

# University of Kalyani



**CBCS CURRICULUM FOR SEMESTERIZED UNDER-GRADUATE COURSE  
IN  
B.A. (HONOURS) IN MEDIA STUDIES**

**WITH EFFECT FROM THE ACADEMIC SESSION  
2018-19**

# **B.A. (Honours) in Media Studies under Choice Based Credit System (CBCS)**

**Time Duration: 3 Years**

**Semesters: 6**

## **Semesterized Draft UG-CBCS Syllabus as per the Format of The University of Kalyani**

### **B.A. Hons in Media Studies - Introduction**

‘Media’ that influence us to form our opinion about a product, service, a social incident or any event are essentially to be studied in higher education to build up individual career in modern era.

Media is a combination of tools of communication. Newspaper, Television, Advertising, Theatre, Music, Film, Radio, Internet come under the umbrella of media.

Media Studies comprise different subjects related to media from Mass Communication, Journalism to Audio-Visual Communication to open up a vast horizon for the aspirant students to build up their career either through employment in media and corporate houses or by self-employment. The course is totally vocational and practical based under professional and experienced faculty from Universities, Media and Corporate Sectors.

### **A. TOTAL Number of courses in UG-CBCS (B.A./B.Sc./B.Com. Hons.):**

Types of course	Core course (CC)	Elective course		Ability enhancement course		T O T A L
		Discipline specific elective course (DSE)	Generic elective course (GE)	Ability Enhancement compulsory course (AECC)	Skill Enhancement course (SEC)	
No. of course	14	4	4	2	2	26
Credit/course	6	6	6	2	2	140

**TABLE-1: DETAILS OF COURSES & CREDIT OF B.A. IN MEDIA STUDIES (HONOURS) UNDER CBCS**  
**TABLE-1: DETAILS OF COURSES & CREDIT OF B.A./ B.SC./ B.COM.( HONOURS ) UNDER CBCS**

S. No.	Particulars of Course	Credit Point
1.	<b>Core Course: 14 Papers</b>	<b>Theory + Tutorial</b>
1.A.	Core Course: Theory ( 14 papers)	14x5 = 70
1.B.	Core Course ( Practical/Tutorial)*( 14 papers)	14x1 = 14
2.	<b>Elective Courses: (8 papers)</b>	
2.A.	A. Discipline specific Elective(DSE)(4 papers)	4x5 = 20
2.B.	DSE ( Practical / Tutorial)* (4 papers)	4x1 =4

<b>2C.</b>	General Elective(GE) ( Interdisciplinary) (4 papers)	4x5 = 20
<b>2.D.</b>	GE ( Practical / Tutorial)* (4 papers)	4x1 =4
<b>A.</b>	AECC(2 papers of 2 credits each) ENVS, English Communication/ MIL	2x2 = 4
<b>B.</b>	Skill Enhancement Course(SEC) (2 papers of 2 credits each)	2x2 = 4
<b>Total Credit:</b>		<b>140</b>

**TABLE-2: SEMESTERWISE DISTRIBUTION OF COURSE & CREDITS IN B.A./B.SC./B.COM. HONS**

Courses/ (Credits)	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI	Total No. of Courses	Total credit
<b>CC (6)</b>	2	2	3	3	2	2	14	84
<b>DSE (6)</b>	--	--	--	--	2	2	04	24
<b>GE (6)</b>	1	1	1	1	--	--	04	24
<b>AECC (2)</b>	1	1			--	--	02	04
<b>SEC (2)</b>	--	--	1	1	--	--	02	04
<b>Total No. of Course/ Sem.</b>	4	4	5	5	4	4	26	--
<b>Total Credit /Semester</b>	<b>20</b>	<b>20</b>	<b>26</b>	<b>26</b>	<b>24</b>	<b>24</b>	<b>-----</b>	<b>140</b>

**TABLE-3: SEMESTER & COURSEWISE CREDIT DISTRIBUTION IN B.A./B.COM/B.SC.(Hons.)  
(6 Credit: 75 Marks)**

SEMESTER-I			
Course Code	Course Title	Course wise Class (L+T+P)	Credit
UG-MSDH-H-CC-L-01	HISTORY OF JOURNALISM	AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-01	HISTORY OF JOURNALISM	"	1
UG-MSDH-H-CC-L-02	MASS COMMUNICATION	"	5
UG-MSDH-H-CC-T-02	MASS COMMUNICATION	"	1
UG-PLSG/SOCG-H-GE-L/T/P-01	POLITICAL SCIENCE/SOCIOLOGY*	"	6
AECC-01	ENVIRONMENTAL STUDIES	"	2
<b>Total</b>	<b>4 courses</b>	<b>Total</b>	<b>20</b>
SEMESTER-II			
Course Code	Course Title	Course wise Class	Credit
UG-MSDH-H-CC-L-03	REPORTING	AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-03	REPORTING	"	1
UG-MSDH-H-CC-L-04	WRITING & EDITING	"	5
UG-MSDH-H-CC-T-04	WRITING & EDITING	"	1
UG-PLSG/SOCG-H-GE-L/T/P-02	POLITICAL SCIENCE/SOCIOLOGY*	"	6
AECC-02	ENGLISH COMMUNICATION	"	2
<b>Total</b>	<b>4 courses</b>	<b>Total</b>	<b>20</b>
SEMESTER-III			
Course Code	Course Title	Course wise	Credit

UG-MSDH-H-CC-L-05	FILM AS A MEDIUM OF COMMUNICATION	<b>Class</b> AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-05	FILM AS A MEDIUM OF COMMUNICATION	"	1
UG-MSDH-H-CC-L-06	RADIO	"	5
UG-MSDH-H-CC-T-06	RADIO	"	1
UG-MSDH-H-CC-L-07	TELEVISION	"	5
UG-MSDH-H-CC-T-07	TELEVISION	"	1
UG-PLSG/SOCG-H-GE-L/T/P-03	POLITICAL SCIENCE/SOCIOLOGY*	"	6
UG-MSDH-H-SEC-L+T-01	VIDEOGRAPHY HANDS-ON TRAINING	"	2
<b>Total</b>	<b>5 courses</b>	<b>Total</b>	<b>26</b>
<b>SEMESTER-IV</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Course wise Class</b>	<b>Credit</b>
UG-MSDH-H-CC-L-08	PHOTOGRAPHY	AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-08	PHOTOGRAPHY	"	1
UG-MSDH-H-CC-L-09	ADVERTISING & MARKETING	"	5
UG-MSDH-H-CC-T-09	ADVERTISING & MARKETING	"	1
UG-MSDH-H-CC-L-10	PUBLIC RELATIONS	"	5
UG-MSDH-H-CC-T-10	PUBLIC RELATIONS	"	1
UG-PLSG/SOCG-H-GE-L/T/P-04	POLITICAL SCIENCE/SOCIOLOGY*	"	6
UG-MSDH-H-SEC-L+T-02	VIDEO EDITING PRACTICAL	"	2
<b>Total</b>	<b>5 courses</b>	<b>Total</b>	<b>26</b>
<b>SEMESTER-V</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Course wise Class</b>	<b>Credit</b>
UG-MSDH-H-CC-L-11	INDIAN CINEMA	AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-11	INDIAN CINEMA	"	1
UG-MSDH-H-CC-L-12	COMMUNITY MEDIA & PSB	"	5
UG-MSDH-H-CC-T-12	COMMUNITY MEDIA & PSB	"	1
UG-MSDH-H-DSE-L-01	LIFESTYLE JOURNALISM	"	5
UG-MSDH-H-DSE-T-01	LIFESTYLE JOURNALISM	"	1
UG-MSDH-H-DSE-L-02	EVENT MANAGEMENT	"	5
UG-MSDH-H-DSE-T-02	EVENT MANAGEMENT	"	1
<b>Total</b>	<b>4 courses</b>	<b>Total</b>	<b>24</b>
<b>SEMESTER-VI</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Course wise Class</b>	<b>Credit</b>
UG-MSDH-H-CC-L-13	MEDIAL LAWS & ETHICS	AS PER THE ALLOTMENT OF THE UNIVERSITY	5
UG-MSDH-H-CC-T-13	MEDIAL LAWS & ETHICS	"	1
UG-MSDH-H-CC-L-14	MEDIA ECONOMICS & MANAGEMENT	"	5
UG-MSDH-H-CC-T-14	MEDIA ECONOMICS & MANAGEMENT	"	1
UG-MSDH-H-DSE-L-03	TRAVEL & TOURISM/SPORTS JOURNALISM	"	5
UG-MSDH-H-DSE-T-03	TRAVEL & TOURISM/SPORTS JOURNALISM	"	1
UG-MSDH-H-DSE-P-04	DISSERTATION & DOCUMENTARY FILM-MAKING	"	6
<b>Total</b>	<b>4 courses</b>	<b>Total</b>	<b>24</b>
<b>Total (All semesters)</b>	<b>26 courses</b>	<b>Total</b>	<b>140</b>

**Note: Each paper in this Course contains both Theory and Tutorial, out of which Internal Assessment is: 15 Marks [5 for Attendance and 10 for Class-Test/Assessment/Seminar]. Theory: 60 Marks.**

**\*Generic Elective (GE) papers and Ability Enhancement Compulsory Courses (AECC) will follow the University recommended syllabus structure and content.**

**COURSE OBJECTIVES:**

After completion of the course the learners will be able to:

- Join the Administrative sector of Media as per the present demand of the market.
- Join the Technical sector of Media Industry as required by the present market.
- Join the Creative sector of Media as per the contemporary requirement due to a boom of new media (Internet, Facebook, etc.)

## **COURSE CONTENT:**

### **Core-Course**

**Total Marks: 1050**

**Core-Course Subjects**

### **SEMESTER - 1**

#### **C1: HISTORY OF JOURNALISM**

**75 Marks**

- 1) Emergence of newspaper in India and growth of Indian language Press- James Augustus Hickey-James Silk Buckingham-Baptist Missionaries-Rammohan Roy-Adam's Gag-Derozians & their contributions.
- 2) Rise of international news agencies.
- 3) Role of Indian press-Hindu Patriot and Harish Chandra Mukherjee-The Amrita Bazar Patrika-Vernacular Press Act (1878)-The Hindu-The Statesman- The Times of India.
- 4) Role of Mahatma Gandhi in shaping Indian journalism.
- 5) Emergence of Indian news agency system- API, UPI, PTI,UNI.
- 6) Emergence and growth of radio and television in India-Introduction and growth of Radio in India-Introduction and growth of Television in India.

❖ **Suggested Readings/References:**

- Natarajan: 'History of Indian Journalism', Publications Dvn.(Reprint 1997).
- Rangaswamy Parthasarathi: 'Journalism in India', Sterling Publishers, 1989.
- Kumar K. J.: 'Mass Communication in India', Jaico Publishing House, 2000.
- Mehta, D.S.: ' Mass Communication and Journalism in India', Allied Publishers Private, 1996.

#### **C2 : MASS COMMUNICATION**

**75Marks**

- 1) Definition, Elements, Functions and barriers of communication: Its importance for human society.
- 2) Forms of Communication: Interpersonal Communication, Nonverbal Communication & body language, Group communication, Intrapersonal communication.
- 3) Indian concept of communication with special reference to Gandhian style of communication.
- 4) Definition & Features of Mass Communication: Concept of 'mass' in mass communication: Interface between Interpersonal & communication. Mass culture and cultural imperialism.
- 5) Theories and effects of Mass Communication – (a) Hypodermic Needle Theory, (b) Two steps & Multi Step Theory and Opinion leaders, (c) Selective Exposure, Selective Perception & Selective Retention, (d) Cognitive dissonance, (e) Need Gratification

Theory (f) Play Theory (g) Spiral of silence (h) Chomsky's Propaganda theory (I) Marxist view of mass media (j) Four theories of the Press, Normative Theories (h) New World Information and Communication Order.

- 6) Mass media as products of a corporate society: Social responsibility and commercial compulsion: Infotainment & Advertorial: Agenda setting and gate keeping role: New technology and Digital divide.

❖ **Suggested Readings/References:**

- McQuail D: Mass Communication Theory: An Introduction, Sage Publication 2005
- Ghosh S: Mass Communication: An India Perspective, Shishu Sahitya Samsad, 2009
- Hoggart R: Mass Media in a Mass Society, Bloomsbury Publishing, 2004
- Kumar K. J: Mass Communication in India, Jaico Publishing House 2013

## **SEMESTER – 2**

### **C3 : REPORTING**

**75 Marks**

- 1) Reporting- concept- principles – objectivity in reporting for newspapers and magazines.
- 2) Various departments of a newspaper- functions- News department – functions.
- 3) Duties, responsibilities and qualities of editor, news editor, news coordinator, special correspondent, chief reporter, reporter, correspondent, stringer.
- 4) Concept of news-nose for news- news elements- news beat- news source-scoop and exclusive.
- 5) News report- techniques-intro/lead-language- lucidity- value addition- follow up.
- 6) Press Conference- Press briefing-meet the press.
- 7) Interviewing-types, purposes, techniques- writing interview based story.
- 8) Interpretative reporting-purposes and techniques.
- 9) Investigative reporting-purposes and techniques.
- 10) Reporting crime, weather, speech, disaster, court, Political election, conflict.
- 11) Specilised reporting- concept and techniques- science, sports, economy, commerce, life style, entertainment, farm, gender, development and allied areas.
- 12) Writing reviews- concept and techniques- book, film, cultural programme.
- 13) Feature- concept and writing techniques.

❖ **Suggested Readings/References:**

- Kamath,V : The Journalists Handbook, Vikas Publishing House, 1980
- Kamath,V : Professional Journalism, Vikas Publishing House, 1980
- Srivastava, K.M. : News Reporting & Editing, Sterling Publishers, 1987
- Paul S: News Reporting Practice, El Alma Publications, 2014
- Hohenberg J: The Professional Journalist: A Guide to Modern Reporting Practice, Holt, 1966
- H Geoffrey & S David : Practical Newspaper Reporting. SAGE Publications Ltd, 2010

**C4 : WRITING AND EDITING****75 Marks**

- 1) Editing – concept- purpose and principles- application of computer.
- 2) Editorial desk set up-news flow, copy management and organisation.
- 3) Duties, responsibilities and qualities of chief sub editor, sub editors-coordination with news editor and chief reporter.
- 4) Headlining- rewriting intro/lead-fact verification- logic- sequences etc.
- 5) Editing news agency copy-selection and rewriting-editing developing stories.
- 6) Editing features and soft stories-purposes and principles.
- 7) Proof reading- meaning- symbols- purposes.
- 8) Dummy page makeup- layout- purposes and principles.
- 9) Use of photo, graphics, visuals- purposes and principles of editing.

❖ **Suggested Readings/References:**

- Banerjee S: News Editing in Theory and Practice, K.P. Bagchi, 1992
- G. Anita: News Editing: Principles and Practices, Kaniska Publication, 2012
- Horberry R: Brilliant Copy Writing: How to craft the most interesting and effective copy imaginable (Brilliant Business), Pearson Business, 2009
- Bowles D. A: Creative Editing, Wadsworth Publishing, 2010

**SEMESTER – 3****C5 : FILM AS A MEDIUM OF COMMUNICATION****75 Marks**

- 1) Film as a medium of communication –its characteristics-its relationship with other media-Film as art, entertainment and propaganda. Film theories-Realism and representation.
- 2) From Magic Lantern to Motion Pictures, Early Cinema Louis Lumiere, George Melies and Edwin S. Porter.
- 3) Idea, synopsis, scenario and script.
- 4) Shot, Scene, sequences.
- 5) Speech, Effects/ Ambience, Silence, Synchronized and non synchronized sound and music.
- 6) Filmic Time and Real Time. Special design. Mise-en-scene, Montage: Eisenstein and Pudovkin.
- 7) Early Hollywood: D. W. Griffith, Charles Chaplin, and John Ford. Hollywood Studio System.
- 8) Socialist Realism: Sergei Eisenstein, S. Pudovkin, and Dovzhenko.
- 9) German Experiments Cinema – Robert Weine, Fritz Lang.
- 10) Neo Realism: Vittorio De Sica, Roberto Rossellini.
- 11) France : Jean Renoir, Francois Truffant, Jean Luc, Antonioni, Goddard.



❖ **Suggested Readings/References:**

- Monaco J: How to Read a Film: Movies, Media, and Beyond, Oxford University Press, 2009
- Arijon D: Film History: Grammar of the Film Language, Silman-James Press, 1991
- Nelmes J: An Introduction to Film Studies, Routledge, 2011
- Cleve B: Film Production Management, Focal Press, 2005

**C6: RADIO**

**75Marks**

- 1) Radio as a means of communication – importance and unique features.
- 2) History of Radio- origin of development of radio in India – before and after independence-  
FM – Radio on web recent trends
- 3) Various types of programs and production techniques.
- 4) Radio News Room-functions- organizational set up – auto and manual.
- 5) Radio News- salient features – radio reporter: duties and qualities
- 6) Radio interviews- purpose and techniques.
- 7) Radio news reels- radio talk – radio feature- purposes and techniques.
- 8) Interactive radio-types and techniques.
- 9) Editing for radio- concept and techniques.
- 10) Writing for radio- different types- styles and techniques.
- 11) Audience research – scope and method.
- 12) AIR code- relevant rules and laws – news trends.

❖ **Suggested Readings/References:**

- Rudin R: Broadcasting in the 21<sup>st</sup> Century, Palgrave, 2011
- Saxena A: Radio in New Avatar: AM to FM, Kanishka Publishers, Distributors, 2011
- Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., 2005
- Boyd A, Stewart P & Alexander S.R.: Broadcast Journalism, Focal, 2008

**C7 : TELEVISION**

**75 Marks**

- 1) Television as means of communication – importance- unique features
- 2) History of Television- origin and development of television in India- before and after independence.
- 3) Satellite TV- Cable TV. – Community network- recent developments.
- 4) Common equipment used in TV production and transmission.
- 5) Various types of programs and production techniques.
- 6) TV News Room and its functions- organisational set up.
- 7) TV News- salient features – TV reporter- duties and qualities.
- 8) TV interview- purpose and techniques.

- 9) Anchoring for television – types and techniques – Live Coverage through satellite- types- and techniques.
- 10) Basic shots – Camera operations- some thumb rules.
- 11) Live Coverage – interactive TV program- types and techniques.
- 12) Television documentaries- fundamental rules & techniques- marketing of documentaries
- 13) Relevant code – rules & laws – new trends.

❖ **Suggested Readings/References:**

- Kaushik S: Script to Screen, MacMillan, 2002
- Boyd A, Stewart P & Alexander S.R.: Broadcast Journalism, Focal, 2008
- Bignell J: An Introduction to Television Studies, Psychology Press, 2004
- Kasturi S.K.: Satellite Television and The Internet: History, Development and Impact, Kanishka Publishers, Distributors, 2013

## **SEMESTER – 4**

### **C8 : PHOTOGRAPHY**

**75 Marks**

#### **STILL-PHOTOGRAPHY:**

- 1) Introduction of Photography, Still.
- 2) Optics:- Reflection/ Refraction Lens (Wide, Normal, Tele, Zoom), Depth of Field, Depth of Focus, Back Focus, Focal length, Image distance, Object Distance.
- 3) Lighting- Colour Temperature, Incandescent Light, Quartz lamp, Halogen Lamps, Light Controls (net, cutter, dimmer), High Key, Low Key, Location lighting, foot-candle, Black/White balance. Exposure meter. Filter:-85 / 80A correction filter, ND Filter.
- 4) Colour- Additive/ Subtractive, Hue, Brightness, Saturation, white Light, Spectrum. Kelvin:- 3200K, 5600K.
- 5) Visual Composition, Three point lighting. Shooting process, Imaginary Line, Matching looks, News, Documentary, Tele prompter. Type of Shoots:- LS, MS, CU, ECU, etc. Camera Angle:- Normal, Eye Level, High Angle, Low Angle, Camera movement, Tripod, Dolly, Track, Crane, etc. On-line Recording (3 camera Setup).
- 6) Television Production.

#### **PHOTO-JOURNALISM:**

- 1) Introduction to Photo Journalism – Purpose of Photo Journalism.
- 2) Composing, Capturing Moving Subject.
- 3) Hard/ Soft news pictures.

- 4) Photojournalist : Dual Purpose, Camera is mind guided, Qualities of a photo journalist.
- 5) Caption/ Credit line.
- 6) Photo Editor.
- 7) Yellow Journalism.
- 8) Ethics in Photo Journalism.
- 9) World Press Photo – Photo Agency.
- 10) Designing of a newspaper in relation with pictures.
- 11) History of Photojournalism.

❖ **Suggested Readings/References:**

- Wells L: Photography: A Critical Introduction, Routledge, 2004
- Galer M: Foundations for Art & Design, Focal Press, 2007
- Golden G: Photojournalism, Carlton Books Ltd, 2011
- Millerson G: Video Camera Techniques (Media Manuals), Focal Press, 1994

## **C9: ADVERTISING AND MARKETING**

**75 Marks**

### **ADVERTISING:**

- 1) Advertising – definition- history and evolution- advertising as a tool of marketing- comparison with other tools of marketing communication- mass media advertising- criticisms- advantages.
- 2) Types of advertising- display and classified – consumer advertising- corporate- industrial- financial-product – retail- local- national- international-professional- social and public service.
- 3) Product advertising- target audience- brand image – positioning advertising strategies- appeals- advertising spiral- market and its segmentation, sales promotion.
- 4) Advertising Agency- structure and functions- role of accounts executives, Service offered by advertising agency- media budget- client servicing- selection of agency- maintaining client- agency functional understanding.
- 5) Advertising campaign- concept and definition- elements of campaign- planning.
- 6) Advertising media-print-radio-television- film-cyber-outdoor point of purchase- direct mail etc.
- 7) Advertising budget. Methods of determining advertising budget.
- 8) ABC, NRS, OTS, (Opportunity to See)
- 9) Creativity in advertising, differentiation- U.S.P and Brand Image
- 10) Copy writing and advertising, planning execution, copy research, market research.
- 11) Copy testing- pre-testing, post testing.
- 12) Research in advertising, planning, execution, copy research, market research.
- 13) Ethical aspects of advertising- law and advertising- advertising and pressure groups- advertising Standards Council of India-emerging trends.

### MARKETING:

- 1) Concept of Marketing - Needs, wants, Demand, Product value of Satisfaction.
- 2) Consumer Markets of Buying behavior - Factors influencing consumer behavior, Social factor, Personal factors, Stages in buying decision.
- 3) Product, Brand, Packaging etc - What is product? What is Brand? Product Mix.
- 4) Pricing Decision - Determining Demand, selecting Pricing objective.
- 5) Market Place - Evolution of Modern Markets
- 6) Channel Distribution - Wholesale, Retail-Physical Distribution
- 7) SWOT Analysis - Own Product, Competitors Product.

#### ❖ Suggested Readings/References:

- Datta S: Advertising Today: The Indian Context. Profile Publishers. 1994
- Aaker, Batra & Myers: Advertising Management, Dorlin Kindersley (India), 2006.
- Kotler P, Armstrong G, Agnihotri P. R & Haque E.U: Principles of Marketing, Pearson, 2010
- Chunawalla S.A., Sethia K.C: Foundation of Advertising: Theory and Practice. Himalaya Publishing House, 1999

### **C10 : PUBLIC RELATIONS**

**75 Marks**

- 1) Public Relations- definition- PR as a communication function- history or PR- growth of PR in India, PR, publicity, advertising, marketing propaganda- PR as a management function.
- 2) Stage of PR- planning – implementation – research- evaluation- PR practitioners and media relations- press conference – press releases – visits – other PR tools.
- 3) Publics in Public Relations – internal and external – community relations – employee relations – PR for Central and State Governments – PR agencies – PR for media institutions.
- 4) Special media for public relations – print, exhibition, sponsored programme, film, video conferencing, web site.
- 5) Writing for PR Writing Press Release/ Press Brief, Rejoinder – writing and editing for House Journal – annual report.
- 6) Shareholder relations- dealer relations – PR for hospitals – PR for charitable institutions – defence PR-PR for NGOs- PR for political parties – crisis management – case studies.

- 7) PR as a tool for internal communication- law – PR and new technology – code of ethics for PR.

❖ **Suggested Readings/References:**

- Ghosh S: Public Relations Today: In the Indian Context, Calcutta Rupa, 2001
- Jefkins F: Public Relations Techniques, A Butterworth-Heinemann Title, 1994
- Reddi C.V. N: Effective Public Relations and Media Strategy, Prentice Hall India Learning Private Limited, 2013
- Anthonissen, P. F: Crisis Communication: Practical PR Strategies for Reputation Management and Company Survival, Kogan Page, 2008

## **SEMSESTER – 5**

### **C11:INDIAN CINEMA**

**75Marks**

- 1) Types of films: feature / fiction and documentary / non-fiction.
- 2) Cinema in India: Dada SahebPhalke&HimanshuRai, P.C. Barua, Devaki Kumar Basu.
- 3) New Wave in Indian Cinema : Satyajit Ray, RitwickGhatak, MrinalSen, Rajen Tarafder, MS Sattu, ShyamBenegal, G. Aravindan, AdoorGopal Krishnan.
- 4) Films: PatherPanchali, SubarnaRekha, BhubanShome, Ankur, GaramHawa.
- 5) Popular Indian Cinema : Mother India, Sholey, Amanush, Lagan, Saptapadi, Nayak, Shatru
- 6) Characteristics of Non-fiction film.
- 7) Documentary: Factual, News reel, Travel, Educational, Classroom.
- 8) Indian Documentary : Film Division and Independent Filmmakers.
- 9) Reviews of a contemporary film / classical film.

❖ **Suggested Readings/References:**

- Ray S: Our Films Their Films, Orient BlackSwan, 2001
- Barnouw E, Krishnaswamy S.: Indian Film, Oxford University Press, 1980
- Ray S: Speaking of Films, Penguin India, 2005
- Gokulsing, K. M & Dissanayake, W: Indian Popular Cinema: A Narrative of Cultural Change, Trentham Books Ltd, 2004

### **C12: COMMUNITY MEDIA & PUBLIC SERVICE BROADCASTING** **75 Marks**

Community Media:

- 1) Community – its characteristics- information needs- factors influencing such needs.
- 2) Community media – concept – scope – decentralized development planning and the role of community media- Indian context – regional variations.
- 3) Community newspapers – definition, scope and challenges – management – registration – funding – production – marketing – circulation & space selling.
- 4) Reporting – writing – editing of community newspapers-designing-page make-up.
- 5) Community media-audio, audio-visual, Cable T.V. – role and functions.
- 6) Program planning and design-managing a network within a community-marketing and resource generation.

#### PUBLIC SERVICE BROADCASTING (PSB) :

- 1) Public service broadcasting – definition and concept- principles and philosophy.
- 2) BBC model- Indian context – “Bahujana Hityao & Bahujano Sukhya” – modelled on BBC program pattern.
- 3) “Air waves belong to the people” – local broadcasting- narrow casting- scope applicability and relevance for India.

#### ❖ Suggested Readings/References:

- Menon M: Indian Television and Video Programmes: Trends and Policies
- Luthra, H.R.: Indian Broadcasting. Publications Division, Govt. of India , 1986
- Baruah, U.L.:This is All India Radio, Publications Division, Government of India, 1983

## **SEMESTER – 6**

### **C13 : MEDIA LAWS & ETHICS**

**75 Marks**

- 1) Media & State – Constitutional provisions and media-Indian context.
- 2) Media and International norms-role of inter-state bodies like UN, UNESCO etc. –
- 3) Human Media Freedom - Freedom of the Press – Right to Information – Right to Communicate- multi- dimensionality-related resolutions and recommendations adopted by Various UN forums.
- 4) Media laws covering, print & electronic media & cinema- laws of defamation, contempt of legislature and court-sedition-Official Secrets Act (1923)- Press and Registration of Books Act(1867)- copy right-ombudsman etc.
- 5) Media Ethics – comparison with laws and ethics – code of ethics relevant to media persons and media organisations- India and abroad.
- 6) Press Commissions – First and Second –major recommendations.
- 7) Press Council of India – role – objectives and powers.
- 8) Media & public service – scope & importance.

❖ **Suggested Readings/References:**

- Manna B: Mass Media & Related Laws, Booksway, 2014
- Basu D: Laws Of The Press In India, Prentice Hall Of India, 1980
- Ra Yudu C S : Communication Laws, Himalaya Pub. House,1995
- Ravindranath P.K.: Press laws and Ethics of Journalism, Authorspress, 2004

**C14 : MEDIA MANAGEMENT & ECONOMICS**

**75 Marks**

**MEDIA MANAGEMENT:**

- 1) Introduction to advertising in marketing- How Advertising fits in the Marketing mix system and its relationship with the other media.
- 2) Advertising: A Communication Process- How Advertising Communicates Communication objectives of Advertisement.
- 3) Relevance of Media- Importance of Media Decision in the Advertising Planning Process.
- 4) Types of media- Their advantage and disadvantage
- 5) Definition in Media terminology in various Medium
- 6) Its Relevance in planning procedure- The current media scenario in India
- 7) Media: A growing phenomena ,Media planning: An Essential part in Advertising- Pre panning consideration and stages of the planning process
- 8) Media buying- Meaning of the Media buying and its requirement/advantage
- 9) Media marketing- Space marketing and time selling
- 10)Media and its social responsibilities- ethical issues relating to media
- 11)Project work to be given to students- A real life project on relation of media to a specific Marketing situation.

- **Suggested Readings/References** Rayudu CS: Media and Communication Management, Himalaya Publishing House, 1998
- Kunda S: Media Management, Anamol Prakashan, 2006
- Swami KS: Media and Communication Management, Cyber Tech Publications, 2008

### MEDIA ECONOMICS:

- 1) Basic Economic Theory- Demand and Supply, Concept of Demand, Factors determining demand, Demand Curve- factors for the changes
- 2) Concept of supply, Factors determining the supply, Law of Supply, Consumption of a community- Law of Demand Supply controls the pattern.
- 3) Media as a commodity- Electronic and Print- their role in our life
- 4) How a certain programme in electronic media is in demand and how the supply line is maintained creating an artificial demand for better revenue- example - Breaking News
- 5) What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures
- 6) What is so special about the economics of the media, key economic characters of the media, Economics of advertising,
- 7) New media –what’s new about ‘new’ media? The internet and e-commerce, digitized media content, increased economies of scale and scope. Media economics and public policy.

#### ❖ Suggested Readings/References:

- Albarran AB: Media Economics: Understanding Markets, Industries and Concepts , Blackwell Publishing Company, 2003
- Doyle G: Understanding Media Economics, Sage Publications, 2002
- Banerjee A & Mazumdar D: Business Economics And Business Environment, ABS Publishing House, 2003

## **Skill Enhancement Course**

### **Total Marks – 100**

## **Skill Enhancement Course Subjects**

### **SEMESTER – 3**

#### **SEC: 1 VIDEOGRAPHY HANDS-ON-TRAINING**

**50 Marks**

Long shot, medium long shot, medium close up; close up, big close up, tight close up, composition: - suggestion preference shot from both end, equal preference shot, composite shot, composing a shot, indoor lighting, outdoor hand held shot.

#### ❖ Suggested Readings/References:

- Millerson G: Video Camera Techniques, Oxford Focal Press,1994
- Landau D: Lighting for Cinematography, Bloomsbury Publishing Inc, 2014
- Galer M: Location Photography, Oxford Focal Press, 2002



- Fuller BJ, Kanaba S & Brisch-Kanaba J: Single Camera Video Production, Prentice-Hall, Inc. General Publishing Division , 1982

## **SEMESTER – 4**

### **SEC: 2 VIDEO EDITING PRACTICAL**

**50Marks**

- 1) Basics of Editing
- 2) Development of Editing
- 3) Frame, Shot, Sequence, Scene
- 4) Editing techniques: 180 Degree rule, Continuity, Cross-Cutting,
- 5) Time and space
- 6) Use of Transition
- 7) Offline and online editing
- 8) Chroma Editing
- 9) Practical on Adobe Premiere Pro CS/ FCP

## **Discipline Specific Elective Course**

**Total Marks: 300**

## **Discipline Specific Elective Course**

### **Subjects**

## **SEMESTER- 5**

### **DSE 1: LIFESTYLE JOURNALISM**

**75 Marks**

- 1) Fashion and Lifestyle Journalism- Scope of fashion and lifestyle journalism- Different sectors of creative writing-Brief analysis of various sectors in lifestyle journalism —movie journalism, fashion journalism, travel journalism, music journalism etc.
- 2) Writing for magazines-Writing a feature story-Difference from writing reports for news papers- Importance of introduction-Developing a style of writing?

- 3) Importance of research while writing a feature story- Why research is important and how it can add credibility to your feature story-Investigative feature story-Types of research materials - In depth research's significance on feature story
- 4) Interviews: In the Lifestyle Segment-How to interview: Tips and Techniques-Interviews of Celebrities, Fashion Designers, Movie Stars, Non fashion/non celebrity person for life style stories
- 5) Review Writing- How to write reviews: Tips and Techniques, Reviews of Movies, Fashion, shows, Restaurants, Resorts, Events, Books
- 6) Travel Journalism- What is travel journalism- Scope of travel journalism-How to identify a place to write-Writing style-Photographs and their importance
- 7) Generating story ideas- How to find the right story plans for lifestyle journalism-Qualities of a lifestyle journalist —how to predict trends-Writing developmental/social issues stories within lifestyle journalism.

❖ **Suggested Readings/References:**

- Hanusch F: Lifestyle Journalism (Journalism Studies), Routledge, 2013
- Franchi F & Rocca C: The Intelligent Lifestyle Magazine: Smart Editorial Design, Storytelling and Journalism.

## **DSE 2: EVENT MANAGEMENT**

**75 Marks**

- 1) Conceptualizing Your Event-Defining Your Objective
- 2) Planning Your Event-Building on organizing Team-Creating the Agenda-Making the Event Budget-Covering Your Costs-Raising Funds for Your Event-Promoting your Event-Coordinating the Media-Logistics
- 3) Executive event-Executing Your Event Tips for the Day of the Event
- 4) After your event-After Your Event

### **APPENDIX:**

Checklist for Planning Your Event

Checklist for Executing Your Event

Checklist for After Your Event

Checklist for Working as Part of Team

Sample Agenda

Sample Application/Registration Form

Sample Evaluation Form

Sample Press Release

Icebreakers

### **❖ Suggested Readings/References:**

- Raja R: Events Management: Principles and Practice, SAGE Publications Ltd, 2013
- Robinson P, Wale D & Dickson G: Events Management (CABI Tourism Texts), CABI, 2010

## **SEMESTER – 6**

### **DSE 3: TRAVEL AND TOURISM**

**75Marks**

- 1) Tourism and travel market-Leisure Travel-The Business Travel-Travel Agency-Travel Related Services-Travel Related Business-International Travel Requirements.

2) Organization and working of a travel agency-Classification of Travel agents-Forms of Organization-Retail Travel agent-Education and Training

Organization Structures-Appointments of agents abroad-What is package tour and inclusion.-Rights and duty

3) Approval and recognition-Rules and Recognition of travel agent-IATA approval and others approval membership.

4) Tourism and travel product

5) Travel retailing and operation -Main function of Travel agency-Agency Commission-Price Information-ITINARY Planning-Reservation Sheet-Airline Tickets-Product Knowledge6) Airline reservation and fare construction-Guidelines for International-Tariff Rules-Techniques of fare construction-Fare construction terminology-Lowest Combination of fare method

7) Reservation of tourist accomodation-Categories of portals and resorts-Hotels rates and terms-Room accommodation and facilities-Bedding types-Room location-Meal Plan-Room Rate Categories-Commission on hotel reservation.

8) Rail coach travel and car rental-Rail coach accommodation-Classes of services-Fares-Reservations

AMTRAK-Rail Travel Reservation-European Pass-Road Travel Arrangement-Package tour-Chartered Tours-Coach Tour and Travel Agency-Rate type-Car reservation and Rental Agreement

9) Tourist guide-Definition-Duties and Responsibilities of Tourist Guide -Earnings of Tourist guide

10) Ancillary tourism service-Service of Tourism-Financial Service-Foreign Exchange-Travel Card-Services of Supplies-Education and training services-Other related service of Travel Agency-Custom and Immigration

11) Tour operators and -Types of Tour Operator-Rules for-Recognition of Tour Operator-Role of a Tour Operator-Tour wholesaler-Package tour-Escorted tour-Designing a tour-Tour Order-Tour operation-Input and Output of tour operation-Package tour brochure

12) Tour planning and pre tour preparation-Find a new destination-Market Research-Negotiation with service provide and ancillary services-Arrival and departure groups-Package and Price strategy-Source of income-Reconfirmation of tours custom and immigration procedure-Preparation of special event

13) Tour operational technique-Tour operation from day one-1<sup>st</sup> day – departure-End route-Joining in route-Hotel procedure-Check out from hotels-Detail travelling procedure-Medical kit-Food and beverage.

❖ **Suggested Readings/References:**

- Negi J: Grading and Classification of Hotels, Tourism Resorts and Restaurants: Principles and Practices, Cyber tech, 2007
- Inkson C & Minnaert L: Tourism Management: An Introduction, Sage Publications, 2012
- McCabe S: Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases, Taylor & Francis, 2011
- Negi J: Travel Agency and Tour Operation: Concepts and Principles, Kanishka Publishers, Distributors, 2006

### **DSE 3: SPORTS JOURNALISM**

**75Marks**

- 1) How it begins-In search of Ideas in Sports-The ignition point of an idea-Finding-Putting ideas in writing
- 2) Style in Sports Writing-Importance of a fresh and new angle-Keep your eyes and ears open-The professional approach-Writing to length
- 3) How to Report and Write the Sports News-Need for Specialization-Facts for the Advance-Story or News Item
- 4) Covering the Game [Students may be asked to report matches after watching them in television]-Sports Features and Columns
- 5) Sub editing copy for the sports page-Sports page make-up-Tips for the would be sports reporter

❖ **Suggested Readings/References:**

- Andrews P: Sports Journalism: A Practical Introduction, SAGE Publications Ltd, 2005
- Reinardy S & Wanta W: The Essentials of Sports Reporting and Writing, Routledge, 2015

### **DSE-4 DISSERTATION & DOCUMENTARY FILM MAKING**

**75Marks**

#### **DISSERTATION:**

**35 Marks**

Students will have to prepare a dissertation project on any **Media Related Topic** within Four Thousand Words.

#### **DOCUMENTARY FILM-MAKING:**

**40 Marks**

Students will have to prepare a video documentary of 10 minutes duration on any Contemporary Subject.

**\*Generic Elective (GE) papers and Ability Enhancement Compulsory Courses (AECC) will follow the University recommended syllabus structure and content.**

**\* Note: Syllabus is subject to change as per the University directive.**