

ARYABHATTA KNOWLEDGE UNIVERSITY

Course Structure and Syllabus

BACHELOR IN MASS COMMUNICATION

Applicable to students seeking admission to the
Bachelor in Mass Communication course
in the academic year 2014-2015 and later

1 : Eligibility :

A candidate seeking admission to B.M.C. Programme must satisfy the following conditions:

1. S/he must be an Intermediate in Arts, Science, or Commerce. He/She must have passed the intermediate degree as a regular student or as a student of distance education at least in the 10 + 2 pattern.
2. S/he must have obtained at-least 45% marks overall in intermediate level. The students from SC/ST/EBC/Differently-abled categories should have 40% marks overall.

2 : Admission

1. Admission will be taken in the month of July in each Academic Year.
2. The University reserves the right to cancel the admission of any student at any stage of his study at the University on grounds of unsatisfactory academic performance, irregular and insufficient attendance, or indiscipline. Minimum 75% attendance is mandatory in each semester for appearing in semester-end examination.
3. At the time of admission, the student is required to provide the following documents:
 1. Matric/ICSE/CBSE/NIOS/Other Board Certificate.
 2. Pass Certificate of the qualifying examination - Plus 2 or Intermediate.
 3. Marks Sheet of the qualifying examination – Plus 2 or Intermediate.
 4. College/School Leaving Certificate (CLC/SLC).
 5. Character Certificate of Plus 2/Intermediate.
 6. Migration Certificate (Not necessary for those from Bihar Board).
 7. Caste/Disability Certificate (from the District Collector/Magistrate or other competent authority for SC/ST/OBC/EBC/Differently-abled)

3 : Registration

All students must register themselves at the University within the fixed date notified by the University in the first semester itself.

4 : Duration of Programme

1. An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. Each week has 30 working hours spread over 6 days a week.
2. A candidate admitted to the B.M.C. Programme shall undergo a regular course of study for Three Academic Years, that is, Six Semesters. Odd-semesters (I, III, V) shall be from July to December and Even-semesters (II, IV, VI) shall be from January to June. There shall be not less than 90 working days which shall comprise not less than 450 teaching/working hours for each semester. (Exclusive of the days for the conduct of University or external end-semester examinations).

5 : Course Structure

1. All subjects will have Lecture-Tutorial-Practical (L-T-P) components to indicate the contact hours and will have a credit count. Teaching of subjects will be reckoned in terms of credits.
2. Every course, identified by a single course identifier, shall be taught by a single teacher who may be assisted by adjunct faculty, teaching assistants, and by other members of the faculty concerned.
3. The curriculum for B.M.C. course will include making a project on any one of the subject papers of their choice under a competent faculty. The student shall make a presentation (based on the project) to the department, which will earn a total of 10 credits after evaluation and viva-voce examination both internally and externally.
4. The curriculum for B.M.C. course will include a "On-the-Job Training" (OJT) of 12 weeks during the 5th semester. The experience may be obtained in either a media house or with NGOs or any media related Institution or Corporate houses. The place of work has to get prior approval of the Department at the College concerned. On completion of the internship, the student shall submit a report which will earn a total of 10 credits after evaluation and viva-voce examination. Alternatively, students can be asked to make either a radio show/ magazine/ short film of not less than 15 minutes using professional tools equipment and software under the guidance of a competent faculty member. The process shall be documented as a written project, to be submitted along with the DVD (softcopy) of the radio show/ magazine/ short film. Students can earn a total of 10 credits after evaluation and viva-voce examination both internally and externally.

6 : Examinations

1. There shall be examinations at the end of each semester as per the academic calendar of the University.
2. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations to be held in December/January or May/June. Those who fail in odd-semesters will appear in a subsequent examination of odd-semesters only. For example, if a student fails in a paper(s) in the 1st semester, s/he can appear in 3rd or 5th semester examinations only. The same applies to even-semesters. After declaration of the result of the sixth semester examinations, special examinations will be conducted for clearing the backlog of the 5th and the 6th semesters.
3. A candidate should get enrolled/registered for the first semester examination. If enrolment/registration is not possible owing to shortage of attendance beyond condonation limit/regulations prescribed OR belated joining OR on medical grounds, the candidates are not permitted to move to the next semester. Such candidates shall redo the semester in the following academic year as a regular student.
4. Student must have 75% of attendance in each paper for appearing in the end Semester examination. A shortage of attendance up to 10% can be condoned by the Principal, of the college concerned, as per his/her discretion and beyond that, by the Vice-Chancellor as per the University rules.

7 : Passing of Examinations and Promotion Rules

1. A student will be promoted from second semester to the third semester and from fourth semester to the fifth semester only if s/he has secured a minimum Cumulative Grade Points Average (CGPA) of 5.00.
2. A student who passes in the Internal Assessment but fails in the End Semester Examination of the course shall reappear for the End Semester Examination of that course. However his/her marks of the Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

8 : Evaluation

1. Pattern of evaluation of the End-Semester Examinations (ESE) will be as per the rules of the University.
2. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the course teacher concerned as well as by an end semester examination and will be consolidated at the end of the course. The ratio of marks to be allotted to continuous internal assessment and to end-semester examination is 40:60. The evaluation of practical work, wherever applicable, will also be based on continuous internal assessment and on an end-semester practical examination with the ratio of marks allotted to them remaining the same (that is, 40:60).
3. The details of the Continuous Internal Assessment (CIA) should be worked out by the respective colleges and a copy should be given to the University. All the relevant records of the CIA should be preserved by the college till the student passes out.
4. The passing minimum for CIA (Continuous Internal Assessment) shall be 40% out of 40 marks (i.e. 16 marks). A student must pass in the Internal Assessment of each paper with 40% marks. A student who fails in three or more than three papers in the Internal Assessment examinations must redo the semester in the following academic year as a regular student and subsequently pass the Internal Assessment examinations to be able to appear in the end Semester examination. If a student fails in less than two papers, s/he may be given chance by the Principal to improve the marks by appropriate means like assignments, project works, written examination, etc.
5. The minimum marks for passing the External Semester examination, conducted by the University, is 40%.
6. In the End Semester Practical Examinations, there should be a panel of two examiners and one of them should be an external examiner, approved by the University.

9 : Award of Degree

Degree will be awarded to a student provided, s/he fulfills the following conditions:

1. S/he passes in all examinations and thus earns the required number of credits.
2. S/he completes the requirement of spending 30 hours within a period of three years, from the date of enrolment in the University, in social work in a village, at an NGO/Charitable Institution or NSS or Adult Literacy Programme, etc. A letter of declaration issued from the college certifying the completion of the required number of hours of social work must be submitted to the University.

B.M.C. - CREDIT CHART

YEAR - 1

SEMESTER - 1

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 101	ENGLISH - 1	3	1	0	40	60	100	4	4
BMC 102	SOCIAL MEDIA AND COMMUNICATION - 1	3	1	0	40	60	100	4	4
BMC 103	INTRODUCTION TO COMMUNICATION	3	1	0	40	60	100	4	4
BMC 104	RADIO BROADCASTING	2	1	0	40	60	100	3	3
BMC 105	WRITING FOR MEDIA	3	1	0	40	60	100	4	4

Sessional

CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE	SUB-TOTAL		
BMC 106	BASICS IN COMPUTER APPLICATION - 1	0	0	5	40	60	100	4	5
BMC 107	DIGITAL AUDIO PRODUCTION - 1	0	0	5	40	60	100	4	5
	TOTAL						700	27	29

SEMESTER - 2

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 201	ENGLISH - 2	3	1	0	40	60	100	4	4
BMC 202	SOCIAL MEDIA AND COMMUNICATION - 2	3	1	0	40	60	100	4	4
BMC 203	MEDIA EDUCATION	3	1	0	40	60	100	4	4
BMC 204	MASS COMMUNICATION THEORIES	3	2	0	40	60	100	5	5

Sessional

CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE	SUB-TOTAL		
BMC 205	BASICS IN COMPUTER APPLICATION - 2	0	0	5	40	60	100	4	5
BMC 206	DIGITAL AUDIO PRODUCTION - 2	0	0	5	40	60	100	4	5
	TOTAL						600	25	27

YEAR – 2

SEMESTER – 3

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 301	PUBLIC RELATIONS	3	1	0	40	60	100	4	4
BMC 302	PRINT JOURNALISM	3	1	0	40	60	100	4	4
BMC 303	TELEVISION PRODUCTION – 1	3	1	0	40	60	100	4	4
BMC 304	ADVERTISING	3	1	0	40	60	100	4	4
BMC 305 A	COMMUNICATIVE HINDI [ELECTIVE 1]	3	1	0	40	60	100	4	4
BMC 305 B	COMMUNICATIVE ENGLISH [ELECTIVE 2]	3	1	0	40	60	100	4	4

Sessional

CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE	SUB-TOTAL		
BMC 306	PRINT JOURNALISM AND ADVERTISING (PRACTICAL)	0	0	5	40	60	100	4	5
BMC 307	TELEVISION PRODUCTION – 1 (PRACTICAL)	0	0	5	40	60	100	4	5
	TOTAL						700	28	30

SEMESTER – 4

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 401	TELEVISION PRODUCTION – 2	3	1	0	40	60	100	4	4
BMC 402	CORPORATE COMMUNICATION	3	1	0	40	60	100	4	4
BMC 403	COMMUNICATION AND DEVELOPMENT	3	1	0	40	60	100	4	4
BMC 404	FILM STUDIES	3	1	0	40	60	100	4	4

Sessional

CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE	SUB-TOTAL		
BMC 405	TELEVISION PRODUCTION – 2 (PRACTICAL)	0	0	5	40	60	100	4	5
BMC 406	PHOTOJOURNALISM (PRACTICAL)	0	0	5	40	60	100	4	5
BMC 407	DEVELOPMENT COMMUNICATION (PRACTICAL)	0	0	5	40	60	100	4	5
	TOTAL						700	28	31

YEAR - 3
SEMESTER - 5

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 501	MEDIA CRITICISM	3	1	0	40	60	100	4	4
BMC 502	HUMAN RIGHTS AND MEDIA	3	1	0	40	60	100	4	4
BMC 503	O-J-T /RADIO SHOW/MAGAZINE PRODUCTION/ SHORT FILM PRODUCTION AND VIVA	N/A	N/A	12	80	120	200	10	12
	TOTAL						400	18	20

SEMESTER - 6

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BMC 601	MEDIA ENTREPRENEURSHIP	3	1	0	40	60	100	4	4
BMC 602	MEDIA ETHICS	3	1	0	40	60	100	4	4
BMC 603	TELEVISION PRODUCTION - 3	3	2	0	40	60	100	4	5

Sessional

Theory CODE	NAME OF THE PAPER	Periods			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE	SUB-TOTAL		
BMC 604	STUDENT PROJECT AND VIVA	N/A	N/A	N/A	80	120	200	10	N/A
	TOTAL						500	22	13

TOTAL CREDITS = 148
TOTAL MARKS = 3600

SEMESTER 1

PAPER – BMC 101: ENGLISH - 1

UNIT 1 – Introduction

(12 hours)

1. Basic grammar: (i) Parsing Sentences (ii) Sentence Types – the declarative, the interrogative, the exclamatory and the imperative (iii) Parts of Speech in English Grammar
2. Grammar in Use: (i) Tenses (ii) Meaningful Communication e.g. create a narrative in 50-100 words
3. Review: Use of Tenses and Problems in Concord – Subject Verb Agreement
4. What is communication? The aim, meaning, form and process of communication.
5. Verbal and non-verbal modes of communication – body language and behaviour as communication through posture, gesture, facial expression, body language, eye contact, voice modulation.

UNIT 2 – What is Communication?

(05)

1. Function and Role of Effective Communication
2. Communication as process encompassing skills of listening, speaking, reading and writing to develop accuracy.
3. Techniques to develop reading skills using newspapers and book excerpts – dwell on techniques
4. Tips for effective listening - note taking, synopsis / précis

UNIT 3 – Active Listening – Activity Based

(10)

1. Definition of Active Listening: difference between listening and hearing.
2. Understanding other viewpoints; suspending judgment; listening for hidden meaning; using verbal and non-verbal signals.
3. Barriers and Filters in listening.
4. The Feedback process.
5. Activities and Tasks: Listening Comprehension Task Sheet, Quiz, Case Study.

UNIT 4 – Speaking

(05)

1. Pronunciation, stress, accent: Activities/exercises based on a very basic awareness about phonology
2. Class-room activities – techniques speakers use - fillers, turn-taking, pauses, phatic communication
3. Appropriate use of language and body language
4. Developing Speaking Skills & Etiquette: Public Speaking; Effective presentation skills; Telephone manners; Dining etiquette – formal and informal contexts
5. Preparing basic presentations – DIY projects.

UNIT 5 – Reading and Writing Skills Review

(12)

1. Methods of effective reading and writing – skim, scan, and read for gist and/or specific meaning, spot topic sentences, summing up
2. Reading Comprehension - focus on business, current affairs, travel and tourism, environment
3. Letter Writing – formal & informal
4. Report Writing – official and business reports.

References:

- 1 Bovee, Courtland L. (2011), Business Communication Today, Prentice Hall (Pearson)
- 2 Aubrey B Fisher, Perspective in Human Communication Macmillan Publishing Co. New Delhi
- 3 “Learning English: A Communicative Approach” - Orient Longman
- 4 English Conversation Practice - Grant Taylor - TMH Edition, 2013
- 5 Essential Grammar in Use, a Self-study Reference and Practice Book - Raymond Murphy, CUP
- 6 English Bites! - Manish Gupta, Penguin Paperback.
- 7 Triple Your Reading Speed - Wade E. Cutler, Pocket Books Paperback.

PAPER – BMC 102: SOCIAL MEDIA & COMMUNICATION - I

UNIT 1: Internet Technology (10)

Understanding Internet Technology – Hyperlinks – Browsers - Search Engines - Web Sites – Portals - Internet and the World Wide Web (WWW) - Internet and the Media - Internet and information revolution.

UNIT 2: SOCIAL MEDIA OVERVIEW (06)

Current state of the industry. **Social Network Theory:** Introduction to Social Media, Development of Social Media, Social Media Audience and Goals for Social Media Marketing, Implications for Marketers, Social Commerce, Integrated Social Media Campaign, Global and Local trends in Social Media.

UNIT 3: SOCIAL MEDIA- GETTING STARTED (06)

Managing Information: Aggregators; Google Alerts, Blogs. **Legal Side of Social Media:** In-house guidelines, Copyright and Trademark Implications. **Blogs: Blogger, Tumblr, Wordpress** influencers - Who are they? How to find them? How to use them to benefit your brand?

UNIT 4: SOCIAL MEDIA PLATFORM (22)

Symmetric Social Networks: Facebook - Newsfeed, Profile, Ads, Causes, Connect. **Asymmetric Social Networks: Twitter** - Search, Stream, 3rd Party Platforms, Lists, @Anywhere, @Ad Platform. **SEO:** introduction to the concept; its determination and ways to modify it. Google's Organic Search. **Video: YouTube** - Commenting system, Top viewed videos, setting up a channel. **Email: Gmail** - Benchmark open & click through rates, NYT most forwarded emails. **LinkedIn** - Tips and Guides, Profile Reviews, Collaborative Marketing & Crowd sourcing. Other channels like photo-sharing networks like Instagram, Pinterest and mobile apps

References:

1. "Social Media: A Critical Introduction"; Christian Fuchs; SAGE Publications; 2013.
2. "Your Brand, the Next Media Company: How a Social Business Strategy can Enable Better Content, Smarter Marketing, and Deeper Customer Relationships"; Michael Brito; Pearson; 2013.
3. "The Master Switch: The Rise & Fall of Information Empires"; Timothy Wu; Atlantic Books, 2010.
4. "Online Journalism: A Basic Text"; Ray; Cambridge University Press; 2005.

PAPER – BMC 103: INTRODUCTION TO COMMUNICATION

UNIT – 1

(08)

Defining Communication-Types-Functions-Process-Barriers of communication

UNIT – 2

(08)

Models of Communication- Laswell Shannon and Weaver , Charles Osgood, Wilber Schramm, T.M. Newcomb, Westley and MacLean

UNIT – 3

(08)

Non-Verbal Communication-Kinesics-Proxemics-Time Language-Para Language-Physical Context

Unit – 4

(20)

Verbal Communication-Oral-Telephone-Interviews-Group Discussions-Meetings-Speeches
Written-Notice, Agenda and Minutes-Business Correspondence

REFERENCES:

1. Krishna Mohan Meera Banerji .Developing Communication Skills-Macmillan Publishers India Ltd.
2. Meenakshi Raman, Prakash Singh-Business Communication-Oxford University Press.
3. Vir Bala Aggarwal and V.S.Gupta Handbook of Journalism and Mass Communication- Concept PublishingCompany,New Delhi.

PAPER – BMC 104: RADIO BROADCASTING

UNIT – 1 (10)

Characteristics of the medium- A brief introduction to the basics of sound – technical details of AM-MW, SW, and FM broadcasting -The process of broadcasting-

UNIT – 2 (12)

Characteristics of radio script writing-Variou script formats- writing and conducting- the cue sheets, radio talk, discussion programme, interview, news, documentary and features, radio drama, music programmes - commercials

UNIT – 3 (10)

The vox pop- phrasing the question-choosing the site- the recorder- putting the question- the final preparation- The phone-in programmes

UNIT – 4 (12)

Sound Effects and music selection for a radio programme

REFERENCES:

1. Carl Hausman et.al. "Modern Radio Production: Production, Programme and Performance." 7th Edition. Thomson Wadsworth. Belmont. CA. 2007
2. Head & Sterling. "Broadcasting in America" Houghton Mifflin Company. Fourth Edition. 1982
3. Ralph Milton. "Radio Programming: A basic training manual" Geoffrey Bless. London. 1968

PAPER – BMC 105: WRITING FOR MEDIA

(Although this paper will be taught in English, there will be guest lectures by Hindi journalists. The assignments for Internal Continuous Assessment could be in English or in Hindi. The questions for the University Semester End Examination have to be in both English and Hindi. Students may write the answers in English or Hindi.)

UNIT – 1

(09)

Introduction to Script writing – Elements of a Script – Nature and scope of script in broadcast media

UNIT – 2

(09)

Idea Vs Media, Developing Ideas and Conceptualization, Getting Ready to Write: Creative Preparation - The Diversity of Broadcast Writing - Research and Concept Formation

UNIT – 3

(09)

Radio and Television Formats - writing treatment - script and its formats and story board – Writing of a script each for Radio and TV

UNIT – 4

(09)

Documentaries: Definition - Objectives - Kinds of Documentaries – Research – Resources - Writing a Proposal - Preparing for a Documentary - Writing the script

UNIT – 5

(08)

Writing a commercial and a jingle - Public Service Messages

REFERENCES:

1. *Walters L. Roger, Broadcast Writing: Principles and Practices, McGraw-Hill International Editions, Second Edition.*
2. *Willis, Edgar E. and D' Arienzo, Camille (1981) Writing Scripts for Television, Radio and Film*
3. *William, Miller, Screen writing for Narrative Film and Television, Columbus Books, London, 1989.*
4. *Dwight, Swan, Script writing for video and Audio Media, Hastings House, New York, 1976.*
5. *Syd, Field, Screenplay – the Foundations of screen Writing, Dell publishing Co., New York, 1979.*

PAPER – BMC 106: BASICS IN COMPUTER APPLICATION – 1 (Practical) (60)

UNIT – 1

Introduction to Computer hardware (only basics)

UNIT - 2

MS Word: Using all functions within the software to create documents and to work on it

Unit - 3

Power Point Presentation

UNIT – 4

Page Maker: Using the functions to design a page for a newsletter

UNIT – 5

Quark XPress – designing news applications – Designing a newspaper and magazines

Students will have to design a newsletter on a concurrent topic and present in the class.

REFERENCES:

1. Thyagarajan & Anbumani, Flash MX 2004, Tata McGraw Hill 2005
2. Kettell et.al, Microsoft Office 2003, Tata McGraw Hill, 2003

PRACTICAL EXERCISES:

MS - WORD

Design a News Print using Format Options with Pictures. Design a Table using Table Menu commands and setting Bullets & Number Styles to the given points.

MS – POWERPOINT

Prepare a Presentation setting the Animation and Sound Effects to the Text and to the Slides.

PAGE MAKER

Design a Visiting Card. Design any Invitation.

QUARKXPRESS

Design a News Items using News Links. Add Pictures to the News Items.

PAPER – BMC 107: DIGITAL AUDIO PRODUCTION – 1 (Practical) (60)

UNIT -1

Introduction to Sound – Fundamentals of elements of electronics - Sound spectrum and frequencies
– History of recording and formats

UNIT – 2

Introduction to Digital Audio Software

UNIT – 3

Units of sound – Radio studios of stations – Sound recording

UNIT – 4

Studio equipment – Analogue and Digital formats

PRACTICAL EXERCISES:

1. Voice Recording
2. News gathering and recording on professional software
3. Recording of interviews
4. Recording features for FM or AM Radio
5. Reporting News

Every student will have to record a story or a minimum of five interviews for radio listeners.

REFERENCES:

1. *Pro Tools workbook*
2. *Sound Recording and Reproduction – Glyn Alkin*
3. *The Sound Studio – Alec Nisbett*
4. *Audio Recording and Reproduction – Michael Talbot & Smith*
5. *Stick it in your ear – Frank Spotnitz*
6. *An Introduction to Digital Audio – John Watkinson*
7. *Campanella Associates – The Engineers Associates*

SEMESTER 2

PAPER – BMC 201: ENGLISH – 2

UNIT 1 – The Role of Phonetics in Clear Articulation (09)

- Introduction to Phonetics, clear articulation and basic knowledge of the phonemes of English
- Barriers in communication and identifying them to aid clarity in communication
- Speech sounds - phonetic symbols (IPA)
- Syllabication, accent and rhythm in connected speech and intonation

UNIT 2 – Simulation or Modelling Exercises (09)

- Oral Communication Skills: Reading aloud effectively – News Presenters, Anchors etc.
- Public speaking
- Presentation skills and grooming – highlighting the role of soft skills' role in personal success

UNIT 3 – Professional Speaking - GD/PI Skills; Presentations Tools/Techniques (09)

1. Group Discussion with evaluation
2. Organising a debate and actively participating in it
3. Presentations and their evaluation
4. Jam / Extempore
5. Mock Interviews and one to one feedback with evaluation
6. Role play based on observation of behavioural patterns.
7. Case Studies / Hot Seat Simulation Activity - with evaluation – e.g. Being Rajat Sharma

UNIT 4 - Business Writing (09)

1. Business Correspondence
2. E –Mails and Memos
3. CV Writing and cover letter
4. Reports of Survey Questionnaires
5. Professional Brochure Writing / Writing a Proposal

UNIT 5 – Business Lexis or Vocabulary (08)

English for Specific Purposes: English for Specific Purposes – Lexis or vocabulary development exercises e.g. vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General, Corporate sectors; Phrasal Verbs, Word Pairs, Synonyms and Antonyms, affixes – prefixes and suffixes, homonyms, hyponyms, eponyms, contronyms etc

Resources and Reference Points:

- English Listening Lounge www.englishlistening.com
- Learning through Listening www.learningthroughlistening.org
- BBC Learning English www.bbc.co.uk/worldservice/learningenglish
- www.englishpage.com
- A Word a Day – Anu Garg's Website www.wordsmith.org
- Pearson Longman Website on Teaching Business English Skills www.pearsonlongman.com
- British Council Website www.britishcouncil.org
- www.merriam-webster.com
- Jeremy Harmer's Practical English Teaching Guide Series
- Communicative English Syllabus of NIOS
- CBSE Communicative English Syllabus

REFERENCES:

1. A Course in Phonetics (with CD-ROM) 6th Edition (Paperback) by Peter Ladefoged, Keith Johnson
2. A Practical Introduction to Phonetics 0002 Edition (Paperback) by J. C. Catford
3. Introducing Phonetics and Phonology 3rd Edition (Paperback) by Mike Davenport, S. J.
4. Practical English Usage – 3rd Ed. (Paperback), Michael Swan, OUP.
5. A Practical Course in English Pronunciation - (Paperback) Roopa Suzana; TMH Ed. (1st Ed.).
6. English Phonetics & Phonology: A Practical Course 4th Edition - Peter Roach (Paperback); CUP.

PAPER – BMC 202: SOCIAL MEDIA & COMMUNICATION – II

UNIT 1: SOCIAL MEDIA STRATEGY (10)

Social Media v/s Traditional Media. **Social Media Strategy:** Work Plan - Competitor Benchmarks, Goals. **Copywriting:** different voices for different social media platforms. **Measuring Success:** Free and paid services; **Metrics:** engagement versus sales. **Organizational Culture:** Social Media Policy, Training your staff, overcoming fears.

UNIT 2: SOCIAL MEDIA DEVELOPMENT (10)

The Development Process: Building a social media marketing plan, Tips for social media management – do's and don'ts, **Social Media Measurement:** Social Media Metrics, Establishing Goals and Tracking metrics: The Basics of Tracking Social Media, Free Social Media Tools, Paid Enterprise Level Measurement Tools for Social Media, Advanced Metrics and Tracking in Social Media, The ROI in Social Media Marketing, Tools and Dashboards **PR Implications:** Link between social media and PR, Reputation and crisis management

UNIT 3: CASE STUDIES & WORKSHOPS (24)

Using Social Media in Various Contexts- within Different Industries: **Marketing, Customer Service, Fundraising, Crowd Sourcing, Politics & Policy, Personal Branding, and Collaboration, The Case for B2B Companies-** How B2B companies are leveraging on social media. Closed social media groups, **The Case for Small Businesses:** How do I start? How do I maintain and continue the engagement?

REFERENCES:

1. "Socialnomics: How Social Media Transforms the Way We Live and Do Business", 2nd edition; Erik Qualman
2. "Social Marketing to the Business Customer: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships"; Paul Gillin, Eric Schwartzman
3. "Mining the Social Web"; Matthew A. Russell; O'Reilly; 2011.
4. "Smart Business, Social Business: A Playbook for Social Media in Your Organization"; Michael Brito; Pearson; 2012.
5. "Smart Social Media: Your Guide to Becoming A Highly Paid Social Media Manager"; Lasse Rouhiainen; Createspace; 2012.

PAPER – BMC 203: MEDIA EDUCATION

UNIT – 1

(10)

What is new media literacy? – Why integrate media? – How to develop parent and community awareness? – What is this thing called media? – What is a Media Message? – What is media Literacy?

UNIT – 2

(10)

Thinking about community: Society and Democracy – What is a community? – What is a society? – What is a Democracy? – The role of Media – Thinking about the power of images – Have you seen me? – The “Perfect” look – What is normal? – Target audiences

UNIT – 3

(08)

Thinking about behaviour and consequences – Violence in Television and Movies – Inappropriate language in media messages

UNIT – 4

(16)

Media projects: Teaching methodologies of project-based learning – Creating media messages – Sample media project descriptions

REFERENCES:

1. Elana Yonah Rosen et.al *“Changing the world through media education”* Fulcrum foundation. Colorado. 1998
2. Pat Brereton. *“Continuum Guide to Media Education”* London. 2001
3. Jacob Srampickal & Leela Joseph. *“Teaching Media Education”* Devorsons. New Delhi. 2000
4. Arthur Asa Berger. *“Media Analysis Techniques”* Sage publications. New Delhi. 2005
5. Len Masterman. *“Teaching the Media”* Comedia Publishing Group. London. 1990

PAPER – BMC 204: MASS COMMUNICATION THEORIES

UNIT – 1

(11)

Mass media and Society- effects of mass communication within society- functions of mass media- interactive perspective.

Hypodermic or Bullet Theory- Individual Differences Theory- selective exposure- selective perception- selective retention

UNIT – 2

(11)

L.A. Festinger's Cognitive Dissonance Theory- concept of dissonance- sources of dissonance

Paul Lazarsfeld's Personal Influence Theory- two-step flow of communication-multi----step flow of communication

UNIT – 3

(11)

Sociological Theories of Mass Communication- The Cultivation Theory- Social Learning Theory- Agenda Setting Theory- Play Theory-Uses and Gratification Theory- Dependency Theory

UNIT – 4

(11)

Normative Theories of Mass Communication- Authoritarian Theory- Libertarian Theory- Social Responsibility Theory- Soviet Communist Theory- Development Media Theory and Democratic- Participant Media Theory

REFERENCES:

1. Stanley J. Baron & Dennis K. Davis. "Mass Communication Theory: Foundations, Ferment, and Future." Thomson Wadsworth. Second edition. 2000
2. Emory Griffin. "A First look at communication theory"
3. Stephen W.Littlejohn. "Theories of Human Communication"
4. Handbook of Communication and Journalism : Vir Bala Aggarwal and VS Gupta

PAPER – BMC 205: BASICS IN COMPUTER APPLICATION – 2 (PRACTICAL)

UNIT – 1

Photoshop: Applying effects to the photographs – Adding layers – Applying special effects

UNIT -2

Flash – designing website – Animation techniques – Applying buttons – Writing simple script – Export to Web application

UNIT – 3

Editing in Adobe Premiere

REFERENCES:

1. Ron Mansfield. "Working in Microsoft Office" Tata McGraw-Hill Publishing Company Ltd. New Delhi

PRACTICAL EXERCISES:

Photoshop

1. Applying special effects to photographs using different tools
2. Convert Black and White Photographs into Color in Photoshop.
3. Apply Rainbow effect to the images in Photoshop.
4. Prepare Cover Page Using Photoshop.
5. Design a Front Page using Photoshop

Flash

6. Using Flash to design a website
7. Design a Flash Movie using Frame-by-frame animation.
8. Design a Flash Movie and place controls to run the movie using Buttons.
9. Prepare Movie Titles using Flash.

Adobe Premiere

10. Use of Adobe Premiere for editing small clippings
11. Add sound effects to the movie clips.
12. Apply different transitions to the movies.
13. Use of Adobe Premiere for editing small clippings and making a DVD
14. With the available rushes groups will make a 3 minutes film

Project: Students will have to make a digital library comprising a minimum of ten pictures (out of which at least two must be animations) and a website template.

PAPER – BMC 206: DIGITAL AUDIO PRODUCTION – 2 (PRACTICAL)

UNIT – 1

Recording on Digital Software– Outdoor and Indoor recording

UNIT – 2

Various Recording Software

UNIT – 3

Remote, live, and sports production

UNIT – 4

Digital technology and advancements - Creating files and naming them – Recording – Using EQ, DYNMS, SFX, and Reverb – Source Selection – Cleaning and Editing

UNIT – 5

How to do a music recording? – Elements of music recording - Mixing Pre and Post Mastering

PRACTICAL EXERCISES

1. Recording a drama done in groups
2. Recording a radio commercial
3. Talk show recording
4. Public Service Announcements (PSA) recording
5. Outdoor recording of a live event

REFERENCES:

1. Pro Tools workbook
2. Sound Recording and Reproduction – Glyn Alkin
3. The Sound Studio – Alec Nisbett
4. Audio Recording and Reproduction – Michael Talbot & Smith
5. Stick it in your ear – Frank Spotnitz
6. An Introduction to Digital Audio – John Watkinson
7. Campanella Associates – The Engineers Associates

Students will have to record one audio programme and present in the class.

SEMESTER 3

PAPER – BMC 301: PUBLIC RELATIONS

UNIT – 1

(12)

PR – Definition, nature and scope – Role of PR in 21st century – PR research – Categories of PR research – Model of PR – PR campaign evaluation

UNIT – 2

(16)

Crisis management – Image management – Event management

UNIT – 3

(16)

PR communication in the emerging converging technologies – Corporate media relations – Press conferences – Open house – Press visits – Preparing PR materials – Presentation kits

REFERENCES:

1. *Face up!* by Rita Bhimani, Rupa
2. *Public Relations Theory and Practice* by Jane Johnston, Clara Zawawi, Jane Book Depot
3. *Public Relations Principles Cases & Problems* by H. Frazier Moore, Frank B Kalupa, Jain Book Depot
4. *Public Relations and the Social Web* by Rob Brown, Jain Book Depot.

SUGGESTED READINGS:

1. *Jefkins, Frank (1997). Planned Press and Public Relations. International Textbook Company*
2. *Herbert and Peter Lloyd: Public relations*
3. *Black, Sam: Practical Public Relations. Universal Book Stall*
4. *Balan, K.R.: Lectures on Applied Public Relations*
5. *Newssom, E(2000): This is PR: Realities of Public Relations. Thomas Learning*
6. *Hendix. E (1998): Electronic Public Relations Cases. Thomas Learning*
7. *Marlow (1998): Electronic Public Relations*
8. *Roalman: Portable Public Relations*
9. *Gopal: Public Relations of Better World*
10. *Sardana: Challenge of Public Relations*
11. *Sardana: Applied Public Relations in Indian Context*

PAPER – BMC 302: PRINT JOURNALISM

UNIT – 1

(09)

Theories of Press – Authoritarianism – Libertarianism – Soviet Theory – Social Responsibility theory – Newspapers: History, Growth, present scenario with special reference to India – Indian Mainstream and Vernacular press – Responsibility – Role and impact of Newspapers in Society – Impact of technology on newspaper (Newsgathering, editing, design, and layout, printing) – Audit Bureau of circulation (ABC) – National Readership survey

UNIT – 2

(09)

News – Definitions – News values – Different types of news – Hard and Soft news – News sources – The reporter's duties – Qualities – Various Reporters – Bureau Chief – Beat and Spot reporting – Curtain raiser – dateline – House style

UNIT- 3

(09)

Writing for Newspapers – Different structures – Pyramid – Hourglass, Diamond structure – Intro or lead and its significance – ABC of Journalism (Accuracy, brevity and Clarity) – Objective writing – Balance – In-depth reporting

UNIT- 4

(10)

Editing – The flow of news copy – Sub-editor: Duties and qualities – Sub-editors marks – Headlines – Importance – Different types – dos and don'ts in headline writing – Editor – Editorials – Op-ed – Significance of letters to the editors – Columnists – Photojournalism – Captions and cut-line writing

UNIT – 5

(07)

Feature writing – Differences between feature writing and news reports – Newspaper interviews – Dos and Don'ts – Slant – Online Journalism: Introduction

REFERENCES:

1. *Journalism made simple* – David Wainright
2. *Reporting* – MV Charnley
3. *Reporting Manuel* – S. Banerjee
4. *Editing Manuel* – S. Banerjee
5. *News Editing theory and practice* – S. Banerjee
6. *Professional journalism* – M.V. Kamath
7. *Into the newsroom* – Leonard Ray
8. *Professional journalist* – John Cohenberg
9. *News reporting and editing* – K.M. Srivatsava

PAPER – BMC 303: TELEVISION PRODUCTION (THEORY)

UNIT – 1

(08)

Introduction to Television Production – Television production process – Production elements – Camera, Lighting, Audio, Switching, Video Recording and Special effects – Television Studio – Studio Control room

UNIT – 2

(09)

Stages in production: Pre-production – Writing treatment for single camera production – Post production – Production people – Non technical personnel – Technical personnel – News production personnel

UNIT – 3

(09)

Television camera introduction – How camera works – Types of camera: Analog versus Digital camera, Studio cameras – ENG and EFP camera, Consumer Camcorders – Electronic characteristics – Aspect ratio – White balance – Resolution – Operating light level and gain – Operational characteristics

UNIT – 4

(09)

Lenses: Optical characteristics of lenses – Focal Length – Focus – Iris – Depth of field – Operation lenses – Zoom control – Digital Zoom control – Focus control – Mounting Equipment – Basic camera mounts – Mounting head – Special mounting devices – Camera operation and picture composition – Framing effective shots

UNIT – 5

(09)

Studio lighting instruments: Spot light, flood lights – Filled lighting instrument: Portable spotlights – Portable flood lights, techniques of television lights – Three point lighting: Key light, Fill light, and Back light – Introduction Video Editing – Linear and non-linear editing – Offline and Online editing – Editing procedures and transition devices

REFERENCES:

1. Herbert Zettl. "Television Production Handbook." Wadsworth Publishing Company. Belmont, California. USA. Ninth Edition. 2006
2. Herbert Zettl. "Video Lab 3.0" 2006 (A DVD for Television production)
3. Vasuki Belavadi "Video Production" Oxford University Press

PAPER – BMC 304: ADVERTISING

UNIT- 1

(06)

Advertising: Definition: Need & importance of advertising - objectives of advertising DAGMAR approach, AIDCAS model

UNIT-2

(06)

Role of advertising - Advertising as a tool of communication -Type of advertising - Product, Institutional or corporate, retail, social, financial, Industrial - Brand image & positioning.

UNIT- 3

(11)

Channels of advertising

The world of Media: An overview – The Evolution of Media into Advertising Vehicles – Types of Media – Media Expenditures – Media Characteristics – Print as an advertising Medium. The Medium of Newspapers – The Medium of Magazines – Audit Bureau of Circulation – Radio as an Advertising Medium – Types of Broadcast Advertising – Broadcast Ratings – Television as an Advertising Medium – Television Rating Points – Direct Advertising – Speciality Advertising – Point of Purchase Advertising – Outdoor Advertising (bill boards, kiosks) – Internet Advertising: Delivery Methods – Compensation Methods – Benefits of online advertising – Concerns – Regulation – Mobile as an advertising Medium.

UNIT-4

(12)

Creativity in Advertising: Preparing effective AD copy – Elements of a print copy – Types and formats of layout – Copy writing – Use of computer in copy preparation –

UNIT-5

(09)

Research in advertising – Pre-testing and post-testing techniques

REFERENCES:

1. *Advertising – Frank Jefkins*
2. *Advertising made simple – Frank Jefkins*
3. *Advertising – James S Norris*
4. *Creative Advertising – H.H. Hepner*
5. *Advertising as communicator – Gillian Dyor*
6. *Creative advertising theory and practice – Sandra E. Moriarty*
7. *Advertising as service to the society – McEwen John*
8. *Brand positioning – Subrato Sengupta*
9. *Advertising – Batra, Acker & Myers, Pearson*
10. *Ogilvy on Advertising- David Ogilvy*
11. *Advertising Media Planning – Roger Brown, Jack Z. Sissors*

PAPER - BMC 305 A: COMMUNICATIVE HINDI [ELECTIVE 1]

1. संचार माध्यमों में हिन्दी भाषा एवं क्षेत्रीय भाषा की महत्ता एवं उपयोगिता (03)
2. व्यावहारिक पत्र लेखन: (05)
पत्र की संरचना, पूछ-ताछ के लिए पत्र, आज्ञासूचक पत्र, सूचनाबोधक पत्र, शिकायत पत्र, शिकायत प्रबंधन पत्र, सामान्य पत्र,
3. लेखन कला: रिपोर्ट लेखन, संरचना, अनुच्छेद लेखन, टिप्पण समाचार लेखन, ज्ञापन, (10)
कार्यालयाधीन आदेश, अनुस्मारक, प्रेस विज्ञप्ति, परिपत्र अधिसूचना, सरकारी आवेदनों का प्रारूप, संक्षेपण, पल्लवन
4. ध्वनि विज्ञान (04)
5. अनुवाद विज्ञान (04)
6. पारिभाषिक एवं तकनीकी शब्दावली (10)
7. मौखिक संचरण: पाठ का उच्चारण के साथ पठन (08)
 - समाचार प्रसारण
 - भाषण लेखन एवं प्रस्तुति
 - साक्षात्कार प्रस्तुति,

Text Book (पाठ्य किताब) :

1. आधुनिक हिन्दी व्याकरण स्वरूप एवं प्रयोग: डॉ भारती खुबालकर

Reference Book (संदर्भ किताबें) :

2. राष्ट्रभाषा हिन्दी एवं व्याकरण: डॉ जितेंद्र वत्स
3. आधुनिक हिन्दी व्याकरण और रचना: डॉ वासुदेवनन्दन प्रसाद
4. अपनी हिन्दी कैसे सुधारें: रवींद्र कुमार
5. संक्षेपण और पल्लवन: कैलाशचंद्र भाटिया व तुमन सिंह
6. अनुवाद विज्ञान: डॉ राजमणि शर्मा
7. अनुवाद (सिद्धांत और समस्याएँ): रविन्द्रनाथ श्रीवास्तव
8. अनुवाद (भाषाएँ-समस्याएँ): एन. ई. विश्वनाथ अय्यर
- 9- भाषा, साहित्य और संस्कृति: विमलेश कांति वर्मा (संपादन)

PAPER – BMC 305 B: COMMUNICATIVE ENGLISH [ELECTIVE2]

Unit I: Vocabulary (08)
Antonyms
Synonyms
Homonyms
One word for many

Unit II: Correspondence in Organisations (12)
Public Relations Letters :-
Writing letters of Congratulations
Letters of Appreciation
Letters of Sympathy
Seasonal Greetings
Letters offering favours or thanks for favours received

Unit III: Writing and Comprehension (08)
Precis writing
Comprehension
Essay Writing

Unit IV: Writing for the Media (16)
(i) Press Release
(ii) Obituary
(iii) Commercial or a Jingle
(iv) Public Service Messages
(v) Reporting on Public Issues, Sports, Crime, War, Natural or Man Made Calamities

REFERENCES:

1. Essentials of Business Communication, Rajendra Pal and J.S. Korlahalli published by Sultan Chand and Sons, New Delhi
2. Business Communications, Meenakshi Raman and Prakash Singh, Oxford University Press
3. Developing Communication skills, Krishna Mohan and Meera Bannerji, Macmillan India Ltd.
4. The students' Companion, Wilfred D Best, Harper Collins Publishers, India

PAPER – BMC 306: PRINT JOURNALISM AND ADVERTISING (PRACTICAL)

PRINT JOURNALISM (PRACTICAL)

1. Content Analysis of two newspapers
2. Report Writing (any two)
 - (a) General Event
 - (b) Press Conference
 - (c) Crime
 - (d) Disaster
 - (e) Sports
 - (f) Public Issues
 - (g) Obituary
 - (h) Press Release
 - (i) Public Meetings
 - (j) State Assemblies
 - (k) Parliament
 - (l) Business
 - (m) Science and Technology
 - (n) Letters to the Editor
3. Feature Writing (any one)
 - (a) Personal Profile
 - (b) Book Review
 - (c) Film Review
 - (d) Music Review

ADVERTISING (PRACTICAL)

1. Print: Principles of Design – Copywriting – Designing for Newspaper – Designing for Magazines.
2. Outdoor: Designing for billboards – copywriting for billboards
3. Radio: Script Writing for Radio – Developing a Jingle – Use of Sound and Music
4. Television: Script Writing – Developing a Storyboard
5. Internet: Content Development

Practical Exercise:

Developing an advertising Campaign for a product/public service message.

PAPER – BMC 307: TELEVISION PRODUCTION – 1 (PRACTICAL)

- a) Camera Operation
- b) Picture Composition – Shooting Simple and Complex Shots
- c) Lighting Techniques
- d) Basic Video Editing on non-linear editing systems
- e) Making a short film.

SEMESTER 4

PAPER – BMC 401: TELEVISION PRODUCTION – 2 (THEORY)

UNIT – 1

(08)

Producing: Production models – Production methods – Concept formulation – Writing the program proposal – Preparing budget – Pre-production planning – Facilities request schedules – Permits and clearances – Publicity and promotion – Production process – Post-production activities

UNIT – 2

(09)

The director in pre-production – The director's role - The Director's terminology – Multi-camera directing procedures – Directing rehearsals – Directing the show – Stand by procedures – On the air procedure

UNIT – 3

(09)

Television scenery: Standard set units – Platforms and Wagons – set pieces – Properties: Stage props, set dressings, hand properties, elements of scene design – Floor plan – Set backgrounds and platforms – Studio floor treatments – makeup and costume

UNIT – 4

(09)

Visual effects and graphics – Standard electronic effects: Superimposition – Keying – Digital Video effects: Computer manipulated effects – Multi-image effects – Optical effects – Mechanical effects – Specification of Television Graphics

UNIT – 5

(09)

Electronic news Gathering or ENG – Electronic Field Production – Big remotes – Communication signal – Distribution Systems – Sports Remotes – Remote Setups – Communication Satellites

REFERENCES:

1. Herbert Zettl. *"Television Production Handbook."* Wadsworth Publishing Company. Belmont, California. USA. Fifth Edition. 2006
2. Vasuki Belavadi *"Video Production"* Oxford University Press

PAPER – BMC 402: CORPORATE COMMUNICATION

UNIT - 1 (08)
Corporate communication – Crafting the voice and image your business – Communication strategically – Creativity in corporate communication – Activities of the corporate communication function

UNIT -2 (09)
Identity - Image and reputation – Crystallizing public opinion and propaganda – Its relationship with various constituencies – Corporate advertising – Organizing conferences

UNIT -3 (09)
Communication channels and the role of technological innovation – Bulletin boards – Intranet communications – New letter – Employee relations

UNIT - 4 (09)
Media Relations – Writing press release, rejoinders – organizing press conferences - Newspapers space – Role of Corporate Communication in Annual General body meeting and Sponsorships.

UNIT - 5 (09)
Managing Communication in a crisis – Lobbying – Importance of PR in corporate communication – Analyzing and compiling news – Organizing media events – Designing feats – Outrageous advertisements – Communication audits

REFERENCES:

1. *Argenti Paul A, Corporate communications, McGraw Hill / Irwin McGraw / Irwin*
2. *Eric J Soares, Promotional feats – The Role of planned events in Marketing Communications*
3. *Critical Corporate Communication: A best practice blue print – (e BOOK) By Naomi Langford - Wood – Brian Salter. www.questia.com*

PAPER – BMC 403: COMMUNICATION AND DEVELOPMENT

UNIT – I

(05)

Introduction to Communication and development in the third world – Theories of development and underdevelopment – Three perspectives or ways of thinking about and practicing development

UNIT – II

(12)

Dominant paradigm – Modernization and Industrialization – Communication approaches to development – Theory of minimal effects of Mass Media – Diffusion of innovation - International dimension of development communication – Dependency model

UNIT – III

(10)

Consequences of the dominant paradigm of development – Alternative paradigm – Critique of the role of mass media in development – Participation and communication – Development support communication

UNIT – IV

(05)

Traditional and Folk media for development – Information and communication technologies for rural development

UNIT – V

(12)

Developing and designing communication messages and materials – Research in development – Campaign implementation and evaluation – PSAs and Case studies in development communication

SUGGESTED READINGS:

1. Narula. *Development Communication: Theory and practice*
2. Melkote. *Communication for Development in third world: "Theory and practice for empowerment – 2nd edition*
3. Vilanliam. *Science, communication and development*
4. Millesem. *Methods for Development work and research: A guide for practitioners*
5. Nair and White. *Perspectives on Development communication*
6. Mathur. *Communication for development and social change*
7. Moody. *Designing messages for development communication. Audience participation based approach*
8. Singhal and Rogers. *India's information revolution*
9. *Introduction to Development Communication by Ila Virginia C. Ongleibo*
10. *Communication for Development and Social Change by J. Servaes*
11. *Communication for Development by Kiran Prasad*
12. *Development Communication - B.N. Ahuja & S.S. Chabra - Surjeet Publications*
13. *Development Communication. Sourcebook - Broadening the Boundaries of Communication by Paulo Mefalopulos (E-book)*

PAPER – BMC 404: FILM STUDIES

UNIT-I

(05)

Brief overview and historical developments in Cinema – the evolution of Narrative: Griffith, Potter, Melies, Sennet, Chaplin – development of Animation

UNIT-II

(10)

Elements of film theory – Film language – Film as means of expression – Genre – Macrostructure - microstructure

UNIT-III

(12)

History of International Cinema – Capsule history of the social and political processes of the 20th century and the development of Cinema- German expressionism- Russian School- Italian neo-realism – French Avant Garde – Golden era of cinema

UNIT-IV

(10)

Indian Cinema: Beginnings and Silent Period – Genre and form in Indian Cinema – Landmark survey of Indian films till the 70's – the New Indian Cinema- women in cinema

UNIT-V

(07)

Film makers: Orson Welles (Citizen Kane) – Alfred Hitchcock (Psycho) – Akira Kurosowa (Rashomon) – Jean Luc Godard (Breathless) – Vittorio De Sica (Bicycle thief) – Satyajit Ray (Apu Sansar triology)- Raj Kapoor (Awaara) – Aparna Sen (36 Chowringee Lane)

REFERENCES:

1. Thoraval, Yves (2000) *The cinema of India (1896 – 2000)*
2. Hope, Anthony East (Eds): *Contemporary film theory. Longman Critical readers*
3. Roberge Gaston. *The subject of cinema*
4. Roberge Gaston. *Films for an ecology of mind (1979)*
5. Nicholas Bill (Ed) (1990) *Movies and methods: an anthology Volume I and II*
6. Wilson, David (Ed). *Cahiers du Cinema (1973 – 78): History, Ideology and Cultural struggle. Routledge. Vol 4*
7. Agnihotri: *Film stars in Indian politics*
8. M S S Pandian. *Image trap. Sage publications*
9. Halliwell: *The film goers companion. 6th edition*
10. Arora. *Encyclopedia of Indian cinema*
11. Gokul and Wimal Dissanayake: *Indian popular cinema. Orient Longman*
12. Mitra, Anand. *India through the western lens: Creating National images in film. Sage publications*
13. Kazmi: *Politics of India's conventional cinema. Sage publications*

PAPER – BMC 405: TELEVISION PRODUCTION – 2 [PRACTICAL]

1. Multi Camera Production – Talk show
2. Multi Camera Production - Demonstration
3. Documentary film production (15 minutes)
4. Switcher Operations
5. Advanced editing and special effects on non-linear editing systems

PAPER – BMC 406: PHOTOJOURNALISM (PRACTICAL)

1. Camera handling: Compact/SLR - lenses
2. Basic Composition - pattern-texture- shape -- rule of thirds
3. Depth of field
4. Landscape and macro photography
5. People and places- street photography
6. Photo essay project

PAPER – BMC 407: DEVELOPMENT COMMUNICATION [PRACTICAL]

Unit 1: Media and Development

Definitions of development - the development process- theories of development - persuasive model-Mass media model - Unilinear model

Unit 2: Communication for Development

Public education and development communication- IEC and BCC - Development and ICT - Media in developing countries

Unit 3: Using folk media: creating glove puppets and scripting and production of 12 minute puppet theatre.

Unit 4: Using folk media: scripting and production of a 15 minute street play.

Unit 5:

1. Plan and design a hoarding on a development issue
2. Design a poster on a health related communication and do pre-testing.
3. Script and produce a radio spot on a development issue, do pre- and post-testing.
4. Write a feature on a health related, education related, and agriculture related issue.

SEMESTER 5

PAPER – BMC 501: MEDIA CRITICISM

Unit 1: Deconstructing media literacy (03)

Understanding Media literacy- media education-media criticism- importance, purpose and exposure to media objectivity- Approaches to evaluation of media content.

Unit 2: Media and its audience (03)

Audiences, owners, and controllers of mass media - what is news?-Advertisement-Entertainment

Unit 3: Electronic media criticism (08)

Electronic Media criticism: brief history and cultural functions- criticism and communication process-ethics, values, and morality defined- composite criticism

Unit 4: Media and value systems (10)

Media as value suppliers- access, freedom of expression and predominant value systems - The protestant ethics -Social Darwinism- Detecting programme's value systems- media literacy methods- critical autonomy- Media pedagogy

Unit 5: Media and culture (10)

Media awareness-information overload- media and our culture- Demystifying the media- media and sensorial appeal- dehumanisation through the media- media and consumerism- Media and reality and construct reality -key concepts of mass media and popular culture- forms, code, conventions- ideologies and values- consumerism

Unit 6: Social analysis and violence in Media (10)

Popular culture- introducing social analysis- social analysis of media experience - mobilizing a movement- sexuality and the media- violence and the media

REFERENCES:

1. ***Introduction to mass Communication: media literacy and culture, seventh edition:*** Baran, Stanley 2011 McGraw Hill
2. ***Making media: Foundations of sound and image production, Second Edition:*** Jan Roberts-Bresli
3. ***Electronic Media Criticism: applied perspectives :*** Peter B Orlik
4. ***Radical Mass Media Criticism: A Cultural Genealogy:*** David Berry, John Theobald
5. ***De-Westernizing Media Studies:*** Myung-Jin Park, James Curran
6. ***Manufacturing Consent: The Political Economy of the Mass Media:*** Noam Chomsky, Edward S. Herman

PAPER – BMC 502: HUMAN RIGHTS AND MEDIA

Unit 1: Introduction to Human Rights

(05)

Historical origins - sources of HR - perspectives on HR and duties - types of rights - Nature and concept of duties - UN and UN charter - International Bill of rights - State responsibility in International law - Indian values and human rights - Emerging dimensions in human rights -

Unit 2: Principles and theories of Human Rights

(10)

Evolution of Human Rights Concept - approaches to human rights - theories and principles - Internationalisation of human rights - British Magna Carta 1215 - French declaration of the Rights of man 1789 - Human rights in 1st World War era - UN Charter

Unit 3: Organisations related to Human rights

(03)

Brief overview if UN and its specialised agencies - UN General Assembly- UN Security Council- India in Security Council - UN Commission on Human rights

Unit 4: State of Human rights in India

(08)

Genesis- Right to equality-political rights- rights relating to person-Human Rights and relevant articles in Indian Constitution - Right to privacy- Privacy and the Indian Constitution- historical tracing of the concept of privacy- judicial activism and the right to privacy- Protection of data and privacy -Rights of minorities-Multiculturalism in Indian Constitution - security of weaker sections in secular India- Judicial protection for human rights- custodial violence - Role of media and Human rights in India.

Unit 5: Child and Human Rights

(09)

Rights of Children- UN convention on the rights of a child - Human rights and female foeticide- Sexual exploitation, forced labour, child labour - Child prostitution -Children in conflict with the law- Human rights violation on street children- Parenting and child health – Child's right to education - Media reporting on children and child rights .

Unit 6: Women and Human rights

(09)

UN and Status of women- CEDAW- Global Gender agenda- offences, violence and crime against women- Dowry and dowry related violence- Domestic Violence- Women prisoners- sexual harassment at workplace- Beijing Declaration and Action plan- Media and Reporting on women's issues.

REFERENCES:

1. **Media, Mobilization and Human Rights: Mediating Suffering** [Paperback] Tristan Anne Borer (Editor)
2. **Human Rights: A Very Short Introduction** by Andrew Clapham
3. **Human Rights and Social Movements** by Neil Stammers
4. **Human Rights as Social Construction** by Benjamin Gregg
5. **The Rights of the Child in India** by Justic Raj Kumar Manisana Singh, Akansha Publishing House, New Delhi (2009).
6. **Right to Education: Education for the Deprived Children** by S.N. Tripathy. Abhijeet Publications, New Delhi (2012).
7. **Rights of Children** by B. Gopalkrishnan. Aavishkar Publishers, Distributors, Jaipur (2004).

PAPER – BMC 503: O-J-T / RADIO SHOW / MAGAZINE PRODUCTION/SHORT FILM PRODUCTION & VIVA

Students will be required to do any one of the following [a] an internship of three months at a reputed publishing/ newspaper/ public relations/ advertising/ TV/ film production unit / digital marketing or [b] plan, and produce a short radio show of broadcast quality or a magazine of print quality or a short film production.

Internship: Every student of the third year Mass Communication who opts for O-J-T is expected to do internship at either in a media house or with NGOs or in any media related Institution or Corporate houses as corporate communicators or content writers. The students are free to choose any work that pertains to their areas of interest. They will do a minimum of three month internship i.e. beginning soon after their 4th End Semester examinations till August end.

There will be a viva voce on the project report for 40 marks, 40 marks for a presentation on the project, totalling 80 marks for Internal Assessment and the same format for the End Semester exams by an external evaluator, approved by the University which would carry 120 marks (60 for viva voce +60 for presentation), bringing the total marks to 200.

Alternatively, a student will be required to make either a radio show/magazine/short film of not less than 15 minutes using professional tools, equipment, and software under the guidance of the faculty member concerned. The entire process of making is to be followed from concept note to post production work. The making process will be documented as a written project, to be submitted along with the DVD (soft copy) of the radio show/ magazine/short film. The student will face a viva-voce on the project submitted. The internal marks will be 80, the End Semester marking of the project report by a panel of independent professionals, approved by the University and the marks for viva-voce will be 120, to make a total of 200 marks.

SEMESTER 6

PAPER - BMC 601: MEDIA ENTREPRENEURSHIP

UNIT 1: Entrepreneurial Mindset (05)

Overview of entrepreneurship. Primary characteristics possessed by entrepreneurs and methods for developing those skills. Developing entrepreneurial discipline. Becoming comfortable with uncertainty and ambiguity.

UNIT 2: Changing Media Economics (03)

Overview of traditional media economics and the changing media business. Disruptive technologies and trends that transformed media in the past and are having major impact on media today. Case studies on success of new ventures and established media companies in India - Raghav Bahl (Network18), Subhash Chandra (Zee TV), Ronnie Screwala (UTV), Ajay Bijli (PVR), Shobhna Bhartia (HT Media).

UNIT 3: Business Models for Media (07)

Basics of different business models and an overview of how to evaluate various investment opportunities. Assumptions behind a business proposal - size of the market, revenue/cost assumptions, identification and selection of technology platforms and tools. Funding sources available, funding criteria. Angel Investors, Venture Capital and the Indian Venture Capital Market.

UNIT 4: Media Law (10)

Introduction to the Indian business laws - taxation and company formation. Laws, regulations, and current cases involving media. Laws relating to libel, copyright, and regulation of advertising across traditional and emerging media platforms.

UNIT 5: New Venture Business Plan (10)

Requirements for developing a business idea/plan. The process of creating a new venture business plan. Tools of media entrepreneurship - ideation, monetization, competitive scan, and the beginning of a business plan. Creating effective business plans for entirely new ventures.

SUGGESTED READINGS:

1. "The Indian Media Business", Vanita Kohli Khandekar; SAGE Response, 2013.
2. "Facets of Media Law", Madhavi Goradia Divan; Eastern Book Company, 2013.
3. "Media Law and Ethics", Neelamkar M.; Prentice Hall India, 2009.
4. "Added Value - The Life Stories of Indian Business Leaders", Peter Church; Roli Books, 2010.
5. "Profiles in Enterprise - Inspiring Stories of Indian Business Leaders", Peter Church, Roli Books, 2015.
6. "Blockbusters: Why Big Hits - and Big Risks - are the Future of the Entertainment Business", Anita Elberse; Faber, 2014.
7. "The Innovator's Dilemma", Clayton M. Christensen; HarperBusiness, 2000.
8. "The Curse of the Mogul; What's Wrong with the World's Leading Media Companies", Jonathan A. Knee, Bruce C. Greenwald and Ava Seave; Portfolio/Penguin Group, 2009.
9. "Planet Google", Randall Stross, Simon and Schuster, 2008.
10. "What Would Google Do?", Jeff Jarvis, Collins Business, 2009.
11. "Risky Business: John Harris, Jim VandeHei, and Politico", Columbia University: Knight Case Studies Initiative.
12. "Free, the Future of a Radical Price", Chris Anderson, Hyperion, 2009.

PAPER – BMC 602: MEDIA ETHICS

UNIT – 1

(9)

Defining Ethics - Truth, Fairness & Objectivity - Sources of Information- Case Studies on current issues

UNIT – 2

(9)

Constitutional Provisions on freedom of speech and expression - Constitutional Restrictions on freedom of speech and expression - Law on Morality, Obscenity and Censorship

UNIT – 3

(9)

Contempt of court (Reporting on the judiciary) – Defamation - Right to Privacy
Intellectual Property Rights - Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872) - Cinematograph Act

UNIT – 4

(9)

Editorial content & integrity- Editorial & advertorial - Meeting Advertisers' Needs
Press Council Guidelines- Broadcast Regulation - Sting Journalism – CoCA and trial by
The media

UNIT – 5

(5)

Television and the power of visual culture – Examining Ethics – TV erodes a sense of community

UNIT – 6

(5)

Information and New Technology – the internet – mobile telephony – social, cultural and ethical implications

SUGGESTED READINGS:

1. Louis Alvin Day. "Ethics in Media Communications: Cases & Controversies." Thomson Wadsworth. 4th Edition. Singapore. 2003
2. Facets of media Law; Divan, Madhavi Goradia
3. Media Ethics; Cristians, G. Clifford
4. Media ethics; Shrivastava
5. Media Ethics and Laws; Hakemulder, R. Jan
6. Media and Society; Ravindran, R.K
7. Mass Communication in India - Keval J Kumar, Jaico Publishing House
8. Laws of the Press in India - Durga Das Basu, Prentice
9. Only the Good News - The Law and the Press in India - Manohar Publications
10. Handbook of Journalism and Mass Communication

13. *"Here Comes Everybody: The Power of Organizing without Organizations"*, Clay Shirky, The Penguin Press, 2008.
14. *"Zero to One"*, Peter Thiel with Blake Masters. Crown Business, 2014.
15. *"The Startup of You"*, Reid Hoffman and Ben Casnocha. Crown Business, 2012.
16. *"The Lean Startup"*, Eric Ries. Crown Business, 2011.
17. *"Hatching Twitter"*, Nick Bilton, Portfolio trade, 2014.

PAPER - BMC 603: TELEVISION PRODUCTION - 3

UNIT - 1 (04)

What is news? Different types of news - Human interest - Personalities - Sport - Seasonal news - Special local interest - Weather - Traffic - Animals - Checklist

UNIT - 2 (10)

News Sources - Reporters - Contacts - Newsroom diary - Files - Staged events - The protest - The announcement - The set-piece - News releases - Tip-offs - Hoaxes - Wire services and news agencies - The network - Other news media - Shared material

UNIT - 3 (10)

The interview - The interviewer's skill - Different types of interview - A disaster story - Hard news - Investigative - Adversarial - Personal - Emotional - Entertainment - Actuality only - Telephone or remote - Vox Pop and multiple - Grabbed - The disaster story continues

UNIT - 4 (10)

News Anchors and presenters - The talent - Anchor versus newsreaders - Qualities of a newscaster - Women newscasters - More than just a newsreader - Professionalism - voice - On air - Performance - Presence - Getting through to the audience: rapport - Know your material - Ad-libs - The gate - Making a swift recovery - Corpsing - Relaxation

UNIT - 5 (10)

Television - Independent Television news - Getting the Camera person - Recordist - Lighting technician - video journalist - The outside broadcast - Getting the story back - Pictures should complement the narrative - Sound - Cutaways - telescoping the action - Reverses - The line - continuity - Pieces to Camera - Planning the full treatment

PAPER – BMC 604: STUDENT PROJECT & VIVA

Students will choose to do a project on any one of the subject papers of their choice. It may be from anyone of the following papers: Print Journalism, Communication, Television, Digital Marketing, Public Relations / Corporate Communications, Radio, Advertising or Film Studies. Once a subject is selected, faculty members of the respective papers will provide the topic on which to work. Students will need to select the topic of their project by the end of the fourth semester. The project will be evaluated by the faculty member under whose guidance it is prepared and the internal evaluation will be out of 80 marks. Students will face a viva voce on the project submitted before a group of externals, approved by the University, who will mark them out of 120 marks. Altogether the project will be of 200 marks.
