

Learning Outcomes Based Curriculum Framework (LOCF) Choice Based Credit System (CBCS)

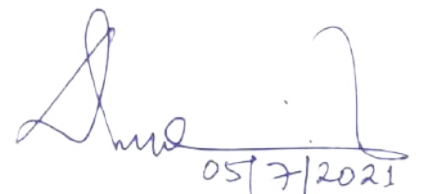


Bachelor of Arts in Mass Communication

Three Year Undergraduate Degree Course
Effective from Academic Session 2021-22 onwards



राजीव गाँधी विश्वविद्यालय
रोनो हिल्स, दोईमुख
Rajiv Gandhi University
Rono Hills, Doimukh-791112
Arunachal Pradesh, INDIA




05/7/2021

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Preamble

The higher education system of our country has undergone substantial structural and functional changes resulting in both quantitative and qualitative development of the beneficiaries. Such changes have gained momentum with the introduction of Choice Based Credit System (CBCS) which further expects learning outcome-based curriculum in order to maximize the benefits of the newly designed curriculum. The Learning Outcome Based Curriculum Framework (LOCF) in general and in Mass Communication in particular will definitely help the teachers of the discipline to visualize the curriculum more specifically in terms of the learning outcomes expected from the students at the end of the instructional process. It is pertinent to mention here that the purpose of education is to develop an integrated personality of the individual and the educational system provides all knowledge and skills to the learner for this.

The syllabus developed for B. A. Mass Communication has the provision of ensuring the integrated personality of the students in terms of providing opportunity for exposure to the students towards Core Courses, Discipline Specific Courses, Generic Elective Courses, Ability Enhancement Courses and Skill Enhancement Courses with special focus on technical, communication and subject specific skills through practical and other innovative transactional modes to develop their employability skills.


The syllabus is based on Learning Outcome Based Curriculum and has categorically mentioned very well-defined expected outcomes for the programme like core competency, communication skills, critical thinking, affective skills, problem-solving, analytical, reasoning, research-skills, teamwork, digital literacy, moral and ethical awareness, leadership readiness and so on along with very specific learning course outcomes at the starting of each course.

Choice Based Credit System (CBCS) in B.A. Mass Communication

Under the credit-based semester system, the requirement for awarding and conferring a degree is prescribed in terms of number of credits to be completed by the students. The CBCS provides choice for students to select courses from a pool of Elective and Ability enhancement courses offered in other subjects. The learning outcome-based curriculum framework (LOCF) offers a flexibility and innovation in design of the programme, its assessment, and expects graduate attributes demonstrating the level of learning outcome. It is further expected to provide effective teaching-learning strategies including periodic review of the programme and its academic standard. The LOCF based programme will ensure that students get a clear purpose to focus their learning efforts and enable them to make a well-judged choice regarding the course they wish to study. This will enable the students to build a strong foundation in the subject and gain in-depth knowledge that suit the present day needs of students in terms of securing their paths towards higher studies or employment. It would also ensure equal academic standards across the country and broader picture of their competencies.

Nature and Extent of B. A. Mass Communication Programme

The B. A. Mass Communication is a three-year programme consisting of theory and practical component, taught and learned through a combination of lectures, hands-on training and project execution.


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The course would impart training to the students in various areas of Mass Communication which comprises of Print, Radio, Television & Video production, Digital Media, Photography and media research.

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualification such as B.A (Mass Communication) are awarded on the basis of demonstrated achievement of outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic qualities expected from a graduate of professional programme such as B.A. in Mass communication. The learning outcomes specify what exactly graduates after successfully completing Mass communication degree programme of study are expected to know, understand and able to practice on the professional level.

Aims of Bachelor's degree programme in Mass Communication

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication degree are:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry-ready professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.

Program Learning Outcomes

The key outcomes planned in this undergraduate programme in Mass communication are underpinned as follows:

After completing this undergraduate programme, a learner:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.

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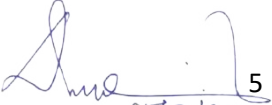


2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of Media and Entertainment Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision.
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Shall have an understanding of acquiring knowledge throughout life.
10. Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.
11. Shall acquire the understanding of importance of cooperation and teamwork.

Duration of Programme: Six semesters (Three years).

Programme Structure

1. The syllabi for B.A. in Mass Communication is drafted as per the UGC guidelines for Learning Outcomes based Curriculum Framework (LOCF) based approach with an aim to equip the students with knowledge, skill, values and attitude.
2. Usually a course refers to a 'paper' and is a component of an academic programme.
3. The programme includes:
 - (A) **Core Courses:** A core course is a compulsory paper to be studied by all the students to complete the requirements for the undergraduate degree.
 - (B) **Elective Courses:** Elective course is a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.


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I. **Discipline Specific Elective (DSE) Courses:** It shall be supportive to the discipline of study, providing an expanded scope, enabling an exposure to some other discipline/domain, and nurturing student's proficiency/skill.

II. **Generic Elective (GE) Course:** An elective course chosen generally from other discipline(s)/subject(s), with an intention to seek exposure is called a Generic Elective.

III. **Ability Enhancement Courses:** The Ability Enhancement Courses may be of two kinds:

i. **Ability Enhancement Compulsory (AEC) Courses:** The courses which lead to knowledge enhancement. These courses are mandatory.


ii. **Skill Enhancement Courses (SEC):** These courses are skill-based and/or value-based and aimed at providing hands-on-training, competencies, skills, etc. These courses are mandatory and shall be chosen from a pool of such courses prescribed in the syllabi of various subsidiary subject and Arts/Subjects available in the College/University.

4. To acquire a B.A. Mass Communication degree, a student shall have to study 14 (fourteen) Core Courses, 4 (four) Discipline Specific Elective (DSE) courses, 4 (four) Generic Elective (GE) courses, 2(two) Skill Enhancement Courses (SEC) along with 2 (two) Ability Enhancement Compulsory (AEC) Courses (Refer to the Table 1).

Table 1: Course structure for BA in Mass Communication

Semester	Core Courses (CC)	Elective Courses				Semester wise credits
		DSE	GE	AEC	SEC	
I	CC 1, CC 2	-	GE 1	AEC 1		22
II	CC 3, CC 4	-	GE 2	AEC 2		22
III	CC 5, CC 6, CC 7	-	GE 3		SEC 1	28
IV	CC 8, CC 9, CC 10	-	GE 4		SEC 2	28
V	CC 11, CC 12	DSE 1 DSE 2	-	-	-	24
VI	CC 13, CC 14	DSE 3 DSE 4	-	-	-	24
Total Minimum Credits	84	24	24	8	8	148

5. The minimum and the maximum credit requirements for BA Mass Communication degree shall be 148 and 160 respectively. Students may pursue courses for additional 12 credits on their own (Students Refer to "RAJIV GANDHI UNIVERSITY REGULATIONS FOR CHOICE BASED CREDIT SYSTEM FOR UNDER-GRADUATE COURSES, 2021").
6. Semester-wise distribution of courses for B.A in Mass Communication programme under CBCS and the Credit Distribution shall be as follows:


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Semester	Course Code	Course Name	Credits			
			L	T	P	Total
I	BMC-CC-111	Introduction to Media and Communication	6	0	0	6
	BMC-CC-112	History of Media	6	0	0	6
	XXX-AE-111	Ability Enhancement Compulsory Course (AEC)-1 (ENG-AE-111 OR HIN-AE-111)	4	0	0	4
	XXX-GE-XXX	Generic Elective (GE-1)	-	-	-	6
II	BMC-CC-121	Introduction to Journalism	6	0	0	6
	BMC-CC-122	Introduction to Broadcast Media	4	0	2	6
	EVS-AE-121	Ability Enhancement Compulsory Course (AECC)-2	4	0	0	4
	XXX-GE-xxx	Generic Elective (GE-2)	-	-	-	6
III	BMC-CC-211	Media Laws & Ethics	6	0	0	6
	BMC-CC-212	Reporting & Editing for Print Media	4	0	2	6
	BMC-CC-213	Communication for Development	4	0	2	6
	XXX-SE-XXX	Skill Enhancement Course (SEC-1)	-	-	-	4
	XXX-GE-XXX	Generic Elective (GE-3)	-	-	-	6
IV	BMC-CC-221	Global Media and Politics	6	0	0	6
	BMC-CC-222	Introduction to Film Appreciation	6	0	0	6
	BMC-CC-223	Introduction to New Media	4	0	2	6
	XXX-SE-XXX	Skill Enhancement Course (SEC-2)	-	-	-	4
	XXX-GE-XXX	Generic Elective (GE-4)	-	-	-	6
V	BMC-CC-311	Advertising & Public Relations	4	0	2	6
	BMC-CC-312	Media and Cultural Studies	4	0	2	6
	BMC-DE-XXX	Discipline Specific Elective (DSE-1)	4	0	2	6
	BMC-DE-XXX	Discipline Specific Elective (DSE-2)	4	0	2	6
VI	BMC-CC-321	Introduction to Communication Research	4	0	2	6
	BMC-CC-322	Media in Northeast India	4	0	2	6
	BMC-DE-XXX	Discipline Specific Elective (DSE-3)	4	0	2	6
	BMC-DE-XXX	Discipline Specific Elective (DSE-4)	4	0	2	6

Note: The number of credits is given above is in the form L:T:P, where L, T and P indicates Lecture, Tutorial and Practical laboratory credits respectively. Each lecture credit corresponds to one lecture hour per week, each tutorial credit corresponds to one tutorial hour per week while each laboratory credit corresponds to two laboratory hours per week. For example, 4:0:2 credits indicate that the course has 4 lectures, no tutorial session and two laboratory hours each week.

7. Selection of the following Elective courses shall be governed by “RAJIV GANDHI UNIVERSITY REGULATIONS FOR CHOICE BASED CREDIT SYSTEM FOR UNDER-GRADUATE COURSES, 2021” and students should refer to the provisions mentioned therein.


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Discipline Specific Electives (DSE)

Semester	Course Code	Course Name	Credits			
			L	T	P	Total
V (DSE-1 & DSE-2)	BMC-DE-001	Media, Gender & Human Rights	6	0	0	6
	BMC-DE-002	Current Affairs	6	0	0	6
	BMC-DE-003	Photography & Visual Communication	4	0	2	6
	BMC-DE-004	Photojournalism	4	0	2	6
VI (DSE-3 & DSE-4)	BMC-DE-005	Media Management and Entrepreneurship	4	0	2	6
	BMC-DE-006	Multimedia Journalism	4	0	2	6
	BMC-DE-007	Dissertation/Internship	0	3	3	6
	BMC-DE-008	Documentary/Short film production	4	0	2	6

The students shall select 2 DSE each in V and VI semester.

Ability Enhancement Compulsory Courses (AEC)

Semester	Course Code	Course Name	Credits			
			L	T	P	Total
I (Any One)	ENG-AE-111	Communicative English	3	1	0	4
	HIN-AE-111	हिंदी शिक्षण	3	1	0	4
II	EVS-AE-121	Environmental Studies	4	0	0	6

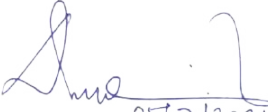
Skill Enhancement Courses (SEC)

Semesters	Course Code	Course Name	Credits			
			L	T	P	Total
III	BMC-SE-001	Print Media Production	2	0	2	4
	BMC-SE-002	Fundamentals of Computers	2	0	2	4
IV	BMC-SE-003	Radio Production	2	0	2	4
	BMC-SE-004	Basics of Editing	2	0	2	4

A student shall select at least 2 SEC of total 4 credits from his/her concerned discipline. For remaining 4 credits, he/she may select course(s) from either from his/her own discipline or other under-graduate disciplines of Subsidiary subjects in Arts/Science and Technology in the College/University (Refer to the above-mentioned regulation).

Generic Electives (GE)

Semester	Course Code	Course Name	Credits			
			L	T	P	Total
I	BMC-GEC-001	Mobile Journalism (MoJo)	6	0	0	6
II	BMC-GEC-002	Basics of Photography	6	0	0	6
III	BMC-GEC-003	Film Studies	6	0	0	6
IV	BMC-GEC-004	Health and Environmental Communication	6	0	0	6


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GEs given above are for the students of subsidiary disciplines/subjects (Refer to the above-mentioned regulation). They shall select one GE in each semester from 1st to 4th semester, either exclusively from one subsidiary discipline or 2 courses each from two subsidiary disciplines.

Students of Mass Communications shall accordingly choose 4 GEC from the available subsidiary disciplines in Arts/Science and Technology available in the College/University.

CBCS Course Structure: B.A. Mass Communication

Semester I

Paper Code	Name of the Paper	Marks Allotment			Credits			Lecture Hours
		IA	Theory	Practical	L	T	P	
BMC-CC-111	Introduction to Media and Communication	20	80	--	6	0	0	90 Hours
BMC-CC-112	History of Media	20	80	--	6	0	0	90 Hours
ENG-AE-113 HIN-AE-111	English Hindi	20	80	--	4	0	0	60 Hours
BMC-GEC-001	Mobile Journalism (MoJo)	20	80	--	6	0	0	90 Hours
					22			

Semester II

Paper Code	Name of the Paper	Marks Allotment			Credits			Lecture Hours
		IA	Theory	Practical	L	P	T	
BMC-CC-121	Introduction to Journalism	20	80	--	6	0	0	90 Hours
BMC-CC-122	Introduction to Broadcast Media	20	60	20	4	2	0	60+60=120 Hours
EVS-AE-121	Environmental Studies	20	80	--	4	0	0	60 Hours
BMC-GEC-002	Basics of Photography	20	80	--	6	0	0	90 Hours
					22			

Semester III

Paper Code	Name of the Paper	Marks Allotment			Credits			Lecture Hours
		IA	Theory	Practical	L	P	T	
BMC-CC-211	Media Laws & Ethics	20	80	--	6	0	0	90 Hours
BMC-CC-212	Reporting & Editing for Print Media	20	60	20	4	2	0	60+60=120 Hours
BMC-CC-213	Communication for Development	20	60	20	4	2	0	60+60=120 Hours
BMC-SE-001	Print Media Production	20	60	20	2	2	0	30+ 60=90 Hours
BMC-SE-002	Fundamentals of Computers	20	60	20	2	2	0	30+ 60=90 Hours
BMC-GEC-003	Film Studies	20	80	--	6	0	0	90 Hours
					28			

Semester IV

Paper Code	Name of the Paper	Marks Allotment			Credits			Lecture Hours
		IA	Theory	Practical	L	P	T	
BMC-CC-221	Global Media and Politics	20	80	--	6	0	0	90 Hours
BMC-CC-222	Introduction to Film Appreciation	20	80	--	6	0	0	90 Hours
BMC-CC-223	Introduction to New Media	20	60	20	4	2	0	60+60=120 Hours
BMC-SE-003	Radio Production	20	60	20	2	2	0	30+ 60=90 Hours
BMC-SE-004	Basics of Editing	20	60	20	2	2	0	30+ 60=90 Hours
BMC-GEC-004	Health and Environmental Communication	20	80	--	6	0	0	90 Hours
					28			

Semester V

Paper Code	Name of the Paper	Marks Allotment			Credits			Lecture Hours
		IA	Theory	Practical	L	P	T	
BMC-CC-311	Advertising & Public Relations	20	60	20	4	2	0	60+60=120 Hours

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BMC-CC-312	Media and Cultural Studies	20	80	--	6	0	0	90 Hours
BMC-DE-001	Media, Gender & Human Rights	20	80	--	6	0	0	90 Hours
BMC-DE-002	Current Affairs	20	80	--	6	0	0	90 Hours
BMC-DE-003	Photography & Visual Communication	20	60	20	4	2	0	60+ 60=120 Hours
BMC-DE-004	Photojournalism	20	60	20	4	2	0	60+ 60=120 Hours
						24		

Semester VI

Paper Code	Name of the paper	Marks Allotment			Credits			Lecture Hours	
		IA	Theory	Practical	L	P	T		
BMC-CC-321	Introduction to Communication Research	20	60	20	4	2	0	60+ 60=120 Hours	
BMC-CC-322	Media in Northeast India	20	80	--	6	0	0	90 Hours	
BMC-DE-005	Media Management and Entrepreneurship	20	80	--	6	0	0	90 Hours	
BMC-DE-006	Multimedia Journalism	20	60	20	4	2	0	30+ 60=90 Hours	
BMC-DE-007	Internship			50 (Report)	50 (Viva)	0	3	3	60 hours
BMC-DE-008	Documentary/Short film production	20	60	20	4	2	0	60+ 60=120 Hours	
						24			


Teaching Learning Process

These courses shall be delivered through classroom, media-lab work, projects, case studies and field work in a challenging, engaging, and inclusive manner that accommodates a variety of learning styles and tools (PowerPoint presentations, audio visual resources, e-resources, seminars, workshops, models, software). The laboratory training complements the theoretical principles learned in the classroom, hands-on experience with modern multi-media equipment, studio-based and field based experimentation and studies.

Assessment Methods, Conduct of Examinations, Eligibility Conditions, and Declaration of results

Academic performance in various courses i.e. core, discipline electives, generic electives and skill enhancement courses are to be considered as parameters for assessing the achievement of students. All students shall be subjected to the process of continuous evaluation and assessment. A number of appropriate assessment methods will be used to determine the extent to which students demonstrate desired learning outcomes.

Marks allocation for Internal Assessment and End Semester Examinations, Question paper pattern, Duration of examination for various courses, Attendance and other eligibility conditions for appearing in the examination, and Declaration of results shall be done in accordance with the relevant provisions as stipulated in the above cited regulation and also the Ordinance(s) of the University.


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CORE COURSES

BMC-CC-111: INTRODUCTION TO MEDIA & COMMUNICATION

(Credit Distribution L6: T:0:P:0 = 6 Credits)

90 Lectures

Course Objectives

CO1: To develop the knowledge of basic concepts and elements of communication and mass communication

CO2: To assess forms and levels of communication.

CO3: To analyse effects and impacts of media in our life.

CO4: To understand the models of communication and its implications.

Learning Outcomes

LO1: To acquire knowledge of media, its processes and become aware of its effects.

LO2: To be able to demonstrate an understanding of the key terms, models, concepts and a range of communication theories.

LO3: To be able to apply communication theories and models of communication in programmes.

LO4: To be able to test the various models and theories of communication in real life situation.

Course contents

UNIT I: Media and Everyday Life

(18 Lectures)

Mobile Phones, Television, Ring tones, twitter

The Internet- discussion around media and everyday life

Discussions around mediated and non-mediated communication

UNIT II: Communication and Mass Communication

(18 Lectures)

Forms of Communication, Levels of Communication

Mass Communication and its Process

Normative Theories of the Press, Media and the Public Sphere

UNIT III: Mass Communication and Effects Paradigm

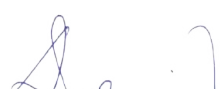
(18 Lectures)

Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory

UNIT IV: Cultural Effects and the Emergence of an Alternative Paradigm

(18 Lectures)


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Cultural Effects: Agenda Setting,
Spiral of Silence, Cultivation Analysis

UNIT V: Four Models of Communication

(18 Lectures)

Transmission Models, Ritual or Expressive Models, Publicity Model, Reception Model

Suggested Readings

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, pp 21-34; 59-72
- John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38
- Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1-11; 41-54; 121-133(fourth Edition).
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236 Kevin Williams, Understanding Media Theory, (2003), pp.168-188.
- Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013).
- Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, The Hindu, August 19, 2012-<http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction-article-3792723.ece> (Unit 1).

BMC-CC-112: HISTORY OF MEDIA

(Credit Distribution L6: T:0:P:0 = 6 Credits)

90 Lectures

Course Objectives:

CO1: To acquaint students with the history of Print Media, Media and modernity.

CO2: To inculcate the knowledge of growth and evolution of Media and Media Culture.

CO3: To acquaint learners with technological advancements in print, electronic and web media.

CO4: To throw light on the present status of visual and various mass media.

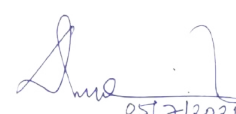
Learning Outcomes:

LO1: Students will be able to acquaint themselves with the glorious journey of Journalism.

LO2: Students would be able to use the techniques of print, electronics and web media as professionals.

LO3: Students will be well acquainted with the changing of media culture with technological advances.

LO4: Students will be able to determine rules, techniques, and development of digital commercialization.


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UNIT I: History of Print Media, Media and Modernity: Print Revolution, Telegraph, Morse code, Yellow Journalism; Evolution of Press in United States, Great Britain and France, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators.

(20 Lectures)

UNIT II: Media in the Post-Independence Era, Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

(20 Lectures)

UNIT III: Sound Media Emergence of Radio Technology, the coming of Gramophone, Early History of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of Radio in Rural India-Case studies, Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet

(20 Lectures)

UNIT IV: Visual Media, The early years of Photography, Lithography and Cinema from Silent Era to the talkies Cinema In later decades, the coming of Television and the State's Development Agenda, Commercialization of Programming (1980s) Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.

(20 Lectures)

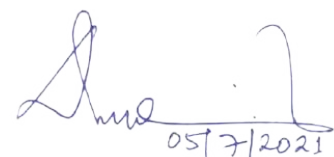
ACTIVITY:

(10 Lectures)

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology.
3. Compare the history of Cinema with the history of other visual media.
4. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
5. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
6. A discussion on digital archives.

Suggested Readings:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010) (Chapter 2 and Chapter 5).
- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).


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- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003) Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) pp 39-57, 6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages,"
- Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283) David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2 chapter 8 and Chapter 9.
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower Vibhodh Parthasarathi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage,2000).
- Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606
- Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251. *Seminar* Issue October 1997, Indian Language Press
- Hindi Dalit Literature and the Politics of Representation by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

BMC-CC-121: INTRODUCTION TO JOURNALISM

(Credit Distribution L6: T:0:P:0 = 6 Credits)

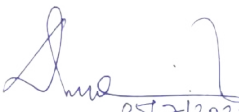
90 Lectures

Course Objectives:

- CO1: To introduce the students to the basics of journalism.
- CO2: To impart the knowledge of elements of journalism.
- CO3: To acquaint them with important aspects of the process of journalism.
- CO4: To understand the structure and construction of news.

Learning Outcomes:

- LO1: Students will be able to understand the News: meaning, definition, nature and news processes.
- LO2: Students will be able to distinguish the different forms of News.


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LO3: Understanding the different structure and constructions of news to become an aspiring journalist.

LO4: Students will be able to understand the language and principles of journalism.

Course contents:

UNIT I: Understanding News (18 Lectures)

Ingredients of News, News: Meaning, Definition, Nature, The news process: from the event to the reader (how news is carried from event to reader), Hard News vs. Soft News, Basic Components of a News Story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit Line, By-line.

UNIT II: Different forms of Print-A Historical Perspective (18 Lectures)

Yellow Journalism, Penny Press, Tabloid Press, Language of News- Robert Gunning: Principles of Clear Writing, Rudolf Flesch's Formula, News Writing skills

UNIT III: Understanding the structure and construction of news (18 Lectures)

Organizing a news story, 5W's and 1H, Inverted Pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, usage of internet

UNIT IV: Different Media-a comparison (18 Lectures)


Language and principles of writing: Basic differences between Print, Electronic and Online Journalism, Citizen Journalism

ACTIVITY: Presentations / Letter to editor/ Articles/ features in Local/Regional/ National dailies.

(18 Lectures)

Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.


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- 3. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.
- 4. Carole Flemming and Emma Hemming way. An Introduction to Journalism; Vistaar Richa Keeble. The Newspaper's Handbook; Routledge Publication, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

BMC-CC-122: INTRODUCTION TO BROADCAST MEDIA

(Credit Distribution L4: T:0:P:2 = 6 Credits)

120 Lectures

Course Objectives:

CO1: To learn the basics of sound, identify news terms and equipment.

CO2: To familiarize the students with the basic techniques of broadcasting.

CO3: To create understanding of electronic media content creation.

CO4: To inculcate the knowledge of script writing for Radio and Television news.

Learning Outcomes:

LO1: Students will be able to understand the working pattern of electronic media platforms.

LO2: Students will be able to familiarize with the techniques of broadcasting.

LO3: Students will be well equipped with the elements, components of broadcasting processes.

LO4: Students will be able to write news script for Radio and TV broadcasting.

Course contents:

UNIT I: Basics of Sound

(15 Lectures)

Concepts of sound-scope, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques
Introduction to microphones, Characteristics of Radio as a medium.

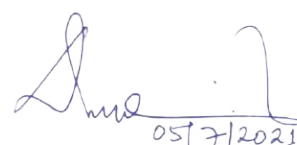
UNIT II: Basics of Visuals

(15 Lectures)

What is an image, electronic image, television image, Digital image, Edited Image (politics of an image), what is a visual? (Still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium

UNIT III - Writing and Editing Radio News

(15 Lectures)



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Elements of a Radio News Story: Gathering, Writing/Reporting, Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to recording and editing sound (editing news-based capsule only).

UNIT IV: Writing and Editing Television News (15 Lectures)

Basics of a Camera- (Lens & Accessories)

Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)

Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.

Elements of a Television News Story: Gathering, Writing/Reporting, Elements of a Television News Bulletin, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Practicum: P to C/ News package/ News Bulletin (60 Lectures)

Suggested Readings:

- Zettl Herbert, Television Production Handbook. (Page nos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004),
- The Television Reader, Routledge (Pgenos: 10-40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page no- 25- 78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Page no: 47- 105)

Suggested Resources & Documentaries-

- News Bulletins in English and Hindi on National and Private Channels (as teaching material) - Documentary- 'The future of Television News.'

BMC-CC-211: MEDIA LAWS & ETHICS

(Credit Distribution L6: T:0:P:0 = 6 Credits)


90 Lectures

Course Objectives:

CO1: To understand the concepts of media law as well as ethics and its jurisdiction and provisions under the Indian constitution.

CO2: To introduce the learners to a broad range of ethical and legal parameters pertinent to various aspects of the media in India.

CO3: To expose the students to the ethical issues in mass media relating to media producers and consumers.


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CO5: To understand the regulatory bodies of Information sectors such as, advertising, publicity and ICT.

Learning Outcomes:

LO1: Students with insight into media legal situation can help navigate a course of action after assessing the legal risks.

LO2: The students will understand the critical journalist dilemma related to media ethics, to reach for maturity instead of popularity

LO3: The students will be able to critically analyze facts with relevant case studies on events involving real people contested in the courts and covered in the news media.

LO4: Evaluate the current situation of the press in India in terms of media ethics.

Course contents:

UNIT I: (20 Lectures)

Constitutional Provisions for the Press/Media: Article 19 (1) (a): Freedom of Speech and Expression and Article 19 (2) Reasonable Restrictions, Defamation- Libel and slander. Sedition, Incitement to violence, hate Speech, Contempt of Court, Official Secret Act, Right to Information, Idea of Fair Trial, Trial by Media.

UNIT II: (20 Lectures)

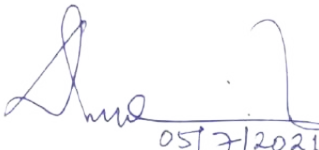
Media and Ethical Parameters, Right to Privacy: Issues of privacy and Surveillance in Society, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc. Discussion of Important cases- eg- Operation West end, Student Presentations, Tehelka's West end. School Teacher Uma Khurana case

UNIT III: (20 Lectures)

Representation and ethics: Relevant sections of the Broadcast Bill, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Cable TV Regulation Act, Copyright Law/Act, Press Council of India, Working Journalists Act, Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court).

UNIT IV: (20 Lectures)

Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines Self-Regulation, Media Content- Debates on morality and accountability: Taste, Censorship and media debates, Media and Social Responsibility. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.



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ACTIVITY: Presentations

(10 Lectures)

Suggested Readings:

- Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007.
- Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000.
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".

BMC-CC-212: REPORTING & EDITING FOR PRINT MEDIA

(Credit Distribution L4: T:0:P:2 = 6 Credits)

120 Lectures

Course Objectives:

CO1: The course will dissect the concept, components, and the specialized sectors of news reporting.

CO2: It will introduce learners to the basics of writing, reporting and editing for print media.

CO3: It will provide the learners with an overview of the contemporary structure of news media organisation/the newspaper news rooms.

CO4: To study the communication techniques in an interview and discuss its types.

Learning Outcomes:

LO1: The students shall be able to define the concept, meaning and functions of print media journalism.

LO2: Apply the theory into practice the various techniques in news reporting for print.

LO3: Analyse the role, responsibilities, and relevance of print in the contemporary scenario.

LO4: Students will be able to write, produce, and edit their own news stories.

Course contents:

UNIT I: Covering News

(15 Lectures)

Reporters- Roles, Functions and Qualities

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General assignments- reporting or working on a beat; News Agency reporting, Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports.

UNIT II: Interviewing/Types of News Leads (15 Lectures)

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid Style; Lead: importance, types of leads; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference between articles and features.

UNIT III: The Newspaper Newsroom (15 Lectures)

Newsroom, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, types of headlines, style sheet, importance of pictures, Role of sub/copy-editor, News editor and Editor, Chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, Op-Ed page

UNIT IV: Understanding Media and News (15 Lectures)

Paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers, Objectivity and politics of news, Neutrality and bias in news

Practicum: (60 Lectures)

Ground Reporting on Campus events and Programs/ interviewing techniques

Suggested Readings:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press The Newspaper's Handbook, Richard Keeble, Routledge Publication

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- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media'. (2nd ed).; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.

BMC-CC-213: COMMUNICATION FOR DEVELOPMENT

(Credit Distribution L4: T:0:P:2 = 6 Credits)

120 Lectures

Course Objectives:

CO1: To impart a comprehensive understanding of the concept, scope, and theories of development communication in the context of socio, cultural and economic dynamics.

CO2: To examine the interface of different elements of media, society and development.

CO3: To analyse and identify the concepts, principles, approaches, methods, and techniques of communication for development.

CO4: To explicate development culture, behavior, social change and the role of communication in development.

Learning Outcomes:

LO1: The learners will be able to define/describe the models and key theories of Development Communication.

LO2: The students/learners will be able to assess and present an appreciation of the role of information, communication and media in socio economic development and social change.

LO3: Develop skills to asses' situations for communication intervention.

LO4: Create advocacy and initiate for behavioral change through communication channels.

Course contents:

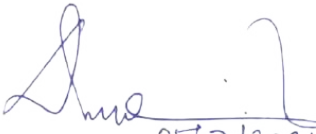
UNIT I: Development: Concept, concerns, paradigms

(15 Lectures)

Concept of development, Development versus growth, Human development, Development as freedom, Models of development, Basics needs model, Nehruvian model, Gandhian model, Panchayati Raj, Developing countries versus developed countries, UN- Millennium Development Goals

UNIT II: Development Communication: Concept and approaches

(15 Lectures)



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Paradigms of development: Dominant paradigm, dependency, alternative paradigm,
Development Communication approaches – Diffusion of Innovation, empathy, magic multiplier, Alternative
Development Communication approaches: Sustainable Development, Participatory Development, Inclusive
Development, Gender and Development, Development Support Communication – definition, genesis, area
woods triangle

UNIT III: Role of Media in Development

(15 Lectures)

Mass Media as a tool for development , Community Media, various forms of community media, Creativity,
role and performance of each media-comparative study of pre and post liberalization eras, Role, performance
record of each medium- Print, Radio, TV, Video, Traditional Media, Role of development agencies and
NGOs in development communication

UNIT IV: Communication for Social and Behavioral Change

(15 Lectures)

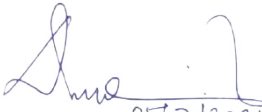
Communication Strategies, Use of traditional media for development in rural areas; Folk media as mass
culture, Different types/forms of Traditional/Folk Media, Media Management: Critical appraisal of
mainstream media's reportage on rural problems and issues.

Practicum: Outreach Programme Activity

(60 Lectures)

Suggested Readings:

- Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.
- UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.
- Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999. DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy : Development Journalism, What Next? Kanishka Publication,New Delhi, 2007.


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- Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development : Harish Khanna.

BMC-CC-221: GLOBAL MEDIA AND POLITICS

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To analyze various aspects and techniques of global communication and its processes.

CO2: To impart understanding of global media and its ever-changing nature from conventional practices to professionalization.

CO3: To understand global organizations, international media agencies and information struggles of the past and present.

CO4: To examine globalization and its effect on global leadership (propaganda), and competitions in traditional as well as digital media markets.

Learning Outcomes:

LO1: The students acquire the comprehensive knowledge on the functions of political communication.

LO2: Student can become vital tool in the process of digital awareness for mitigating and advocating peace.

LO3: Develop skills and ability to create political messages and campaigns.

LO4: Understanding media culture, students can counter unfair media coverages and set things in the right directions.

Course contents:

UNIT I:


(22 Lectures)

Media and International Communication: The advent of popular media- Brief overview, Propaganda in the inter-war years: Nazi Propaganda, Radio and International Communication

UNIT II:

(23 Lectures)

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, and Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor.


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UNIT III:

(22

Lectures)

Global Conflict and Global Media World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite transmission, Embedded Journalism, 9/11 and implications for the media

UNIT IV:

(23 Lectures)

Media and Cultural Globalization, Cultural Imperialism, Cultural politics: Media Hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid, Media and the Global market, Discourses of Globalization: Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programs KBC/Big Boss/Others.

Suggested Readings:

- Daya KishanThussu. International Communication: Continuity and Change, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Little field Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “*Many Voices One World*” UNESCO Publication, Rowman and Little field publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
- Daya KishanThussu .War and the media: Reporting conflict 24x7, Sage Publications, 2003.
- Stuart Allan and Barbie Zelizer. Reporting war: Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.
- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.
- ZahidaHussain and Vanita Ray. Media and communications in the third world countries, Gyan Publications, 2007.

Additional Readings:

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.
- Patnaik, B.N &Imtiaz Hasnain(ed). *Globalisation: language, Culture and Media*, 13. Indian Institute of Advanced Studies, Shimla, 2006.
- Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge, 2002.



- Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

BMC-CC-222: INTRODUCTION TO FILM APPRECIATION

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To understand the importance of Film studies as a discipline, background, scope & development of Film Studies.

CO2: To understand the language of cinema, various film movements across the globe with extended idea of alternative visions and study of film theories.

CO3: To impart the aesthetic aspects of film production and provide a critical view of its nuances.

CO4: It will enable the students to explore films historically, culturally, theoretically, and critically.

CO5: To understand and map the growth process of Indian cinema and film culture.

Learning Outcomes:

LO1: The students will be able to define film theories.

LO2: Classify the language of cinema and film narratives.

LO3: Students will develop sense to critical analysis of films.

LO4: Explain the concept of mis-en-scene and need for understanding key theoretical framework of Cinema.

Course contents:

UNIT I: Language of Cinema

(20 Lectures)

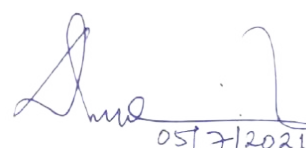
Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity, Editing, Montage

Language of Cinema II – Focus on Sound and Color: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Color as a stylistic Element Genre and the development of Classical Hollywood Cinema

UNIT II: Film Movements across the globe

(20 Lectures)

French New-Wave, German Expressionism and Film Noir, Italian Neo-realism, Soviet Montage.


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UNIT III: Alternative Visions / Film Theories

(20

Lectures)

Third Cinema/ Art Cinema/ Parallel Cinema, Non-Fiction Cinema, Auteur Theory, Genre Theory, Film Authorship with special focus on Ray or Kurosawa

UNIT IV: Indian Cinema

(20 Lectures)

Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
The Indian New-Wave Globalization and Indian Cinema, Film Culture, Cinema of Northeast India.

ACTIVITY:


(10 Lectures)

Screening of select movies

Internal Assignment: Film review.

Suggested Readings:

- Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol. I
Berekeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book Film Form: Essays in Film
Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer "Heavenly Bodies: Film Stars and Society" in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617


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Ideology of Hindi Film by Madhava Prasad. New Delhi: Oxford University Press. 1998

Global Bollywood by Anandam P. Kavoori and Aswin Punanthe Ambekar Eds. New York: New York University Press. 2008

BMC-CC-223: INTRODUCTION TO NEW MEDIA

(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To familiarize the students with the fundamentals of new media technologies and its prospects in journalism.

CO2: Discussing developments of theories and concepts to further understand virtual culture and digital journalism.

CO3: To understand the complexities of digital world and liabilities.

CO4: To study versatility in creating, developing, designing, and promotion of web contents.

Learning Outcomes:

LO1: The students will be able to define New media and information society.

LO2: List the characteristics of New media learning the key concepts and theories.

LO3: Understand the implications of digital culture and identify emerging issues from recent developments.

LO4: With acquire the ability to deal critically with challenges of handling digital media.

Course contents:

UNIT I: Key Concepts and Theory


(15 Lectures)

Defining New Media, terminologies and their meanings – Digital media, new media, online media et al.; Information Society and New Media, Technological Determinism, Computer Mediated-Communication (CMC), and Networked Society, digital divide, netizen, digital natives & digital immigrants.

UNIT II: Understanding Virtual Cultures and Digital Journalism

(15 Lectures)

Introduction to www, e-mail, web browsers; search engines, Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media


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UNIT III: Digitization of Journalism

(15 Lectures)

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

UNIT IV: Visual and Content Design

(15 Lectures)

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Practicum: Designing and Publishing a Personal Blog/ Website

(60 Lectures)

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian

Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380

BMC-CC-311: ADVERTISING AND PUBLIC RELATIONS

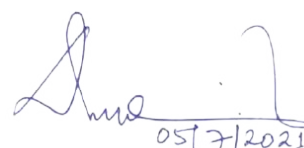
(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To understand the concept of advertising and public relations its various scopes, tools and functions.

CO2: The course offer students an in-depth study to its professional dimensions with scope of high employability


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CO3: To expose the students to strategies and techniques of advertising as well as to understand the social and economic effects of advertising in the society.

CO4 To learn the fundamentals of PR, its usage for any corporate entity minding the ethics of advertising and good will.

Learning Outcomes:

LO1: Students will be able to define basic terms related to advertising and publicity.

LO2: Identify different types and techniques employed in advertising and its larger implications.

LO3: Adapt skills to analyze the behavior of consumer and market situation to come up with effective means of advertising.

LO4: Acquiring skills students shall become producers of print, digital and outdoor advertisements.

Course contents:

UNIT I: Introduction to Advertising (15 Lectures)

Meaning and history of Advertising, Importance and Functions, Advertising as a tool of communication, Role of Advertising in Marketing Mix, PR, Advertising Models- AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Types of advertising appeals, Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

UNIT II: Advertising through Print, Electronic and Online media (15 Lectures)

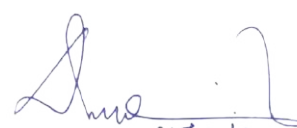
Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy and Research and Branding, Advertising department vs. Agency-Structure, and Functions, Advertising Campaign

UNIT III: Public Relations-Concepts and practices (15 Lectures)

Introduction to Public Relations, Growth and development of PR in India and World, Importance, Role and Functions of PR, Principles and Tools of Public Relations, Publics in PR: Internal and External.

UNIT IV: PR-Public and campaigns (15 Lectures)

Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.


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Practicum:

(60 Lectures)

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

Suggested Readings:

- Jethwaney, Jaishri & Jain, Shruti (2012). Advertising Management. OUP.
- Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices. OUP.
- Jethwaney, Jaishri (2010). Corporate Communication – Principles and Practice. Oxford University Press.
- Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices, OUP
- Kothari, Gulub. (1995). Newspaper Management in India, Intercultural Open University
- Chiranjeev, Avinash. (2000). Electronic Media Management, Authors Press

BMC-CC-312: MEDIA AND CULTURAL STUDIES

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To understand the definition of Culture, and its changing scope and perspective.

CO2: The students/learners will be able to analyse and identify the concepts of Mass, Mass Culture, Popular Culture, and Folk Culture

CO3: To understand the critical media industry and theories relating to its existence.

CO4: To understand the media's representation of diversities of the nation.

CO5: To understand forms of mass cultures, new cultures and cultural forms.

Learning Outcomes:

LO1: The students/learners will be able to infer, analyse and assess the goal of communication technology, creating awareness, attitudes and knowledge into competence, and develop flexibility and adaptability of theories relating to culture.

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LO2: The students/learners will acquire a fair understanding of cultural knowledge and will be able to identify the connection of Media, Culture and its trends.

LO3: The students shall acquire the ability to relate media cultures, mass culture, popular culture, sub-cultures with fandom.

LO4: Students can further employ experiential study using the approaches to distinguish the active and passive audiences.

Course contents:

UNIT I: Understanding Culture (18 Lectures)

Mass Culture, Popular Culture, Folk Culture
Media and Culture

UNIT II: Critical Theories (18 Lectures)

Frankfurt School, Media as Cultural Industry
Political Economy, Ideology and Hegemony

UNIT III: Representation (18 Lectures)

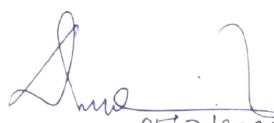
Media Texts
Signs and Codes in Media
Genres
Representation of nation, class, caste and gender issues in Media

UNIT IV: Audiences (18 Lectures)

Uses and Gratification Approach
Reception Studies
Active Audiences
Sub Cultures; Music and the popular,
Fandom

UNIT V- Media Technology (18 Lectures)

Folk Media as a form of Mass Culture, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms


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Suggested Readings:

- *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
- John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
- Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
- James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
- Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, Mcluhan
- Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

BMC-CC-321: INTRODUCTION TO COMMUNICATION RESEARCH

(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To introduce students to the research culture, with basic understanding of communication research, roles, functions and types of research.

CO2: To impart the knowledge of methods and techniques of media research.

CO3: To understand media literacy, the importance of media literacy, nature and its various scopes relating to availability, accessibility and usability.

CO4: To learn acquire knowledge of various media message and media terminologies.

Learning Outcomes:

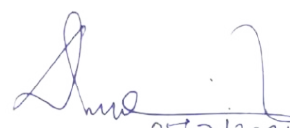
LO1: The students will be able to define the meaning, scope, objectives and significance of media search.

LO2: The students will be able to demonstrate appropriate methods for collecting and analysing research data.

LO3: The students will develop critical and analytical sense of research culture.

LO4: The students will be able to identify research areas for further research.

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**UNIT I:****(15 Lectures)**

Introduction to Research: Definition, Role, Function, Types of Research; Basic Research, Applied Research, and Action Research.

UNIT II:**(15 Lectures)**

Methods of Media Research: Qualitative and Quantitative, Ethnography.

UNIT III:**(15 Lectures)**

Media Literacy: Definition of Media Literacy, Nature, Scope and Importance. Issues of Availability, Accessibility, Usability.

UNIT IV:**(15 Lectures)**

Media Messages: Interpreting media messages: Semiotics, Ideology, Media as Text, Nature of media messages; Media Exposure and Filters, Media stereotypes.

Practicum: Term Paper**(60 Lectures)****Suggested readings:**

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81; 83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave.

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BMC-CC-322: MEDIA IN NORTHEAST INDIA

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To provide students with an overview of the history, geography, diverse culture and politics of Northeast India.

CO2: To help the students understand the landscape and structure of media in Northeast, especially in Arunachal Pradesh.

CO3: To understand media challenges in Northeast and discussions on political agreements.

CO4: To examine the scope as well as prospects of media in Northeast.

Learning Outcomes:

LO1: The students will be able to understand the complexities of socio economic, cultural and political landscape of the region.

LO2: The students will be able to identify various underlying issues of the region.

LO3: The students will also identify the challenges and possible solutions for the same.

LO4: The students will have better understanding of the downfall or growth of media in the region.

Course contents:

Unit I: Introduction to Media in Northeast

(22 Lectures)

Brief History of Media scene in North East India, People, Culture and Customs, Physiographic Features: Natural Resources, Landscape, Forest, International Borders, Northeast in India's Struggle for Freedom.

Unit II: Media Scene in Northeast

(23 Lectures)

Growth and Development of Press in North-East, Media scene in Arunachal Pradesh: An overview of Print and Electronic Media in the Region, Current trends in the region: Korean Wave, Transnational TV in NE, Piracy, etc.

Unit III: Challenges for Media in Northeast


(22 Lectures)

Reporting in Conflict Zones, Conflict-sensitive Reporting, Human Rights and Violation, Socio-Political Movements, Immigration/Inner Line Permit, From Look East Policy to Act East Policy.

Unit IV: Scope and Prospects of Media in Northeast

(23 Lectures)

Understanding Emerging Issues in North East, Socio-Political Scene in North East, Issues of Concern in National Media, Professional and academic scope, Media in bridging cultural gap, Advent of vernacular press, Media activism, Peace Journalism.


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Suggested readings:

- Barpujari H.K: The American Missionaries and North-East India (1836-1900 AD); Spectrum Publications, Guwahati/Delhi, 1986
- Baruah S. P: Press in Assam—Origin and Development; Lawyer's Book Stall, Guwahati, 1999
- BaruahSanjib, Beyond Counter-insurgency: Breaking the Impasse in Northeast India, Oxford University Press, ISBN 019569876-2
- 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
- N Maheswar: The Resuscitation of the Assamese Language by the American Baptist Missionaries, Omsons Publications, 2008, xxvi, 502 p, ISBN : 8190720502,
- Sword V.H.: Baptists in Assam—A Century of Missionary Service (1836- 1936); spectrum Publications, Guwahati/Delhi, 1992

DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

BMC-DE-001: MEDIA GENDER AND HUMAN RIGHTS

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To critically analyse the role of media, communication, and information in the discipline of human rights.

CO2: To examine the concerned theories involving media, Gender studies on Gender issues.

CO3: To explore the history of Information communication and relationship between Human rights with Media.

CO4: To learn the different spectrums of media and culture with case studies.

Learning Outcomes:

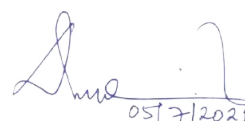
LO1: The students should be able to create awareness on human rights violations.

LO2: The students shall develop skills and attitudes to empower people with sharing knowledge on individual rights.

LO3: The students will have the courage to voice for the needy and fight against injustice.

LO4: The students using mass media as a medium can promote and protect human rights.

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UNIT I: Media and the social world

(20 Lectures)

Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

UNIT II: Gender Studies

(20 Lectures)

Conceptual Frameworks in Gender studies, Gender debates in India (Case Studies).

UNIT III: Media and Gender

(20 Lectures)

Theoretical concerns: Feminist Theory, Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered, Media and Social Difference: class, gender, race etc.

UNIT IV: Media and Human Rights

(20 Lectures)

Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights

Human Rights and Media (Case Studies).

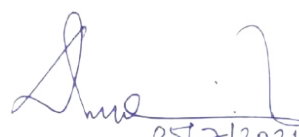
ACTIVITY:

(10 Lectures)

- Critical analysis of Human Rights issues and violations in International Media.
- Watch an Indian TV Soap Opera /reality show for a week and present a report on the representation of class, gender, and race.
- Project on use of internet by the marginalized groups

Suggested readings:

- Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
- Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
- McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79 - 111
- Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9 - 21, 167 - 180
- Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42 - 55


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- Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
- Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278 - 290.
- Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004..53 - 61.
- Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010

BMC-DE-002: CURRENT AFFAIRS

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives

CO1: To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.

CO2: To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues.

CO3: To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.

CO4: To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues.

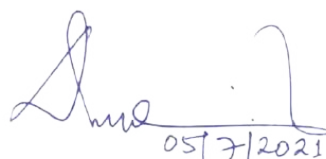
CO5: To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media- related issues.

Learning Outcomes

LO1: Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.

LO2: Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues

LO3: Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.


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LO4: Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues.

LO5: Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues.

Detailed Course

Unit-I

(15 Lectures)

Contemporary activities at local, regional, national and international level about socio –economic issues

General knowledge and general awareness at local level about socio-economic issues

General knowledge and general awareness at regional level about socio-economic issues

General knowledge and general awareness at national level about socio-economic issues

General knowledge and general awareness at international level about socio-economic issues

Unit-II

(15 Lectures)

Contemporary activities at local, regional, national and international level about political issues

General knowledge and general awareness at local level about political issues

General knowledge and general awareness at regional level about political issues

General knowledge and general awareness at national level about socio-economic issues

General knowledge and general awareness at international level about socio-economic issues

Unit-III

(15 Lectures)

Contemporary activities at local, regional, national and international level about educational and cultural issues

General knowledge and general awareness at local level about educational and cultural issues

General knowledge and general awareness at regional level about educational and cultural issues

General knowledge and general awareness at national level about educational and cultural issues

General knowledge and general awareness at international level about educational and cultural issues

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Unit-IV

(15 Lectures)

Contemporary activities at local, regional, national and international level about religious and spiritual issues

General knowledge and general awareness at local level about religious and spiritual issues

General knowledge and general awareness at regional level about religious and spiritual issues

General knowledge and general awareness at national level about religious and spiritual issues

General knowledge and general awareness at international level about religious and spiritual issues

Unit-V

(15 Lectures)

Contemporary activities at local, regional, national and international level about media-related issues

General knowledge and general awareness at local level about media-related issues

General knowledge and general awareness at regional level about media-related issues

General knowledge and general awareness at national level about media-related issues

General knowledge and general awareness at international level about media-related issues

ACTIVITY:

(10 Lectures)

Practicing and making assignments of general knowledge, general awareness, current affairs and contemporary activities of local, regional, national and international level of social, economic, political, educational, cultural, religious, spiritual and media-related issues from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan(English), Pratiyogita Darpan(Hindi), etc.

Reading editorials of standard newspapers of either English or Hindi and writing a summary of it for the proper understating of current general awareness.

Analysing special articles published on the editorial or op-ed pages and then chalking out it striking points for better understanding of contemporary activities of the above-mentioned levels and said issues.

Suggested Readings

- 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.
- 'Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competetion.
- 'General Knowledge' (Latest edition): India & World. By SaumyaRanjanBehera.Maxcurious Publications
- 'General Knowledge' (Latest edition) ByManoharsPandey (Online publication).
- 'Manorama'(Latest edition) .

संयुक्त: कुलसचिव (शैक्षणिक एवं सम्मेलन)
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BMC-DE-003: PHOTOGRAPHY & VISUAL COMMUNICATION

(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To provide the students with the understanding of the background of Photography and Visual communication.

CO2: To equip the students with elements in photography, Visual grammar for creative image production and presentation techniques.

CO3: To explore the difference equipments such as the kinds of cameras and lenses required for different kind of photography.

CO4: To learn acquire knowledge about the concepts, theories, techniques, and importance of visual communication.

Learning Outcomes:

LO1: The students will be able to understand and identify different parts of camera and their work.

LO2: The students will be able to demonstrate various compositions and image design process.

LO3: The students will have the idea of softwares for editing.

LO4: The students will be able to analyse the different theories of visual communication.

Course contents:

UNIT I: Theories of Basic photography (15 Lectures)

History of Photography, Visual grammar, Elements in photography

UNIT II: Understanding Visual Communication (15 Lectures)

Visual communication and elements

Visual creativity

Story telling in four frames

Shot sizes

UNIT III: The Camera (15 Lectures)

Structure and functions of camera (Camera Settings, Menus, Exposure, Shooting Modes, Balancing)

Camera: Point & Shoot, SLRs, DSLRs, Mirrorless, Digital

Exposure and photography

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Experimenting Lenses

The Exposure Triangle (Shutter speed, Aperture, ISO)

Lights and lighting setup

White Factor

Depth of Field as an Image Making Tool

UNIT IV: The Shot

(15 Lectures)

Shot sizes

Composition

Photography composition rules (Rule of Third, Golden Hour, Balancing Elements, Leading Lines, Symmetry and Patterns, Viewpoint, Depth, Framing, Cropping)

Photographic genres.

Practicum:

(60 Lectures)

Landscape photography, Wildlife, Flora and fauna, Portrait, Street, News, and Silhouette, Writing caption, Photoshop and use of colors, applying effects, to organize a photography exhibition

Suggested readings:

- Smith Kenneth L., et.al. (2011). Handbook of Visual Communication: Theory, Methods, and Media. Routledge.
- Messaris, Paul (1996). Visual Persuasion – Role of Images in Advertising. Sage.
- Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
- Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
- Hodge, Gavin, et. al. (1990). *In Introduction to Photography*. Sandstone Publishing.
- Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
- Bergstrom, Bo. (2009). Essentials of Visual Communication. Thames and Hudson.
- Drew, Helen. (2005). The Fundamentals of Photography. AVA Publishing.
- McCartney, Susan. (2001). Mastering the Basics of Photography. Allworth Press.
- Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.
- McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
- Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.
- Chapnick, Howard. (1994). Truth Needs No Ally: Inside Photojournalism, University of Missouri Press.

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BMC-DE-004: PHOTOJOURNALISM
(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives

CO1: Impart basic concepts and importance of Photography

CO2: Prepare photo journalist.

CO3: Encourage self employment.

CO4: Encourage creative skills

CO5: Develop interest in photo journalism

Learning Outcomes

LO1: Learner would learn the concepts and importance of photography.

LO2: Learner would be able to understand photo coverage and photo Journalism .

LO3: Learner would be to ready to join any media organization as photo Journalist.

LO4: Learner would know the importance of photo features.

LO5: Learner would know different branches of photography and may be self-employed.

Detailed Course

Unit -I

(10 Lectures)

Introduction and Development of Photography

Photo Journalism, Development

Role and importance in media

Tools of Photography, types of camera

Traditional and digital camera, Part of Camera, Camera control,

Unit-II

(12 Lectures)

Digital Photography

Emergence of Digital technology

Selecting Images,


Size, and quality

Indoor and Outdoor Photography

Unit-III

(12 Lectures)

Lighting principles


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Role of lighting

Different types of lighting and its uses

Role of subject, quality of photograph

Developing of different size of photograph

Unit-IV

(12 Lectures)

Photograph Editing Techniques

Cropping, Enlarging & reducing

Clubbing/Grouping

Colour composition

Filter, length, focus, Shots

Unit-V

(12 Lectures)

Branches of Photography needs and importance

Advertising photography

Modeling & portfolio

Wildlife Photography

Photography and Ethics.

Practicum

(60 Lectures)

Digital portfolio with print

Nature photography

Candid photography

Product photography

Architecture photography

Suggested Readings

- Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
- Digital Photography (Hindi) Harcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
- Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
- Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).

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BMC-DE-005: MEDIA MANAGEMENT AND ENTREPRENEURSHIP

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To understand the concept, principles, and significance of media management and entrepreneurship.

CO2: To identify challenges, issues, and different factors that affect entrepreneurial development.

CO3: To find out the problems, possibilities and support system for entrepreneur in North East India.

CO4: To analyse various strategies and intervention for managing media institution.

Learning Outcomes:

LO1: The students will be able to understand the concepts, principles, and significance of media management and entrepreneurship.

LO2: The students will be able to determine the issues and challenges relating to the growth of media and can suggest possible remedies.

LO3: The students will be well acquainted with models for entrepreneurial growth and the role it play in the development of a society.

LO4: The students will have idea about the media entrepreneurial scenario in Northeast India.

Course contents:

UNIT I: Media Management: Concept and Perspective

(23 Lectures)

Concept, origin and growth of Media Management, Fundamentals of management, Management School of Thought, Media as an industry and a profession. Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems

UNIT II: Media Industry: Issues & Challenges

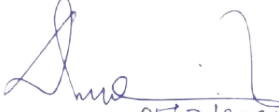
(22 Lectures)

Media industry as manufacturers, Manufacturing Consent, news and content, management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts.

UNIT III: Entrepreneurship Development

(23 Lectures)

Entrepreneurship – concept; definition, need and significance, Entrepreneurship growth process, Barriers, Entrepreneurship education model, Entrepreneur – characteristics; types and role demand, Entrepreneurial


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Motivation and challenges, Types of enterprises - based on capital; product; location; ownership pattern and process

UNIT IV: Media Entrepreneurship

(22 Lectures)

Concept of Media Entrepreneurship, Characteristics of Media Entrepreneurs, Case Studies, Govt. Initiative and Schemes for Entrepreneurship, Media Entrepreneurial Scenario in Northeast India, Scope; opportunities; problems and issues.

Suggested readings:

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, Sage
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel

BMC-DE-006: MULTIMEDIA JOURNALISM

(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To understand the concept multimedia and how it can be used for various applications.

CO2: To understand the processes of print media, audio-visual communication and attributing ethical issues.

CO3: To study the equipments used in different application for style, design and structuring of the contents.

CO4: To understand mobile journalism, writing styles, narratives and marketing strategies.

Learning Outcomes:

LO1: The students will be able to understand the concept multimedia and how it can be used for various applications

LO2: The students will be able to understand the processes of print media, audio-visual communication and attributing ethical issues..

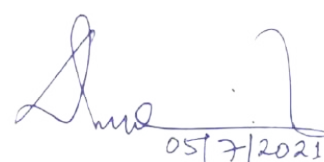
LO3: The students will be well acquainted with the equipments used in different application for style, design and structuring of the contents.

LO4: The students will understand mobile journalism, writing styles, narratives and marketing strategies.

Course contents:

UNIT I: Introduction to Multimedia

(15 Lectures)



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Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

UNIT II: Print

(15 Lectures)

Process of Production: Decision making and skills for multi -platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

UNIT III: Audio and Visual Communication

(15 Lectures)

Photography and cut-lines as important parts of storytelling. Placements and Visual Design
Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring a story, Writing, video editing with interviews and B-roll, streaming.

UNIT IV: Mobile Journalism

(15 Lectures)

Screen sizes and responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, elements of an interactive writer.


Practicum:

(60 Lectures)

Project: Incorporating elements from the entire previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

Suggested readings:

- Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.
- Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion- Pere Castor, 2002.
- Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson. 2005.


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BMC-DE-007: INTERNSHIP

_(Credit Distribution L:0:P:3:T:3= 6 Credits)

Course Objectives:

- To provide the students will hands-on experience of working in a media organisation.
- The help students to get acquainted with the media working environment.
- To assist them in establishing contacts in the media fraternity, as in PR field.

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.

Learning Outcomes:

- The students will be able to asses themselves for further improvements.

The programme will enhance their practical knowledge and the correct application of those in the field

BMC-DE-008: DOCUMENTARY/SHORT FILM PRODUCTION

(Credit Distribution L4: T:0:P:2= 6 Credits)

120 Lectures

Course Objectives:

CO1: To provide the students with the opportunity to explore wide range of audio-video production technologies and techniques.

CO2: To impart in the students the knowledge to uphold professional standards of film production.

CO3: To learn the steps of documentary making from script writing to editing techniques softwares.

CO4: To equip the learners with all aspects of creative audio and video production.

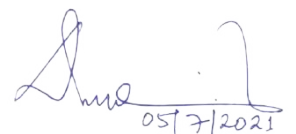
Learning Outcomes:

LO1: The learners will be able to demonstrate the ability to make informed decision about the purpose of their film making.

LO2: The learners will acquire the knowledge of all the steps involved in documentary making, and can further pursue their career in this field involving writing and aesthetic skills.

LO3: The learners will be able to understand the effective influence of Audio-visual medium.

LO4: The learners will be familiarised with the major ethical issues relating to documentary making.


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Course contents:

UNIT I:

(20 Lectures)

Introduction to Documentary / Short Film Production, types, Understanding Audio-Visual Communication

UNIT II:

(20 Lectures)

Pre-Production, Production, Types of shooting styles, writing a concept: telling a story, treatment, writing a proposal and budgeting, Structuring and scripting a documentary film.

UNIT III:

(20 Lectures)

Post Production: Importance of editing: styles, techniques, mood and continuity in editing.

Practicum:

(60 Lectures)

Shooting a Documentary / Short Film (5-6 minutes) and editing the same

Suggested Readings:

- Readings: Erik Barnow and Krishnaswamy Documentary
- Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
- Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
- Trisha Das How to Write a Documentary Double Take by PSBT

Suggested Screenings:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Night mail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Films by PSBT

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ABILITY ENHANCEMENT CUMPULSORY COURSES (AEC)

ENG-AE-111 Communicative English (Credit: L3:T1:P0=4)

Lecture Hour: 40

Course Objective

The course aims to train learners to be more effective at communicating successfully in interviews, public speaking, letter writing, report writing, presentations, and inter-personal debates and conversations. The learner also imbibes the fundamentals of communication and the art of persuasive speaking and writing which depends crucially on clarity of thought and contextual understanding expressed through appropriate vocabulary.

Course Outcome

After completion of the course, learners will be able to master the art of persuasive speech and writing, the art of listening, reading, and analysing; spend the bulk of their time in class in practical exercises of reading and writing; develop critical thinking skills; and they will be introduced to established principles of academic reading and writing. Other specific outcomes:

- Identify deviant use of English both in written and spoken forms
- Recognize the errors of usage and correct them and write simple sentences without committing errors of spelling and grammar
- Developing own competence in using the language
- Understand and appreciate English spoken by others
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life and develop an interest for reading
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life and career.

Module 01: Poetry: William Shakespeare – All the World is a stage; William Wordsworth – I wondered lonely as a Cloud; Ralph Waldo Emerson – The Mountain and the Squirrel; Emily Dickinson – Success is Counted Sweetest; Robert Frost - Stopping by Woods on a Snowy Evening; Rabindranath Tagore – Where the Mind is without Fear; A. K. Meherotra – Songs of the Ganga.

Module 02: Short Stories: R.K. Narayan – Lawly Road; Mulk Raj Anand – Barbar’s Trade Union; Somerset Mangham – The Luncheon; Guy De. Maupassant – The Necklace; Anton Chekhov – The Lament; O’ Henry – The Last Leaf; Manoj Das – The Submerged Valley.

Module 03: One-Act Plays and Short Fiction: (a) Norman Mckinnell - The Bishop’s Candle Sticks; Anton Chekov – A Marriage Proposal; Eugene Lonesco – The Lesson; August Strandberg – Miss Jullie; Fritz Karinthy– Refund; (b) Harper Lee – To kill a Mocking Bird, (Or) R. K. Narayan – Vendor of Sweets.

Module 04: Fundamentals of Grammar: Parts of speech, Articles and Intensifiers, use of tense forms, Use of Infinitives, Conditionals, Adjectives and Adverbs, Prepositions, Making Affirmative, Negative and Interrogative, Making Question Tag.

Module 05: Composition Practice: (a) Comprehension, Précis Writing, Paragraph Writing (150 words), Letter writing – Personal, Official, Demi-official, Business, Public speaking, Soft Skills, Interviews, Preparing Curriculum Vitae, Report (Meetings and Academic) writing; (b) Communication Practice – Introducing yourself, Introducing people to others, Meeting

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=Module	Marks	Theory	Practical
Module 01	20%	✓	
Module 02	20%	✓	
Module 03	20%	✓	
Module 04	20%	✓	✓
Module 05	20%	✓	✓

People, Exchanging Greetings, Taking Leave, Answering the Telephone, Asking Someone for Some Purpose, Taking and Leaving Messages, Call for help in emergency.

Practical Exercises

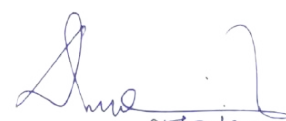
The students are required to:

1. know dictionary and its types, mapping a dictionary to locate words, and multiple uses of dictionary/ies
2. know the uses of Thesaurus/Lexicon/Activator/Encyclopaedia
3. know Note making/taking
4. know information transfer exercises
5. know the usage library resources properly
6. know citing references or developing a bibliography
7. Edit a piece of self and peer writing, writing and revising the drafts and preparing the final draft
8. Understand and appreciate the principle of politeness in relation to the speaker/ listener, debating, extempore speeches, and other discourses.

Suggested Readings

1. For reading the texts available sources of texts and help of the Web source may be taken.
2. Crystal, David (1985) Rediscover Grammar with David Crystal. Longman.
3. Hewings, M. (1999) Advanced English Grammar. Cambridge University Press.
4. Bakshi, R. N. A course in English Grammar, Orient Longman
5. Krishnaswamy, N. Modern English – A Book of Grammar, Usage and Composition. MacMillan India Ltd.
6. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
7. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
8. Hedge, T. (2005). Writing. London, OUP
9. Kumar, S and Pushp Lata (2015). Communication Skills. New Delhi, OUP
10. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
11. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan
12. Raman, Meenakshi and Sangeeta Sharma (2011). Technical Communication: Principles and Practice. New Delhi, OUP

Note: Students are advised to use latest edition of text books.


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HIN-AE-111 हिंदी शिक्षण (Hindi Sikshan)

क्रेडिट (Credit): L3:T1:P0

व्याख्यान घंटे (Lecture Hours): 40

(यह पत्र प्रथम सत्र में हिन्दी कौशलाधारित पाठ्यक्रम चुनने वाले सभी विद्यार्थियों के लिये हैं। यह पत्र चार इकाइयों में विभक्त है। प्रत्येक इकाई के लिये व्याख्यानों की संख्या निर्धारित है)

उद्देश्य: सामाजिक, व्यवसायिक, कार्यालयी तथा शैक्षणिक परिप्रेक्ष्य में विद्यार्थियों के भाषा कौशल में निखार लाना। विद्यार्थियों में प्रतिस्पर्धात्मक परीक्षाओं एवं साक्षात्कार हेतु आत्मविश्वास उत्पन्न करना। विद्यार्थियों में रचनात्मक कौशल विकसित करना। भाषा-ज्ञान के माध्यम से विद्यार्थियों को रोजगारोन्मुख शिक्षा प्रदान करना।

इकाई 1: राष्ट्रीय एवं अन्तरराष्ट्रीय परिप्रेक्ष्य में हिन्दी का महत्त्व; मानक हिन्दी और बोलचाल की हिन्दी में अन्तर; स्वागत भाषण, भाषण, विषय प्रवर्तन तथा धन्यवाद ज्ञापन।

व्याख्यान – 10

इकाई 2: **आलेख रचना:** सम्पादक के नाम पत्र, सम्पादकीय लेखन, स्तम्भ लेखन, पत्र पत्रिकाओं के लिये आलेख रचना; आकाशवाणी एवं दूरदर्शन हेतु वार्ता, साक्षात्कार एवं परिचर्चा तैयार करने की विधियाँ।

व्याख्यान – 10

इकाई 3: **व्यावहारिक लेखन:** कार्यालयी पत्राचार; प्रेस विज्ञप्ति; सूचना; ज्ञापन; कार्यसूची; कार्यवृत्त; प्रतिवेदन; सम्पादन; संक्षेपण; आत्मविवरण तथा ईमेल लेखन, फेसबुक, ब्लॉग और ट्वीटर लेखन।

व्याख्यान – 10

इकाई 4: **सृजनात्मक लेखन:** कविता, कहानी, नाटक तथा एकांकी, निबंध, यात्रावृत्त का स्वरूप विवेचन।

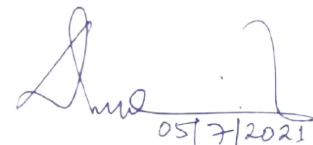
व्याख्यान – 10

उपलब्धियां -हिन्दी शिक्षण से सम्बन्धित इस पत्र में विद्यार्थी हिन्दी भाषा के व्यावहारिक स्वरूप तथा प्रयोजनमूलक हिन्दी के क्षेत्र लेखन से जुड़ी बहुविध जानकारियों से परिचित हुए। हिन्दी भाषा की बढ़ती लोकप्रियता और बढ़ते अन्तरराष्ट्रीय महत्त्व के सन्दर्भ में हिन्दी भाषा आधारित कौशल विकास से विद्यार्थियों को अवगत कराया गया। विशेषकर आलेख रचना के अतिरिक्त व्यावहारिक एवं सर्जनात्मक लेखन से जुड़ी बारीकियों को जान सके।

कार्य सम्पादन पद्धति: व्याख्यान, विचारविमर्श, समूहचर्चा, सामग्री-समीक्षा और प्रस्तुतीकरण आदि।

Module	Weightage of Marks	Theory	Practical / Numerical
Module 01	25%	✓	✓
Module 02	25%	✓	✓
Module 03	25%	✓	✓
Module 04	25%	✓	

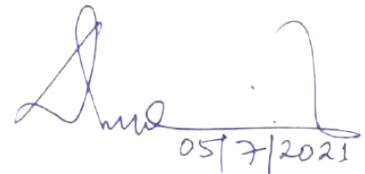
सहायक ग्रन्थ


05/7/2021

संयुक्त: कुलसचिव (शैक्षणिक एवं सम्मेलन)
राजीव गांधी विश्वविद्यालय
Jt. Registrar (Acad. & Conf.)
Rajiv Gandhi University
Rono Hills, Doimukh (A.P.)



1. अच्छी हिन्दी : रामचन्द्र वर्मा
2. व्यवहारिक हिन्दी व्याकरण और रचना : हरदेव बाहरी
3. हिन्दी भाषा : डॉ भोलानाथ तिवारी
4. रेडियों लेखन : मधुकर गंगाधर
5. टेलीविजन: सिद्धान्त और टैकनिक : मथुरादत्त शर्मा
6. प्रयोजनमूलक हिन्दी : डॉ दंगल झाल्टे
7. सरकारी कार्यालयों में हिन्दी का प्रयोग : गोपीनाथ श्रीवास्तव, राजकमल, दिल्ली
8. टेलीविजन लेखन : असगर वजाहत / प्रेमरंजन; राजकमल, दिल्ली
9. रेडियो नाटक की कला : डॉ सिद्धनाथ कुमार, राजकमल, दिल्ली
10. रेडियो वार्ता शिल्प : सिद्धनाथ कुमार, राजकमल, दिल्ली



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EVS-AE-121: ENVIRONMENTAL STUDIES

Credits: L4:T0:P0 = 4 Credits

Course Objective

The objective of this paper is to provide basic concept of on Environment, Ecology, Natural Resources, Importance of biodiversity and need for their conservation along with various environmental issues and Govt. policies, and Environmental movements.

Learning outcomes

- Learners will be able to understand environment science and its importance.
- Learners will understand the various types of pollution and hazards caused by them.
- Learners will understand ways to monitor environment and the various green technologies.
- Learners will know the various Acts enacted for the protection of the environment.

Key Words: Environment, Ecosystem, Natural Resources, Biodiversity, Environmental Issues and Policies

Unit I : Basic Concept of Environment

12 Lectures

Environment: Definition, scope and importance; Multidisciplinary nature of environmental studies. Concept of sustainability and sustainable development.

Ecosystem – Concept, Structure and function; Energy flow in an ecosystem: food chains, food webs, ecological pyramid. Ecological succession. Ecosystem services.

Unit II: Natural Resources

12 Lectures

Land as a resource, Land use patterns, land degradation, soil erosion and desertification.

Forest Resources, Use and over-exploitation; Deforestation - causes and impacts on environment.

Water Resources, Use and over-exploitation of surface and ground water; floods, droughts, Case studies on conflicts over water (international & inter-state).

Energy Resources, Renewable and non-renewable energy sources, growing energy needs, use of alternate energy sources.

Traditional ecological knowledge.

Unit III: Biodiversity and Conservation

12 Lectures

Biodiversity: Definition, levels (genetic, species and ecosystem diversity) and values; Biogeographic zones of India; Biodiversity hot spots. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions.

Conservation of biodiversity: *In-situ* and *Ex-situ* conservation of biodiversity.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

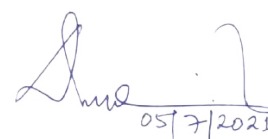
Unit IV: Environmental Issues and Policies

24 Lectures

Environmental pollution: types, causes, effects and controls of Air, water, soil, noise, solid waste and nuclear pollution.

Global environmental issues: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Salient features of Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation


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Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Paris agreement, Nagoya Protocol.

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare.

Disaster management: Floods, Earthquake, Cyclones and Landslides.

Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

Suggested readings

Bharucha, E. 2020. Textbook for Environmental Science for undergraduate students. University Grants Commission, New Delhi.

Gupta Abhik and Gupta Susmita. 2021. Environmental Studies: Principles and Practices. 344 pages, SAGE Texts.

Ahluwalia, V.K.. Environmental Studies. 2nd Ed. TERI Press.

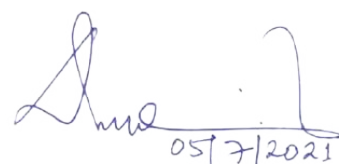
Kaushik Anubha and Kaushik, C.P. 2018. Perspectives in Environmental Studies. 6th Ed. New Age International Pvt. Ltd.

Krishnamurthy, K. V. 2020. An advanced textbook on Biodiversity: Principles and Practice. CBS Publisher and Distributors

Ambasht, R. S. and Ambasht, P.K. 2017. Environment and Pollution an Ecological Approach 5th Ed. CBS Publisher and Distributors.

Ambasht, R. S. and Ambasht, N.K. 2017. A textbook of Plant Ecology. 15th Ed. CBS Publishers and Distributors, New Delhi.

Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.



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SKILL ENHANCEMENT COURSE (SEC)

BMC-SE-001: PRINT MEDIA PRODUCTION

(Credit Distribution L2: T:0:P:2= 4 Credits)

90 Lectures

Course Objectives:

CO1: To impart the understanding of Print media, the fundamentals of print media and its process of production.

CO2: To learn the intricacies of layout and designs of print media.

CO3: To understand various techniques and methods employed in photo editing.

CO4: To familiarise the learners with desktop publishing and digital printing.

Learning Outcomes:

LO1: Justify the printing methods and techniques for the production by balancing all required ingredients.

LO2: Describe the fundamentals of the printing methods regarding printing process and press configuration.

LO3: Students shall be more focused on bringing out quality print with the help of proper designated instruments.

LO4: Explain the different effects, steps involved in photo editing and desktop publishing.

Course contents:

UNIT I: Fundamentals of Print Media:

(10 Lectures)

Design-Principles of page makeup and design - traditional, contemporary design, computer aided design (CAD), Dummy preparation, pagination- use of white space, easers-colour schemes- new trends in pagination, Grids, Copy fitting-types.

UNIT II: Layout and Design:

(10 Lectures)

Front Page, editorial page, pullouts, special pages, supplements and weekend magazines.

UNIT III: Photo Editing:

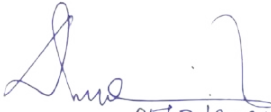
(10 Lectures)

Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-photo layout principles and types.

UNIT IV: Desktop Publishing & Printing:

(10 Lectures)

Typography, Typesetting methods, Desktop Publishing, Printing process-letter press, offset, gravure, silk screen, line blocks, half tones, Multi-Colour process, types of paper stocks, print size of publications, Colour Positives – Negatives – Colour Separation – Digital Printing, Flexography.


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Practicum:

(50 Lectures)

Production of Departmental newsletter/ Lab Journal/ Campus Script

Suggested Readings:

- Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
- News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, NewDelhi
- Professional Journalism, by M.V. Kamath, Vikas Publications
- Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
- Journalism: Critical Issues, by Stuart Allan, Open University Press
- Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.

Principles of Art and Production, by N.N. Sarkar, Oxford University Press

BMC-SE-002: FUNDAMENTALS OF COMPUTERS

(Credit Distribution L2: T:0:P:2= 4 Credits)

90 Lectures

Course Objectives

CO1: To learn about Computer .

CO2: To understand Software and Operating System.

CO3: To understand IT Communication .

CO4: To learn about Office Automation Package.

CO5: To learn about Document, creation, manipulation and storage of Chart and Slide Show Package.

Learning Outcomes:

LO1: Students will learn about computer

LO2: Students will be able to understand Software and Operating System

LO3: Students will have the knowledge of IT Communication

LO4: Students will learn about Office Automation Package

LO5: Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package


Detailed Course

Unit - I

(10 Lectures)

Introduction to Computer, Software and Devices Computer System Concepts

Types of Computers, Basic Components of a Computer System


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Memory, Input Devices, Output Devices, Various Storage Devices, Software - Types - System software, Application software.

System Software - Operating System, Utility Program, Assemblers, Compilers and Interpreter

Application Software - Word processing, Spreadsheet, Presentation Graphics, Database Management System.

Unit- II (10 Lectures)

Introduction to Operating System and Network

Introduction of Windows Linux and Mac. Windows - Features, Various versions, Working

My Computer & Recycle bin, Desktop Icons and Windows Explorer, Working with Files & Folders, Accessories and Windows Settings using Control Panel, Creating users, Internet settings, Start button & Program lists

Types of Network - LAN, WAN, MAN, Topologies of LAN - Ring, Bus Star, Mesh and Tree topologies

Components of LAN -Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways.

Unit - III (10 Lectures)

Introduction to MS Office

MS Word: Features & area of use

Menus, Toolbars & Buttons, Creating a New Document, Different Page Views and layouts

Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & various print options, Spell Check, Thesaurus, Find & Replace, Auto texts, Working with Columns

Creation & Working with Tables, Mail Merge

Unit - IV (10 Lectures)

MS Excel Concepts of Workbook & Worksheets, Using different features with Data, Cell and Texts

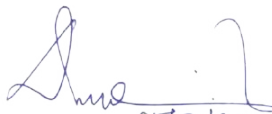
Inserting, Removing & Resizing of Columns & Rows, Working with Data & Ranges,

Column Freezing, Labels, Hiding, Splitting etc

Use of Formulas, Calculations & Functions

Cell Formatting including Borders & Shading

Working with Different Chart Types



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Unit - V

(10 Lectures)

Introduction of MS PowerPoint

Creating a New Presentation, Working with Presentation, Using Wizards, Slides & its different views, Inserting, Deleting and Copying of Slides

Working with Notes, Handouts, Columns & Lists

Adding Graphics, Sounds and Movies to a Slide, Working with PowerPoint Objects

Designing & Presentation of a Slide Show, Printing Presentations, Notes, Handouts with print options

Practicum:

(40 Lectures)

Presentation of Comparison of different Computers , Memory & Devices Comparison of types of Hardware

Preparation of Files and folders in different O/S.

To find out type of network done and software available in Computer Lab. Presentation of paper Document.

Preparation of Chart, Table and Graph for various medium.

Preparation Slide for Presentation on given topic.

Any other assignments given by the concerned Faculty.

Suggested Readings

- Computers Today, S.K. Basandra, Galgotia Publications.
- Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
- Computer Ek Parichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009
- Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
- Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
- Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
- Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10: 8176564486, 2005
- Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999
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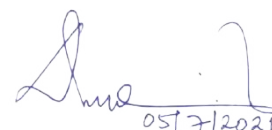
BMC-SE-003: RADIO PRODUCTION

(Credit Distribution L2: T:0:P:2= 4 Credits)

90 Lectures

Course Objective:

CO1: To provide the students with the understanding of the evolution and growth of radio.


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CO2: To equipped the students with basic knowledge of sound and its components required for production of various radio programme.

CO3: To understand different sound formats and its distinctive usage.

CO4: To understand different techniques and tools used in any form of sound production.

CO5: To get acquainted with softwares, equipments, studio rooms for sound recording and editing.

Learning Outcomes:

LO1: Students will have thorough knowledge of sound equipment, production techniques and processes.

LO1: Students will be able to understand the usage of various softwares for radio formatting.

LO2: Demonstrate designs, plan, and organise radio station formats.

LO3: Identify components of radio editing techniques and produce radio programmes for real world working environment.

Course contents:

UNIT I: Sound, Radio & Technology (15 Lectures)

Radio Production Techniques, Types and functions, Roles and rules of the Production process.

UNIT II: Stages of Radio Production (15 Lectures)

Pre-Production – (Idea, Research, Radio script), Production–Creative use of Sound; Listening, Recording, using archived sounds (execution, requisite, challenges), Editing, Creative use of Sound Editing.

UNIT III: Studio and Equipment (15 Lectures)

Production Control Room & Studio, acoustics, input and output chain, studio console: recording and mixing

UNIT IV: Radio program Format (15 Lectures)

Group A: Spoken word- Talk show/ Radio Drama

Group B: Music and commercials, sig tunes, jingles, PSA (only one format) live shows

Practicum: (30 Lectures)

Producing any one Radio format mentioned in Group A which should include Public Service Advertisement and/or Jingle mentioned in Group B of Unit III (Duration-5 minutes)

Suggested Readings:

- Aspinnall, R. (1971)Radio Production, Paris: UNESCO.
- Flemming, C. (2002) The Radio Handbook, London: Routledge.
- Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.

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- McLeish, R. (1988) Techniques of Radio Production, London: Focal Press. 5. Nisbett, A. (1994) Using Microphones, London: Focal Press.
- Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.
- Siegel, E.H. (1992) Creative Radio Production, London: Focal Press

BMC-SE-04: BASICS OF EDITING
(Credit Distribution L2: T:0:P:2= 4 Credits)

90 Lectures

Course Objectives

CO1: To familiarize the students with the basics of editing.

CO2: To understand the process of editing for various platforms.

CO3: To create understanding of specialized reporting .

CO4: To inculcate the knowledge of dummy , printing and layout.

Learning Outcomes

LO1: Students would be able to familiarize themselves with the basics of editing.

LO2: Students would be able to understand the process of editing for various platforms.

LO3: Students would be able to create understanding of specialized reporting .

LO4: Students would be able to understand about the dummy , printing and layout.

Detailed Course

Unit - I

(15 Lectures)

Editing and its Significance in Journalism

Role of News Editor, Chief Sub Editor and Copy Editor

Difference Between Editing of Newspaper and Magazine

Subbing of News and News Reports

Editing of Articles, Features and other Stories

Unit - II

(15 Lectures)

Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines.

Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc

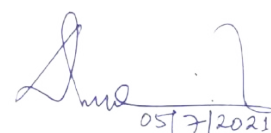
Difference between Print Editing and Web Editing

Editing for On-line Newspaper

Editing for Magazines

Unit - III

(15 Lectures)


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Concept and Utility of Dummy

Dummy Newspaper, Magazines and Journalist

Web Journalism and Dummy

Modern Lay-out (Specialized designing)

Designing tools

Unit – IV

(15 Lectures)

History of Printing Technology, layout and Designing and its Significance in the Newspaper

Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc.

Page Designing, Principle, Forms and Utility

Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs

Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

Practicum:

(30 Lectures)

Copy editing assignment.

Writing Headlines for different types of news.

Intro/lead writing assignment.

Creating dummy.

Layout :Preparing the layout of the front, back and other pages of a newspaper and a magazine .

Photo coverage of news events in the campus or outside.

Shooting and preparing Photo Feature along with write-up.

Suggested Readings

- Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
- Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
- Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
- Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
- Darkroom basics and beyond, Roger hicks &Francis schultz, Patterson, 2000
- Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016Rogers, G.(1993).
Editing for Print, Mocdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
- Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- Click & Baird(1994). Magazine Editing &Production, WCB Brown & Benchmark.
- Hicks& Homes,(2001). Sub-editing for Journalists, Routledge.

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GENERIC ELECTIVE (GE)

BMC-GE-001: MOBILE JOURNALISM (MoJo)

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To introduce various components and aspects of mobile communication, and its evolution.

CO2: To understand content development in interactive communication networks and the usage of mobile phones as tools for development.

CO3: To understand the global networks and media convergence and content creation in digital world.

CO4: To familiarise the learners with the concept, meaning and advantages of mobile journalism, techniques and equipments.

Learning Outcomes:

LO1: Students will be able to understand components and aspects of mobile communication, and its evolution.

LO2: Students will develop the understanding of interactive communication networks and the usage of mobile phones as tools for development.

LO3: Students will be able to understand the global networks, media convergence and content creation in digital world.

LO4: Students with vast knowledge of advantages of mobile software and equipments can work efficiently.

Course contents:

UNIT I: Introduction to Mobile Communication

(20 Lectures)

Wireless Communication Technology, Evolution of mobile communication, basic components of a mobile communication system.

UNIT II: Interactive Communication and Development

(20 Lectures)

Interactive content development, mobile phones as tool for Development Communication, PSA, PIL

UNIT III: Mobile Convergence

(20 Lectures)

Visual, Text, Images and Video, Blogging, Podcasting and Live Streaming, Television, Radio and Internet content creation through mobile phones.

UNIT IV: Mobile Journalism

(20 Lectures)

Concept and meaning, advantages of Mobile Journalism, Mastering Mobile Journalism, Skills and workflow, Technology and equipment – MOJO Apps.

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ACTIVITY:

(10

Lectures)

As part of this course, students are required to create visual, sound and text messages for mobile media and produce an audio-visual PSA on themes pertaining to current affairs, health, agriculture, education and environment.

Suggested Readings:

- Mobile Storytelling: A journalist's guide to the smart phone galaxy, by Wytse Vellinga and Björn Staschen (Kindle e-book, March 2018)
- MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad, by Ivo Burum and Stephen Quinn (Focal Press, 2015), ISBN-13: 978-1138824904
- Mobiler Journalismus, by Björn Staschen (Springer, 2017), ISBN 978-3-658-11783-5, e-book ISBN 978-3-658-11783-5 (in German)
- The Live-Streaming Handbook: How to create live video for social media on your phone and desktop, by Peter Stewart (Routledge, 2017), ISBN-13: 978-1138630055.

BMC-GE-002: BASICS OF PHOTOGRAPHY

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To course will help learners understand the concepts, origin, and importance of photography.

CO2: To understand the types of lighting and equipments required in different types of photography.

CO3: To understand the techniques and photo editing softwares employed in editing process.

CO4: To understand the detailed processes and new digital trends of photography.

Learning Outcomes:

LO1: The students will be able to create masterpiece employing various techniques, methods, and rules of photography.

LO2: The students will be able to identify the right equipment for any kind of photography.

LO3: Students with invested interest will become employable as professional photographers.


LO4: Students with knowledge of currents trends and software can excel in the field.

Course contents:

UNIT I: History of Photography

(20 Lectures)

Definition and Origin of Photography, The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography


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UNIT II: Lighting & Equipment of Photography

(20 Lectures)

The different types of lighting-Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and photographing. Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage

UNIT III: Types of Photography

(20 Lectures)

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and Advertisement photography.

UNIT IV: Editing

(20 Lectures)

Photo editing software: Adobe Photoshop Elements, Photoshop CC- (Creative Cloud), correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, red eye.

ACTIVIY:

(10 Lectures)

Theme based photography assignment/ Photo essay/ Photo feature/ Photo exhibition.

Suggested Readings:

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.
3. Practical photography by O.P. Sharma HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

BMC-GE-003: Film Studies

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To understand the concept of film studies and language of cinema.

CO2: To study the various film movements in India and around the world.

CO3: To critically analyse films with the help of film theories.

CO4: To understand the impact of globalisation and the new trend of cinema in India.

Learning Outcomes:

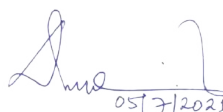
LO1: The students will be able to define film theories.

LO2: Classify the language of cinema and film narratives.

LO3: Students will develop sense to critical analysis of films.

LO4: Explain the concept of mis-en-scene and need for understanding key theoretical framework of Cinema.

Course contents:


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UNIT I: Language of Cinema (20 Lectures)

Language of Cinema –Shot, Scene, Sequence, Mis-en-scene, Continuity, Editing, Montage
Sound and Colour.

UNIT II: Film Movements across the globe (20 Lectures)

French New-Wave, German Expressionism and, Italian Neo-realism.

UNIT III: Film Theories (20 Lectures)

Third Cinema/ Art Cinema/ Parallel Cinema, Auteur Theory, Genre Theory

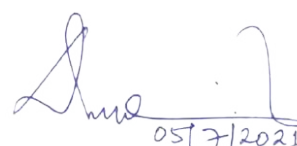
UNIT IV: Indian Cinema (20 Lectures)

Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
The Indian New-Wave Globalization and Indian Cinema, Film Culture, Cinema of Northeast India.

Activity: Screening of Select Movies (10 Lectures)

Suggested Readings:

- Andre Bazin, “The Ontology of the Photographic Image” from his book What is Cinema Vol. I
- Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book Film Form: Essays in Film
- Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in
- Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
- Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder “Notes on Film Noir” in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
- Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.


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- Richard Dyer “Heavenly Bodies: Film Stars and Society” in Film and Theory: An Anthology
Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
Global Bollywood by Anandam P. Kavoori and Aswin Punanth ambekar Eds. New York: New York
University Press. 2008.

BMC-GE-004: HEALTH AND ENVIRONMENTAL COMMUNICATION

(Credit Distribution L6: T:0:P:0= 6 Credits)

90 Lectures

Course Objectives:

CO1: To provide the concept and application of health communication to the students.

CO2: To impart understanding of various tools of communication for health campaign strategies and purposes.

CO3: To address the barriers in the process of health communication campaigns and implementation of projects.

CO4: To identify the scope of diverse environmental issues and impacts on health and resources.

Learning Outcomes:

LO1: The students will understand the necessity of health communication and its co-relation with environment.

LO2: Develop strategies to fight environmental issues and voice for the same.

LO3: Plan persuasive measures to inform, aware, educate, and influence individuals and Community on issues of health and environment.

LO4: The students will develop sensitivity towards the environment and can participate in environmental programmes.

Course contents:

UNIT I: Introduction to Health Communication

(23 Lectures)

Concept of health, health status of people, needs of women, children and adolescents, vulnerability of people, Role of IEC (Information Education Communication) or Behavior changes communication in public Health programmers, Social marketing, theories of behavior change, step in behavior change process, Importance of PRA, PLA social mobilization, networking.

UNIT II: Communication Strategy

(22 Lectures)

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Role of Interpersonal Communication (IPC), Barriers in Communication planning process for public Health Communication situational analysis or communication need assessment strategic design, Management, implementation and monitoring impact evaluation.

UNIT III: Environmental Studies and Communication

(23 Lectures)

Scope and importance, Global warming, Ozone layer depletion, ground water pollution, acid rain, Natural resources and associated problems: Forest resources, water resources, mineral resources, food resources, energy resources, land resources, Pollution: Concept and types, Environmental Communication.

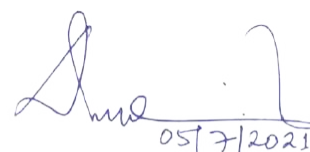
UNIT IV: Environmental Issues

(22 Lectures)

Environment versus development debates, Mega dam projects and its impact, Development and displacement, Land, forest and tribal issues.

Suggested Readings:

- Anders Hansen,(2010), Environment, media and communication, Routledge.
- The EESD Digest, Headlines Matter, Issue 05, September, 2014
- Regina A. Simon, (1971): "Public attitudes toward population and pollution," Public Opinion Quarterly 35 95– 102.
- Mass communication and public understanding of environmental problems: The case of global warming Keith R. Stamm, Fiona Clark and Paula Reynolds Eblacas, Public Understanding of Science 2000; 9; 219
- Pesemen, Paula DuPre' and Aronson, Jerry (Producer). Orlowski, Jeff (Director). (2012). Chasing Ice. United State: Submarine
- David, Laurie, Bender, Lawrence and Burns, Scott Z (Producer). Guggenheim, Davis (Director). (2006). An Inconvenient Truth. Deluxe. Participant Media.
- Rachel Carson, Silent Spring (1962)



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