review, collect data and present relevant findings.

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Choice Based Credit System

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

Paper: Specialisation D – Animation-Multimedia Graphics

Paper Code: BMSDSE 694D

Contact Hours/Weeks: 60 hours

Credits: 6

Objective: To explore in-depth any of the specialized areas in Animation-Multimedia Graphics

Course Outcome

CO 1: To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6