

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Semester 1

Paper: Introduction to Media and Mass Communication

Course Type: Major (M1)

Paper Code: FYBMS 101

Credit: 5

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

Course Outcome

1. Explain the role of communication and its types in daily life
2. Analyse barriers in communication
3. Analyse role of Mass communication in India and Worldwide
4. Explain the evolution and development of different mass communication mediums
5. Explain the importance folk media
6. Explain various models and theories of human communication

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Introduction to Communication <ul style="list-style-type: none">• Communication and its process, 7C's of Communication• Sadharanikaran Model of Communication• Types & levels of Communication – Verbal and Non Verbal Communication, Intrapersonal, Interpersonal, Group, Public and Mass Communication• Barriers of Communication - Linguistic, Cultural, Psychological, Physical• Noise – Technical, Semantic, Physiological & Psychological, Environmental, Cultural	14	1, 2	1,2
2.	Introduction to Mass Communication <ul style="list-style-type: none">• Mass Communication - characteristics and functions• Evolution and development of Mass Mediums - Print, Cinema, Radio, Television• New Media - Very brief history of the internet,	14	3,4	1,5

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

	Development of Online communication – web1.0, web2.0, web3.0 Information Society, Technological Determinism, Media Convergence, Participatory Culture, Networked Society, Digital Divide			
3.	Folk Media <ul style="list-style-type: none">• Characteristics and functions• Different Forms – Chhou, Tamasha, Pawada, Nautanki, Jatra, Ramlila and Raslila,• Importance of Folk Media	10	5	1
4.	Models of Mass Communication <ul style="list-style-type: none">• Aristotle, Laswell, Osgood, Shannon and Weaver, Newcomb, Berlo, Gate keeping, Gerbner, Westly Mclean	8	6	1
5.	Theories of Mass Communication <ul style="list-style-type: none">• Hypodermic Needle Theory, Agenda Setting Theory, Cultivation Theory, Two Step and Multi Step Theory, Uses and Gratifications Theory, Normative Theories of the Press, Cultural Imperialism Theory, Diffusion of innovations theory, Selective exposure theory	10	6	1
6.	Global Media: Globalization, Media Conglomerates	4	3	1
	Total lecture hours	60		
	Total tutorial hours	15		

Suggested readings

- Mass Communication by Dennis Mcquail
- Mass Communication Theory and Practice by Uma Narula
- Handbook of Journalism and Communication by Vir Bala Aggarwal
- Mass Communication in India by Keval J. Kumar
- Media Speaks Management Matters by Debanjan Banerjee

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Paper: Introduction to Media Technology

Course Type: Major (M2)

Paper Code: FYBMS 102

Credit: 3

Objective: To introduce technical and creative areas in mass media, ideas generation, pre and post-production, basic internet technology & implementation, broadcast technology.

Course Outcome

- 1. Understand media in a historical perspective**
- 2. Understand the connection between networks and connectivity with mass media**
- 3. Understand how data storage plays an important part in retaining media content**
- 4. Understand the process of audio production**
- 5. Understand the process of video production**
- 6. Basic understanding about tools & techniques of photography**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Understanding media in a historical perspective Technological determinism History of telegraph, radio, newspapers, magazines, television, internet, film, gaming and music industries <ul style="list-style-type: none">• Use of AR and VR in media	11	1	1
2.	Networks, Information & Frequency Domain <ul style="list-style-type: none">• MIME, World Wide Web, MBone• What is frequency domain• Basics of frequency domain of Radio & television	4	2	5
3.	Data Compression, Input and Storage technology <ul style="list-style-type: none">• What does compression mean in media?• What is data compression and its type?• Basics of mass storage technology Types of storage (data, cloud, USB Flash, Optical media Storage)	4	3	5, 12
4.	Fundamentals of Photography <ul style="list-style-type: none">• Types of still cameras• Types of image file formats• Colour tones• Brightness, saturation, contrast	10	6	1, 5
5.	Audio production	8	4	8, 9,

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

	<ul style="list-style-type: none">• Introduction to Audio Equipment: Microphones, Headphones, Audio Interface, Cables, Monitoring Speakers, Pop Filter, Mic Stand• Digital Audio Workstation (DAW)• Acoustic Treatment• Basic Signal Flow• Gain and Volume Control• Type of Audio Project: Film & TV, Radio, Music, Podcast• Recording Techniques & Pick up patterns• Audio Mixing, Equalisation, Noise reduction• Audio file formats• Audio editing software (Logic Pro/Nuendo/ Pro tools)			10, 11
6.	Video production <ul style="list-style-type: none">• Types of video cameras• Types of lenses• Storage devices (Memory Cards)• Tripod & block shots• Video file formats• Basics of Visual Language: Shots, Scenes, Sequences• Camera Angles,• Camera movements- pan, tilt, dolly, track, handheld• Basic Image Sizes - (LS, MS, CU)• Rules of composition• 30 degree and 180 degree rule	8	5	5

Suggested readings

- Jolls, T., & Wilson, C. 2014. 'The Core Concepts: Fundamental to Media Literacy Yesterday, Today and Tomorrow', Journal of Media Literacy Education
- Developer's Digital Media Reference by Curtis Poole, Janette Bradley, Released April 2013; Publisher(s): Routledge
- Encyclopaedia of Multimedia Technology and Networking; ISBN: 9781591405610 Publication Date: 5/30/2005
- The Oxford Handbook of Media, Technology, and Organization Studies Edited by Timon Beyes, Robin Holt, and Claus Pias

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

- Media, Technology, and Society: Theories of Media Evolution (Digital Culture Books) Paperback 2010

Paper: Introduction to Media Technology - Practical

Course Type: Major (MP1)

Paper Code: FYBMS 191

Credit: 2

Objective: To introduce technical and creative areas such as camera, lighting, sound, editing, scriptwriting, creative writing, ideas generation, pre and post-production, internet technology & implementation, broadcast technology & implementation.

Course Outcome

- 1. Understand the basic components of multimedia**
- 2. Understand the various networks and how radio /TV content reaches audience/viewers technically**
- 3. Understand how data is stored/ compressed**
- 4. Hands on pre and post production technique for any basic fiction/ non fiction**
- 5. Understand how camera functions, how light plays an important part in photography, what software is required for basic design**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Components of multimedia: text, audio, video, images and animation.	6	1	1,5
2.	Information network & frequency domain	4	2	1,5
3.	Data Compression, Input and Storage technology	4	3	1,5
4.	Audio & video production Research, pre-production, strategic vision, newsgathering, shoot interviews and b-roll video	20	4	8,9,10, 11
5.	Media Design & Photography Using tools, using DSLR and understanding light	6	5	1,5
	Total practical hours	40		
	Total self-paced practice hours	10		

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Semester 2

Paper: Basics of Still Photography & Videography

Course Type: Major (M3)

Paper Code: FYBMS 201

Credit: 3

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

Course Outcome

- 1. Understand the basics of photography**
- 2. Know the history of photography**
- 3. Understand the technology of photography**
- 4. Understand the aesthetics of photography**
- 5. Understand how to use light in photography**
- 6. Analysis works of great photographers in the world**
- 7. Understand the basics of videography**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Introduction to Photography <ul style="list-style-type: none">• Photography- Definition & concept.• History of Photography.• Film vs Digital photography	6	2	1,5
2.	Techniques of Photography <ul style="list-style-type: none">• Camera – Types & Formats• Exposure Triangle: Aperture, Shutter Speed and ISO.• Introduction to Lenses and their usage by Focal Length.• Depth of Field and its application	12	1,3	1,5
3.	Aesthetics of Photography <ul style="list-style-type: none">• Composition, Framing and Angles	6	4	1,5
4.	Basics of Lighting <ul style="list-style-type: none">• Characteristics of Light.• Natural Light & Artificial Light.• Hard Light & Soft Light.• Lighting by positions	9	5	1,5

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

5.	Works of Great Masters <ul style="list-style-type: none">• Observation and Discussion on the works of great photographers: Henri Cartier-Bresson, Steve McCurry, Ansel Adams, Robert Capa, Raghu Rai and Homai Vyarawalla	6	6	1,5
6.	Introduction to Videography <ul style="list-style-type: none">• Overview• Types of video cameras• Basic operation of a video camera• Recording formats	6	7	1,5

Suggested readings

- Basic Photography by Michael Lagnford, Focal Press
- Langford's Basic Photography: The Guide for Serious Photographers
- The Mind's Eye: Writings on Photography & Photographers by Henri Cartier Bresson
- Magazine: Better Photography

Paper: Basics of Still Photography & Videography – Practical

Course Type: Major (MP2)

Paper Code: FYBMS 291

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

1. Practical application of exposure triangle
2. Practical application of focusing
3. Practical application of depth-of-field
4. Practical application of focal length usage
5. Practical application of light
6. Practical application on digital post-production
7. Development of a photo-essay

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Course Content

Module	Content	Teaching Hours	CO	PO
1.	Practical <ul style="list-style-type: none">Practical applications of all theory modules by using digital camera – still & video	20	1,2,3,4,5	1,5
2.	Practical <ul style="list-style-type: none">A photo essay on any relevant topic	8	7	1,5
3.	Practical <ul style="list-style-type: none">Introduction to Adobe Photoshop (photo Editing)	12	6	1,5
4.	Total lab hours	40		
5.	Total self-paced practice hours	10		

Suggested readings

- Basic Photography by Michael Lagnford, Focal Press
- Langford's Basic Photography: The Guide for Serious Photographers
- The Mind's Eye: Writings on Photography & Photographers by Henri Cartier Bresson
- Magazine: Better Photography

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Paper: Introduction to Journalism

Course Type: Major (M4)

Paper Code: FYBMS 202

Credit: 3

Objective: To acquaint students with various aspects of Journalism.

Course Outcome

- 1. Headline writing, news report writing as per inverted pyramid structure, writing opinion pieces**
- 2. Layout and design the structure of newspaper, newsletter and magazine**
- 3. Apply the theories of reporting to prepare a news report from inception to publication**
- 4. Analyse and edit reports for final publication**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	History of print media in global and Indian context	3	1	8
2.	Journalism defined <ul style="list-style-type: none">• Canons and Ethics of Journalism• Departments of a newspaper• Types of Print media- newspaper, magazine, books,• Newsletters, posters, brochure, etc.	9	2	8
3.	Basics of Journalism <ul style="list-style-type: none">• 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	12	1	8
4.	Basics of Reporting <ul style="list-style-type: none">• Reporting for Print media- types of reporting, types of reporters, qualifications and duties of a News Reporter, Beat Reporter, Correspondent, Foreign Correspondent, Stringer, Freelancer, Bureau	12	1, 3	10

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

	<ul style="list-style-type: none">• The Leader Writer, The Rewrite Man, Cartoon and The cartoonist• The art of interviewing• Agency Journalism• Reporting for Digital Media• Role of social media in digital journalism			
5.	Basics of News Editing <ul style="list-style-type: none">• The Editor, News Editor, The Chief Subeditor, Sub Editor• Art of News Editing• Proof Reading• Newspaper Layout & Design• Make-up of a newspaper, dummyming of a page• News Editing for Digital Media	9	4	10

Suggested readings

- Essentials of Practical Journalism by VirBala 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

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Paper: Introduction to Journalism Practical

Course Type: Major (MP3)

Paper Code: FYBMS 292

Credit: 2

Objective: To acquaint students with various aspects of hands on experience of Journalism.

Course Outcome

- 1. Headline writing, news report writing as per inverted pyramid structure, writing opinion pieces**
- 2. Layout and design the structure of newspaper, newsletter and magazine**
- 3. Apply the theories of reporting to prepare a news report from inception to publication**
- 4. Analyse and edit reports for final publication**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	News gathering and reporting <ul style="list-style-type: none">• Writing news story for Newspaper and Digital Platform	20	1	10
2.	News Editing and Page Makeup Exercise <ul style="list-style-type: none">• Copy editing for Newspaper and Digital Platform• Proof Reading• Preparing dummy layout	20	2	10
	Total lab hours	40		
	Total self-paced practice hours	10		