

SAINT CLARET COLLEGE, ZIRO

FIRST SEMESTER SYLLABUS AS PER RGU SEMESTRAL SCHEME (subjected to syllabus enrichment by SCCZ for Claretines)

B. A. MASS COMMUNICATION (New Syllabus)

This is the new syllabus for Mass Com, and is applicable only to the batches entering the B. A. (Mass Communication) program from the academic year 2016-17. The batches that entered the program before 2016, will study the Old Syllabus (see separate document).

Course Structure

Semester I

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 101	Introduction to Communication & Journalism	20	80	--	3 hours
BMC 102	Communicative English	20	80	--	3 hours
BMC 103	Environmental Studies	20	80	--	3 hours
BMC 104	Introduction to Northeast India	20	80	--	3 hours

Semester II

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 201	Traditional Media	20	80	--	3 hours
BMC 202	Communicative Skills	20	80	--	3 hours
BMC 203	Theories of Communication	20	80	--	3 hours
BMC 204	Introduction to Indian Constitution	20	80	--	3 hours

Semester III

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 301	Reporting & Editing	20	60	20	3 hours
BMC 302	Media Management	20	80	--	3 hours
BMC 303	Photography and Photo Journalism	20	60	20	3 hours
BMC 304	Media Laws and Ethics	20	80	--	3 hours

Semester IV

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 401	Communication for Development	20	80	--	3 hours
BMC 402	Introduction to Film Studies	20	80	--	3 hours
BMC 403	International Communication	20	80	--	3 hours
BMC 404 (SBC)	Sound & Radio Production (SBC)	20	60	20	3 hours

Semester V

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 501	Television Production & Journalism	20	60	20	3 hours
BMC 502	New Media	20	60	20	3 hours
BMC 503	Media Entrepreneurship and Marketing	20	60	20	3 hours
BMC 504	Advertising and Public Relations	20	60	20	3 hours

Semester VI

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
BMC 601	Media, Culture & Society	20	80	--	3 hours
BMC 602	Techniques of Media Analysis	20	80	--	3 hours
BMC 603	Video Production	20	00	80	
BMC 604	Internship (1 month, during Winter/Summer Break)	00	00	100	3 hours

Detailed Syllabi

SL. NO.	COURSE CODE	PAPER	TYPE OF COURSE	CREDITS
SEMESTER I				
1.	BMC 101	Introduction to Communication & Journalism	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs.
<p>Unit I: Nature and Characteristics of Communication</p> <ol style="list-style-type: none"> 1. Communication : Definition, nature and scope 2. Human needs for communication; functions of communication 3. Types of communication: Verbal communication, Non-verbal communication , Intrapersonal communication, Interpersonal communication, Group communication, Public communication and Mass communication, Barriers in Communication <p>Unit II: Growth and Development of Media in India</p> <ol style="list-style-type: none"> 1. History of the press 2. Advent of Radio 3. The birth of Television 4. Emergence of Online Journalism <p>Unit III: History of Media in Northeast</p> <p>Growth and Development of press in the Northeast, Role of Christian Missionaries, Basic features of the press in Northeast, Eminent journalist and writers of the region</p> <p>Unit IV: Current Status of Media in Northeast</p> <p>Current trend and media organizations in the region, Ownership Pattern, Status of journalists, Problems and Challenges of the press in Northeast.</p> <p>Assignments:</p> <ol style="list-style-type: none"> 1. PowerPoint Presentation 2. Basic Layout Design on MS office word and MS Office Publisher 				
2.	BMC 102	Communicative English	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs

Unit I: English as a Language of Communication

1. Verbal and Non-verbal communication
2. Spoken and Written Communication
3. Intra-personal, Inter-personal, and Group Communication
4. Aims & Scope of Learning Communicative English
5. Background of English language
6. Lingua Franca & Vernacular Language

Unit II: Basic Grammar

1. Parts of Speech
2. Persons
3. Articles
4. Verb "To Be"

Unit III: Essential Grammar & Vocabulary

1. Tenses
2. Voices
3. Direct & Indirect Speech
4. Punctuation
5. Vocabulary Building: Using Dictionary and Thesaurus
6. Idioms & Phrases

Unit IV: Speaking Skills

1. Monologue, Dialogue, Group Discussion
2. Interview
3. Public Speaking
4. Effective Communication / Mis-Communication
5. Phonetics
6. Phonology: Pitch, intonation, stress, accent, transcription

3.	BMC 103	Environmental Studies	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit I. Introduction to environment studies

1. Definition, scope and importance
2. Public awareness and its importance

Unit II: Natural Resources

1. Renewable and non-renewable resources
2. Natural resources and associated problems: Forest resources , Water resources , Mineral

resources, Food resources , Energy resources , Land resources

3. Role of media in conservation of natural resources.

Unit III: Environmental Issues

1. Pollution : Concept, definition & types
2. Environmental Pollution (Social Pollution & Natural Pollution)
3. Ground water pollution-Arsenic and Fluoride pollution and drinking water problem in India.
4. Environmental Pollution and Human Health
5. Global Warming, Ozon layer depletion, acid rain
6. Biodiversity at Global, National and Local levels
7. India as a mega-diversity nation
8. Media’s role in disseminating of information in ecology
9. Man animal Conflict
10. Environment versus Development debates
11. Role of media towards in mitigating various environmental problems

Unit IV: Environmental Journalism

1. Concept objective and scope
2. Environmental ethics & Media

4.	BMC 104	Introduction to Northeast India	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit I: Physiographic Features

Natural resources - Landscape, Forest, Water, Cultivation, International borders

Unit II: Demographic profile

Area, Race, Major tribes, population and social structure

Unit III: Culture and Practices

Language, Religion and Festivals, Traditional beliefs and practices, Customary laws

Unit IV: Challenges and Prospects

Inner- Line Permit, Human Rights, Socio-political Movements, Immigration, Act-East Policy, Tourism & Cottage Industry

SEMESTER II

1.	BMC 201	Traditional Media	MANDATORY	80 Semester Exams 20 CIA
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				Exam Duration 3Hrs
<p>Unit I:</p> <ul style="list-style-type: none"> • Definition and scope • Characteristics of traditional media <p>Unit II:</p> <ul style="list-style-type: none"> • Classification of Traditional • Folk Media: Folk Dance, Folk Songs, Storytelling, Puppetry, Folk Theatre. <p>Unit III:</p> <p>Popular forms of tribal folk media in Arunachal Pradesh and in Northeast India, Tribal Traditional Attires and designs</p> <p>Unit IV:</p> <p>Traditional folk media and development</p>				
2.	BMC 202	Communicative Skills	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
<p>Unit I: Essentials & Modes of Communication</p> <ol style="list-style-type: none"> 1. Is writing art or craft? 2. Literary - Expository - Informative Modes of Communication 3. Uses of English in different Registers (vertical & horizontal registers; political, business, legal, sports, media, and technology registers) 4. Kinds of Media Writing: Writing to Inform, Writing to Describe, Writing to Persuade) 5. The ABCD of Media Writing: Accuracy; Brevity; Clarity: Discernment <p>Unit II: Reading Skills</p> <ol style="list-style-type: none"> 1. Reading for Comprehension 2. Analysis and Interpretation 3. Paragraph Structuring and Sequencing Paragraphs <p>Unit III: Writing Skills</p> <ol style="list-style-type: none"> 4. Writing Formats: Documenting, Report Writing, Making Notes, Letter Writing, Essay Writing, Precis Writing 5. Use of Foreign Words and Phrases 6. Rules of Editing 				

Unit IV: Translation in Journalism				
<ol style="list-style-type: none"> 1. Concept, Definition, & Scope of Translation 2. Nature & Types of Translation 3. Norms & Guidelines of Translation; KISS rule 4. The Process of Translation; How to maintain fidelity to the original 5. Practice of Translation from Hindi to English & vice versa. 				
3.	BMC 203	Theories of Communication	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
Unit I: Models of Communication				
<ol style="list-style-type: none"> 1. Models of Mass Communication- Lasswell, Shannon and Weaver, Osgood and Schram, Gerbner, Westely and Maclean Model. 				
Unit II: Theories of Communication				
<ol style="list-style-type: none"> 1. Cognitive Consistency theories - Newcomb and Festinger's theory. 2. Concept of selective exposure, selective perception and selective retention. 3. Media system dependency theory 				
Unit III: Sociological & Normative Theories				
<ol style="list-style-type: none"> 1. Sociological theories – Cultivation theory, Spiral of Silence, Media Hegemony, Agenda Setting, Uses and Gratification theory. 2. Normative theories 				
Unit IV: Mass Media				
<ol style="list-style-type: none"> 1. Mass media Institutions and Organisations 2. Mass Media Contents 3. Mass Media Audience 4. Mass Media Effects 				
Assignments:				
<ol style="list-style-type: none"> 1. PowerPoint Presentation 2. Content Analysis 				
4.	BMC 204	Introduction to Indian Constitution	MANDATORY	60 Semester Exams 20 CIA Exam Duration 3 hrs.
UNIT- 1: INDIAN CONSTITUTION				
<p>Meaning of a Constitution, The Constituent Assembly and the Framing of the Indian constitution, The Preamble, Salient Features of the Indian Constitution, Concept of Fundamental Rights, Types of Fundamental Rights, Fundamental Rights under the Constitution of India, Inferred rights, Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations, Fundamental duties</p>				

UNIT - 2 : DIRECTIVE PRINCIPLES OF STATE POLICY

Concept of Directive Principles of State Policy, Relationship between Directive Principles and Fundamental Rights, Differences between Fundamental Rights and Directive Principles of State Policy

Unit - 3 : INDIAN JUDICIARY

Salient features of Indian Judicial System, The Supreme Court of India- organization, jurisdiction and position, High Court in India-organization, jurisdiction and position, Power of the judiciary to issue writs, subordinate courts, fast track courts

Unit -4 : THE UNION EXECUTIVE: THE PRESIDENT AND THE VICE-PRESIDENT OF INDIA & THE PRIME MINISTER AND THE UNION COUNCIL OF MINISTERS

Principles governing the method of election of the President, Stages in Presidential Election, Powers of the President- Executive, legislative, financial , judicial and emergency powers, Position and role of the President, Election of the Vice-President, Qualifications for the office of the Vice-President, Term of Office, Powers and functions of the Vice-President

Organization of the Union Council of Ministers, basic features of the working of the Union Council of Ministers, functions of the Council of Ministers- executive, legislative, financial, position of the council of ministers, relation between the Council of Ministers and the President, Appointment of the Prime Minister, Powers and functions of the Prime Minister, Position of the Prime Minister, Relation of the Prime Minister with the President

SEMESTER III

1.	BMC 301	Reporting & Editing	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3Hrs
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Unit I: Concept of News

1. Definition and ingredients of news, fundamental qualities of news, Print News vs. Broadcast news, print news vs. Agency news, difference in news scripts, hard news vs. Soft news, types of lead news, writing effective leads.
2. Source of news, news gathering, news structure, news value

Unit II: Writing and Reporting

1. Types and techniques of reporting- objective, interpretative, investigative & Crime, Editorial, Feature writing, Article, Middle and Review.
2. Creative writing- qualities & techniques of good writing, getting ideas and sources of information, accuracy and attribution, revise and rewrite.
3. Interviews- interviewing skills, importance of interview, objective, research, strategy, preparation, Do's & Don'ts.

Unit III: Desk Job

1. **Editing-** Sub Editor or Copy Editor (the bridge between reporter and the reader), subbing or paraphrasing, headlines, captions, last minute changes, stop press
2. **Layout & Design-** Newspaper size & content, the Masthead, Front Page, Placement of Photographs & Cartoons, Overall page design, Editorial Page, Inside pages, Readability and eye catchy strategies.

Unit IV: Production:

1. **Organizational structure-** Editor (the overall in-charge of the publication who controls the News Desk), General Manager (controls Advertisement, Circulation, Finance, Administrative and Production Departments).
2. **News Desk** is headed by the Executive Editor who is assisted by News Editor, Chief Sub-Editor and Chief Reporter. The Sub Editor and Reporters. Other Departmental heads.
3. **Production-** DTP, Layout artist, layout designing software (In Design or Page Maker), **Photoshop-** Photography Section, plate making, machine section
4. **Circulation-** hitting the news stands on time and dispatch for outside destinations
5. **Visit to Press**
6. **Media Tour**

Assignments:

1. Story reporting
2. Production of Departmental Newsletter
3. Design & layout front page of a newspaper

2.	BMC 302	Media Management	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3 hrs.
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Unit I: Management

1. Fayol's Principles of Management
2. Ownership patterns of media organizations
3. FDI in Indian media

Unit II: Organizations

1. Introduction to media houses: Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 group.

Unit III: Organizational Structure

1. Structure and functioning of radio and television channel
2. Role of editorial, technical, marketing and HR sections
3. Media Policies
4. Media marketing techniques - Ad collection and corporate strategies, Space and time selling

Unit IV: Public Media Organizations

1. Audit Bureau Of Circulation- Registrar of Newspaper for India- Press Commissions- PIB- Indian Newspaper Society- UNI- PTI- DAVP
2. Chanda Committee Report- Verghese Report- Joshi Report.
3. Films Division- NFDC- FTII-National Film Archives- Children's Film Society of India
4. PrasarBharati : All India Radio & Doordarshan
5. Advertising Agencies Association of India- India Society Of Advertisers- Society of Advertising Practitioners.
6. National Readership Surveys and Television Rating Points.

Assignments:

1. Analysis of any Media firm; its structure, functioning etc.
2. Hard copy presentation

3.	BMC 303	Photography and Photojournalism	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs.
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Unit I: Introduction to Photography

1. Definition of Photography, types of camera and photography choice
2. Principal parts and their function- various shutters, view finders, rising and folding, cross movement and swing back focusing systems, attachments and accessories.

Unit II: Elementary Photography Optics

1. Refraction of light, dispersion, image formation, principal focus & focal length, size of images, intensity of images, Types of lens-Wide angle, Telephoto and Zoom, speed of lenses, depth of field, depth of focus, factors controlling of depth of field & focus, variation of aperture with distance of subject, defects of images- chromatic and spherical aberration, curvature of field, distortion astigmatism.
2. Techniques and skills of using of life style, low light photography

Unit III: Photo Editing

Colour correction, red eye correction, cropping, exposure, brightness and other changes.

Unit IV: Photojournalism

1. Introduction to Photo Journalism
2. Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions
3. Syndicates Photography - Elements and principles - visual language - meaning - photographer's jargon
4. Photographing people portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography. News values for pictures - photo-essays-photo features; qualities essential for photo journalism;

picture magazines – colour photography; impact of technology, Portrait Photography, Food Photography, Documentary Photography

5. Some famous photographers and their works- Raghu Rai, Kevin Carter, Henry Breshon etc.

Assignments:

1. Experiment with exposure, focal length, types of lens, depth of field etc.
2. Photo feature
3. Photography on College events/programme.

4.	BMC 304	Media Laws and Ethics	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3 hrs.
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Unit-I: Introduction

1. Nature and scope of Media Law
2. Concept and scope of media freedom
3. Constitution and freedom of speech and expression
4. Meaning of defamation
5. Contempt of court
6. Right to information

Unit-II: Media Laws

1. Press and Registration of Books Act 1867
2. Working Journalists Act 1955
3. Copyright act 1957
4. Press Council Act 1978
5. Cinematography Act 1952
6. Information Technology Act 2000

Unit III: Media Ethics

1. Media ethics- Concept of ethics, ethics and law, rules of media ethics, Broadcasting codes, Press Codes.
2. Rights and Liabilities of the Editor, Printer and Publisher- Editorial Autonomy and Independence- Govt. Information Services and their controls-PIB

Unit -IV:

1. Invasion of privacy and vulgarity
2. Contempt of Court
3. Sedition
4. Advertising and ethics

Assignments:

1. Critical Analysis of current issues
2. Hard copy presentation

SEMESTER IV

1.	BMC 401	Communication for Development	MANDATORY	80 Semester Exams 20 CIA Exam Duration
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Unit I: Introduction

1. Development communication: Concept, definition and process
2. Development and Social Change
3. Concept of Development and Sustainable Development
4. Communication and Development and their inter-relationship

Unit II: Communication and Development

1. Models of development
2. Role of Communication in Development
3. Mass Media and Development

Unit III: Barriers in Development

1. Social, Cultural and Economic barriers - case studies and experiences

Unit IV: Strategies of Communication for Development

1. Strategies in development communication
2. Traditional and other alternative modes of development
3. Role of AIR, Doordarshan, Field Publicity, DAVP, Film Division, Sound and Drama Division

Assignments:

1. Field visits
2. Analysis of current schemes/projects

2.	BMC 402	Introduction to Film Studies	MANDATORY	80 Semester Exams 20 CIA Exam Duration: 3 hrs.
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Unit I: Introduction

1. History of Cinema
2. History of Indian Cinema
3. Film as Art: Creativity technology and business, production terms
4. The concept of form in film, principles in film form
5. Different film moments - German expressionism, Italian new realism, French new wave, Indian parallel Cinema

Unit II: The Language of Films

1. Film genres: Understanding genre, analysing film genre -Feature, Documentary, Experimental Film, Animated Film
1. Montage

2. Mis-en-Scene
3. Cinematography- Framing, duration of the image

Unit III: Films Theories

1. Montage Theory
2. Realist Theory (Bazin)
3. Auteur Theory
4. Ideological Apparatus Theory

Unit IV: Genres

2. Style as a formal system in cinema: the concept of style, analysing film style
3. Film genres: Understanding genre, analysing film genre -Feature, Documentary, Experimental Film, Animated Film
4. Reading Film
5. Film Criticism
6. **Film Screening**

Assignments:

1. Drafting an edited script
2. Script of a short feature or a documentary film
3. Film Analysis

3.	BMC 403	International Communication	MANDATORY	80 Semester Exams 20 CIA Exam Duration: 3 hrs.
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Unit I: Introduction

- Introduction to International Communication
- Political, economic and cultural dimensions of International communication
- Communication and information as a tool of equality and exploitation

Unit II: International Media Agencies

- Impact of new communication technologies on news flow
- International media agencies: Introduction to international newspaper, International television channels: BBC, CNN, NHK, CCTV , International radio channels: BBC, Voice of America

Unit III: Models of International Communication

- UNESCO's efforts in removing imbalances in news flow
- MacBride Commission Report
- New world communication order

Unit IV: International Media Organizations

- Media Monopoly and big five agencies (AP, UPI, Reuters, AFP, ITAR-TASS)
- Media convergence

- Misinformation and information war –Media and Communication propaganda
- Role of media in promoting humanity and peace
- Market forces and media

4.	BMC 404 (SBC)	Sound &Radio Production	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs.
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Unit I: Introduction

1. Evolution and growth of radio
2. Characteristics of radio
3. Principles and techniques, Grammar of sound, AM and FM Radio. Ground receiving and transmission systems, transmission of sound, images and data through microwave, Community Radio, Internet Radio, Radio News Channels, Mobile Radio

Unit II: Principles of Sound

1. Principles of Sound: Cause and nature of sound, propagations, frequency, audio frequency range, low/mid/high frequencies amplitude, wavelength, pitch, presence, sibilance, reverberation, echo, reverberation time, reflection, absorption, loudness & decibels.
2. Perspectives of sound: analogue and digital sound Concept of mono, stereo and surround sound
3. Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.

Unit III: Studio setup

1. Audio studio and its equipment
2. Nature and types of microphones
3. Selection and placement of microphones
4. Basics of audio recording
5. Producing field based radio programs
6. Radio production team members

Unit IV: Editing

1. Sound editing
2. Types of sound, diegetic and non-diegetic sound
3. Mixing and dubbing techniques
4. Voice modulation; Common errors in pronunciation
5. Sound Editing Software – Audacity, Sound booth, Nuendo, Adobe audition, Sound Forge, Cool edit pro etc.

Assignments:

1. Production of news bulletins
2. Radio Ads and Jingles
3. Radio Drama/ Radio feature

SEMESTER V

1.	BMC 501	Television Production & Journalism	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs.
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Unit-I: Evolution and growth of electronic media

- Television:** Development of television as a medium of communication – historical perspective of television in India – satellite and cable television in India.
- SITE Project, Doordarshan, Private Channels (news and entertainment)
- Various formats of television programmes- Fictional programmes: soap operas, sitcoms, series, films etc. Non-fictional programmes: news, talk show, documentary, reality show etc.

Unit-II: Video Production Process

- Video production process: pre-production, production, post production
- Production personnel and their duties and responsibilities
- Writing for television: language and grammar of television; principles of TV script writing; script writing for news, interviews, documentaries, short talks and commercials.

Unit-III: Technical Aspects

- Components of video camera
- Basic shots and their composition
- Lighting equipment and control

Unit-IV: Post Production Techniques

- Editing - meaning and significance, linear and non-linear; special effects; emerging trends.
- Grammar and aesthetics of editing
- Introduction to Editing equipment – Adobe Premiere Pro or Final Cut Pro

Assignments:

- Script for one episode for an on-going TV serial
- Script for TV News
- Script for a Documentary
- Production of a commercial.

2.	BMC502	New Media	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs.
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Unit I: Introduction

- Definition characteristic, types and scope
- Characteristics of Computer Mediated Communication (CMC)
- New media as a medium of journalism

Unit II: Information Technology

1. Applications of computers in: Newspapers, Radio, Television, Advertising, Public relations
2. Communication Technology (CT): Concept and scope, technology, blogging and social networking, digital divide, netizen, digital natives & digital immigrants.

Unit III: Internet

1. Internet – Introduction to www, e-mail, web browsers; search engines

Unit IV: Online Journalism

1. Definition and scope
2. Tools Of Online Journalism
3. Multimedia
4. Interactivity
5. Hyperlinks
6. Introduction to major Indian news portals
7. Weblogs and content management systems
8. Citizen Journalism
9. Online Journalism in India

Assignments:

1. Publishing a personal blog
2. Publishing a web-site

3.	BMC 503	Media Entrepreneurship and Marketing	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs.
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Unit I: Introduction

1. Introduction to entrepreneurship
2. The Concept and principles
3. Factors that affect entrepreneurial development
4. Entrepreneurship and management
5. Role of Entrepreneurs in society

Unit II: Entrepreneurship in North East

1. Entrepreneurship in North East India: Problems and possibilities, support systems
2. Media Management – Introduction, Definition, Principles and Significance of Management Media

Unit III: Ownership

1. Ownership Patterns in India – Proprietorship, Partnership, Private Ltd., Public Companies, Trusts, Co – Operatives, Religious Institutions (Societies) & Franchisee Chains.
2. Theory, Functions & Organizational Structure of Different Departments

Unit IV: Media Entrepreneurship

1. Management of media institutions
2. Media buying and selling,
3. Media marketing strategies in the light or globalization
4. Technology interventions

Assignments:

1. Promoting an individual project through any Mass medium
2. Analysis of the project/ hardcopy presentation

4.	BMC 504	Advertising &Public Relations	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs.
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Unit I: Advertising Basics

1. Concept, definitions, role, function, nature and scope
2. Growth and development of advertising in India
3. Concept of creativity, idea generation, the creative belief
4. Classification of advertisement
5. Ad appeals
6. Types of ad appeals
7. Concept and process of media planning

Unit II: Structure and Function of ad agencies

1. Structure and functioning of ad agency
2. Process of preparing print advertisements
3. Process of preparing radio and television advertisements
4. Introduction to outdoor advertising
5. Media marketing: space and time selling
6. Market survey - audience, product and media profile
7. Television Ratings Points (TRP)

Unit III: Public Relations

1. Concept and definitions of public relations
2. Process of public relations
3. Need and scope of public relations
4. Growth and development of PR with special reference to India
5. Public relations- advertising-propaganda-publicity
6. Differences between Public Relation and Corporate Communication

Unit IV: Structure and tools of PR

1. PR agency- structure and functions
2. Tools of public relations
3. House journal
4. Internal and external publics
5. Public relations campaigns
6. Ethics and PR- Code of ethics, PR laws.

Assignments:

1. Analysis of any PR firm/ Ad Agency
2. Content Analysis
3. Initiating a Media Campaign

SEMESTER VI

1.	BMC 601	Media, Culture and Society	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit I : Intercultural Communication

1. Intercultural communication – definition and process.
2. Modern Mass Media as Vehicles of Intercultural Communication.
3. Barriers in Intercultural communication – religious, political and economic pressures
4. Role of media in the Society

Unit II: Contemporary Tribal Issues

- Problems of the aged, issue of access to education and literacy.
- Malnutrition, alcoholism, drug abuse, child-labour, trafficking, HIV/AIDS, gender inequality, safe-drinking water, re-productive health
- Economic Problems - Poverty, Indebtedness, Land alienation, unemployment, migration displacement and globalization, rehabilitation, influence of urbanization and industrialization.
- Issues of Identity- Social movements and types – Recent trends.

Unit-III: History of Tribal Policy and Approach to Tribal Development

1. Concept of Tribal development
2. Tribal Policy during
 - i. Pre-British Periods;
 - ii. British Period; and
 - iii. Post-Independence Period

Unit-IV: Approach to Tribal Development

1. Approaches to tribal development in India
2. Tribal Rights : Land, Forest and Water, Intellectual Property Rights, Cultural rights

2.	BMC602	Techniques of Media Analysis	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3 hrs.
<p>Unit-I: Semiotic Analysis</p> <ol style="list-style-type: none"> 1. Definition of Text and its functions 2. Understanding of meaning, signs and Genres 3. Connotation and Denotation 4. Codes <p>Unit-II: Marxist Analysis</p> <ol style="list-style-type: none"> 1. Materialism 2. The Base and the Superstructure 3. False Consciousness <p>Unit-III: Psychoanalytic Analysis of Media</p> <ol style="list-style-type: none"> 1. Id, Ego, and Superego <p>Unit-IV: Sociological Analysis</p> <ol style="list-style-type: none"> 1. Alienation, and Marginalization, 2. Socialization 3. Postmodernism 				
3.	BMC 603	Video Production	MANDATORY	80 Practical (60 Product&20 Viva) 20 CIA
<ul style="list-style-type: none"> • Production of a Film (Fiction or non-fiction) of not more than 15 minutes. • Submission of Production Book (script, shot division, story board, screenplay, etc.) is mandatory • Public Screening and viva 				
4	BMC 604	Internship	MANDATORY	80 Internship Report 20 Viva
<p>Students are required to undergo an Internship programme for a period of at-least one month from any media organization. The assessment will be done based on the submission of the internship report by the concerned students and feedback report by the media organization.</p>				

Suggested Readings:

Introduction to Communication (BMC 101) & Theories of Communication (BMC 203):

1. Kumar K. J.(2009). *Mass Communication in India*, Jaico Publishing House.
2. McQuail, Denis. (2005). *McQuail's Mass Communication Theory*, Sage Publications.
3. Mehta.D.S. *Mass Communications & Journalism in India*, Allied Publisher Limited.
4. Mahajan Kamlesh. *Communication & Society (The Emerging Human Concern)*, Classical Publication Company, New Delhi.
5. Robin Jeffery. *India's Newspaper Revolution*, Oxford University Press
6. G. Parthsarathi. *History of Indian Journalism*.
7. Singhal Arvind. *India's Communication Revolution*
8. Downs F.S.: *The Mighty Works of God – A Brief History of the Council of Baptist Churches in North-East India: The Mission Period 1836-1950*; Christian Literature Centre, Guwahati, 1971
9. N Maheswar: *The Resuscitation of the Assamese Language by the American Baptist Missionaries*, Omsons Publications, 2008, xxvi, 502 p, ISBN : 8190720502,
10. Sword V.H.: *Baptists in Assam – A Century of Missionary Service (1836-1936)*; spectrum Publications, Guwahati/Delhi, 1992

Environmental Studies (BMC 103):

1. Agarwal K.C. (2001). *Environmental Biology*. Nidi Publications Ltd.
2. Bharucha.E. (2004). *Environmental Studies for Undergraduate Courses*. New Delhi: University Grants Commission.
3. Kumar . M & Gupta. R (2011). *Biodiversity: An overview*. New delhi: New Age International (P) Ltd.

Introduction to Northeast India (BMC 104):

1. BaruahSanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*, Oxford University Press, ISBN 019569876-2
2. Borua P.C: *AsamarBatoriKakat – AtiRuprekha (1846-1946/47)*; Lawyer's Book Stall, Guwahati, 1993
3. Das, Samir Kumar, *Governing India's Northeast*, ISBN 978-81-322-1146-4

Traditional Media - BMC 201

1. Rani Usha. *Traditional Media and Development*.
2. Pamar, Shyam, *Traditional Folk media of India*.

Introduction to Indian Constitution (BMC 204):

1. Vidyasagar, I.S. (2006), *Constitution of India*, Abd Publishers.
2. Basu et al. *Indian CONSTITUTIONAL Law*, 3rd edition, 2011
3. NCERT Text Books, url: <http://www.ncert.nic.in>

Reporting and Editing (BMC 301):

1. Srivastava M.V. *The Journalistic Hand Book*, Sterling Publishers, New Delhi
2. ChaddaSativa. *Modern Journalism and News writing*, Popular Prakashan, Bombay
3. RangaswamiParthasarathi .*Basic Journalism*, Macmillan India Ltd.

4. Kessler, Lauren & McDonald, Duncan. (1996). *When Words Collide: A Media Writer's Guide to Grammar and Style*. Belmont, California: Wadsworth.
5. Clark, Roy Peter. (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.

Photography and Photojournalism (BMC 303):

1. Dilwali Ashok. *All about Photography*, National Book Trust, India.
2. Chandra P.K. *Visual Communication and Photo Journalism*, Swastik Publishers & Distributors, Delhi.
3. Langford M.J. *Basic Photography*.
4. Langford Michael. *The Step by Step Guide to Photography*.
5. Kurtz D Bruce. *Visual Imagination*.

Media Law and Ethics (BMC 304):

1. SaxenaAmbrish. *Issues of Media Policy Regulation and Ethics*, Kanishka Publishers, Distributors, New Delhi.
2. Basu D.D. *Law of the Press in India*, Wadhwa& Company, Nagpur.
3. HakemulderR.Jan. *Media Ethics & Law*, Anmol Publications, New Delhi.
4. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
5. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
6. Agarwal, S.K. (1989). *Media Credibility*, Mittal.

Communication for development (BMC 401):

1. McLuhan Marshal. *Understanding Media*.
2. Sinha K. Arvind. *Mass Media and Rural Development*.
3. Chhabra S.S. & Ahuja B.N. *Development Communication*.
4. Sondhi Krishnan. *Problems of Communication in Developing Countries*.
5. Achware and Bhatnagar. *ICT in Development*.

Introduction to Film studies (BMC 402):

1. Zettl, H. (1999). *Television Production Handbook*, Wadsworth
2. Luthra H.R. *Indian Broadcasting*, Publication Division, New Delhi.
3. Chaterjee P.C. *Broadcasting in India*, Sage publications, New Delhi.
4. Shrivastava K.M. *News Writing for Radio and TV*, Sterling Publication, New Delhi.
5. Burrows, Thomas D., et al. (2000). *Video Production: Disciplines and Techniques*. McGraw-Hill.
6. Browne, Steven E. (2002). *Video Editing- A Post-production Primer*. Focal Press
7. Compesi, R.J. (2006). *Video Field Production and Editing*. Allyn and Bacon.
8. Cooper, Richard, Lavery, Mike & Rinvoluceri, Mario. (1991). *Video*. Oxford Univ. Press
9. Crittenden, Roger. (1995). *Film and Video Editing*. Blueprint.
10. Dancyger, Ken. (1993). *The Technique of Film and Video Editing*. Focal Press.
11. Ahuja B.N. *Audio Visual Journalism*.
12. Dix, A. (2010) *Beginning Film Studies*. Viva Books, New Delhi.

Sound and Radio Production (BMC 404-SBC):

1. Tabing Louie. (2002). *How to do community radio*, Unesco Publication, New Dehli.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook*, Unesco
3. Maeseneer De. Paul. *Here is the News: A radio news manual*. Unesco.
4. Chantler, Paul & Sam Harris (1997) *Local Radio Journalism*. Oxford: Focal Press.
5. Wilby, Pete (1996). *The Radio Handbook*. London: Routledge
6. Chrisell, Andrew. (1986). *Understanding Radio*. Methuen & Co. Ltd. New York.
7. Eng, Peter & Hodson, Jeff. (2001). *Reporting and writing News: A basic hand book*, Bangkok. Written for the Indo- china Media Memorial Foundation.
8. Alexander, James P. (1979). *Programmed Journalism Editing*. Ames, Iowa; Iowa State University Press.

Television Production and Journalism (BMC 501):

1. Boyd, Andrew (1997). *Broadcast Journalism*. Oxford: Focal Press.
2. Hausman, Carl (1995). *Crafting the News for Electronic Media*. California: Woodsworth publishing.
3. Waltern, Roger L (1994). *Broadcast Writing*. New York: McGraw Hill.
4. Boyd, Andrew. (1990). *Broadcast journalism*. Oxford: Heinermann professional publishing.
5. Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ameslowa: Iowa State University Press.

New Media (BMC 502):

1. Sinha K. Pradeep, Sinha Priti. *Computer Fundamentals*.
2. Chowdhury Roy Biswaroop. (2008). *Dynamic memory computer course*.
3. Rajaraman. V, Adabala Neeharika. *Fundamental of computers*.
4. *Web Design Fundamentals handbook: Dreamtech, Delhi*.
5. Goel, S.K. (1999). *Communication Media and Information Technology*, Commonwealth.
6. Leon, Alexis. (1998). *Internet for Everyone*, LeonTechworld.
7. Lievrouw, Leah A. & Livingstone, Sonia. (2006). *Handbook of New Media*. Sage publication.
8. Foust, James. (2004). *Online Journalism: Principles and Practices of News for the Web*. Holcomb Hathaway Publishing.
9. Rosales, Rey, G. (2006). *The Elements of Online Journalism*. iUniverse Inc.
10. Quinn, Stephen & Lambie, Stephen. (2007). *Online Newsgathering: Research and Reporting for Journalism*. Focal Press.
11. Craig, Richard. (2004). *Online Journalism: Reporting, Writing, and Editing for New Media*. Thomson/Wadsworth Publishing Co.

Media Entrepreneurship and Marketing (BMC 503):

1. Biswasroy P.K., Panigrahy Dibakar. *Media Management in India*, Kanishka Publishing House, New Delhi.
2. Chiranjeev Avinash. *Electronic Media Management*, Authors Press, New Delhi.
3. Jain Subhash C. *International Marketing Management*, CBS Publishers & Distributers, New Delhi.

Advertising and Public Relations (BMC 504):

1. Ahuja B.N, Chabra S.S. *Advertising & Public Relations*, Surjeet Publications, Delhi.
2. Banik E.G. *Effective Public Relations in Public and Private sector*, Jaico Publishing House, Mumbai.
3. Kaptain S.S. *Advertising- New Concepts*, Sarup & Sons, New Delhi.

4. Felton J Charles. *Layout, Printing, Design and Production*
5. Kau J.M. *Public Relations in India*

Media, Culture and Society (BMC 601):

1. Pandey Deepak, TripathiByomakesh. *A comprehensive history of Arunachal Pradesh (From earliest times to 1947 AD)*
2. Srinivas Melkote,&Steeves. (2001). *Communication for Development in the Third World*, Sage, 2001,
3. Gupta V.S. (2004). *Communication for Development and Civil Society*, Concept.
4. Ravindran R.K. (2000). *Media in Development Arena*, Indian Publishers Distributors, 2000.

Techniques of Media Analysis (BMC 602)

1. Asa Berger, A. (2012), *Media Analysis Techniques*, Sage Publication

Please Note Well:

The B. A. (Mass Com) Syllabus given above is essentially as per the BUGS of Rajiv Gandhi University, Itanagar, under which SCCZ is a permanently affiliated undergraduate school. However, for the purposes of meeting the needs of the Claretines and to give them an edge at excellence, the syllabus has been enhanced providing a more detailed references with additional listing of books and journal articles. The responsibility for and the rights regarding the enrichment of the syllabus rests with Saint Claret College, Ziro.

~ Principal