

UNIVERSITY OF MUMBAI
No.UG/210 of 2010

CIRCULAR :-

A reference is invited to Ordinances, Regulations and syllabus relating to the Bachelor of Mass Media (B.M.M) degree course vide Pamphlet No.318 and to this office Circular No.UG/222 of 2002 dated 20th May, 2002 and Circular No.UG/325 of 2008 dated 21st July, 2008 and the Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning are hereby informed that the recommendation made by Ad-hoc Board of Studies in Bachelor of Mass Media (B.M.M.) degree course at its meeting held on 17th February, 2010 has been accepted by the Academic Council at its meeting held on 3rd March, 2010 vide item No. 4.62 and that, in accordance therewith, the revised syllabi of Second Year B.M.M. Semester III & IV English & Marathi version is as per Appendix and that the same has been brought into force with effect from the academic year 2010-2011.

MUMBAI-400 032
26th July, 2010

L. R. MANE
Offg. REGISTRAR

To,

The Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning

A.C./4.62/3/03/2010

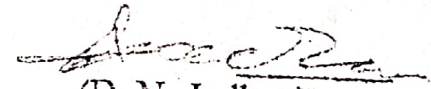
No. UG/210-A of 2010,

MUMBAI-400 032

26th July, 2010

Copy forwarded with compliments for information to:-

- 1) The Dean Faculty of Arts,
- 2) The Chairperson, Ad-hoc Board of Studies in Bachelor of Mass Media,
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre,


(D. N. Jadhav)
Ag. Deputy Registrar
(UG/PG Section)

Copy to:-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro- Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section).

03/03/2010

UNIVERSITY OF MUMBAI



SYLLABUS FOR THE

SECOND YEAR

BACHELOR OF MASS MEDIA

(S.Y.B.M.M.)

SEMESTER III AND IV

(ENGLISH VERSION)

(with effect from the academic year 2010-2011)

Semester III

Subject: **INTRODUCTION TO CREATIVE WRITING**

Paper: I

Objectives:

- (i) to encourage students to read stories, poems, plays
- (ii) to develop further and build upon the writing and analytical skills acquired in Semesters I and II
- (iii) to acquaint students with basic concepts in literary writing
- (iv) to familiarize students with the creative process

Syllabus:

SECTION I

A Brief Introduction to Creative Writing and an exploration of the creative process.

Creativity in Communication in Literature, Media, Public Speeches, Presentations, Interviews
(05 sessions)

1. Formal structure of the short story: (06 sessions)

- a. Theme
- b. Plot
- c. Character
- d. Point of view
- e. Setting

Analyze some short stories on the basis of each of these formal aspects.

2. Formal aspects of Poetry: (06 sessions)

- a. Theme
- b. Diction
- c. Tone
- d. Imagery
- e. Symbolism

- f. Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia
Analyze some poems on the basis of each of these formal aspects.

3. Formal aspects of Drama

(06 sessions)

- a. Theme
- b. Plot
- c. Character
- d. Dialogue

Analyze one play on the basis of each of these formal aspects.

4. Publication Aspects

(06 sessions)

- a. Understanding the intended readership
- b. Revising, editing and proof-reading (along with proof reading symbols)
- c. Exploring the market for a suitable publisher
- d. Preparing the manuscript as hard and soft copy
- e. Intellectual property rights
- f. The financial aspects of publication

SECTION II

5. Scripting, Screenplay, and dialogue writing focusing on

(15 sessions)

- a. radio
- b. television
- c. short film / documentary / ad film

These are to be discussed with special reference to

- a. the storyboard
- b. the two-column script
- c. interactive scripts
- d. narration scripts the screenplay format

6. Writing for the internet, with special reference to

(06 sessions)

- a. alerts
- b. blogs
- c. news on the net

Evaluation

Section I to be tested in the semester end examination (50 marks)

Section II to be tested through assignments / projects (50 marks)

Suggested projects: Film Review

Book Review

Adapting a short story to a screenplay

Writing an original screenplay / script for radio or television

Reference:

1. Arco, Peterson, S. *How to write Short Stories*. Peterson's, 2002.
2. Axelrod, R. B. et al. *The St. Martin's Guide to Writing: Instructor's Resource Manual*. New York: St. Martin's Press, 1994.
3. Bell, Julia. Editor. *The Creative Writing Coursebook: 40 Authors share Advice and Exercises for Fiction and Poetry*. Pan, Macmillan, 2001.
4. Brooks, Cleanth & Robert Penn Warren. eds *Understanding Poetry*, Fourth Edition, Holt, Rinehart and Winston. 1976
5. Ciardi, J. and M. Williams. *How does a Poem mean?* Boston: Houghton Mifflin Co., 1959, 1975.
6. Dev Anjana, Anuradha Marwah and Swati Paul (eds), *Creative Writing: A Manual for Beginners*. Delhi: Pearson, 2008
7. Forster, E M. *Aspects of the Novel*. Penguin. 1927 and subsequent editions
8. Gardner, John. *The Art of Fiction: Notes on Craft for Young Writers*. Vintage Books, 1991.
9. Grenville, Kate. *The writing book: A workbook for Fiction writers*. Allen and Unwin, 1999.
10. Hunt, Douglas. *The Riverside Guide to Writing*. Boston: Houghton Mifflin Co., 1991.
11. Kanar, Carol. *The Confident Writer: Instructor's Edition*. Boston: Houghton Mifflin Co., 1998.
12. Kness, Nancy. *Beginnings, Middles and Ends (The Elements of Fiction Writing)*.
13. McCrimmon, James M. *Writing with a Purpose*. Boston: Houghton Mifflin Co., 1980.
14. Muller, Gilbert H. & John A Williams. *The McGraw-Hill Introduction to Literature*. Second Edition, McGraw-Hill, Inc. 1995
15. Ritter, Robert, M. Editor. *The Oxford Dictionary for Writers and Editors*. OUP, 2000.
16. Ritter, Robert, M. *The Oxford Style Manual*. OUP, 2003.
17. Roberts, Edgar, V. *Writing Themes about Literature*. New Jersey: Prentice Hall Inc., 1982.
18. Singleton, John and M. Luckhurst. Eds. *The Creative Writing Handbook*. Palgrave, Macmillan, 1999.
19. Sova, Dawn, B. *How to write articles for Newspapers and Magazines*. Peterson's, 2002.
20. Strunk, William and E. B. White. *The Elements of Style*. Allyn and Bacon, 1999.
21. Wyrick, Jean. *Steps to Writing Well*. Fort Worth: Harcourt Brace College Publishers, 1993.

Books on Script Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- The Complete Book of Scriptwriting by J. Michael Straczynski
- Successful Scriptwriting by Jurgen Wolff
- Successful Scriptwriting by Kerry Cox
- Writers on Comics Scriptwriting, Vol. 2 by Andrew Kardon
- Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain
- Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules by Ken Dancyger
- Trip to Quiapo : Scriptwriting Manual Ni Ricky Lee by Ricky Lee
- Alternative Scriptwriting: Writing Beyond the Rules by Ken Dancyger
- Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley
- Global Scriptwriting by Ken Dancyger
- Alternative Scriptwriting by John Greyson
- Radio Scriptwriting by Sam Boardman-Jacobs
- Basics Animation: Scriptwriting (Basics Animation) by Paul Wells
- The Scriptwriting Pack by Ross Smith
- How to Make Money Scriptwriting by Julian Friedmann
- Scriptwriting for Effective Telemarketing by Judy McKee
- Alternative Scriptwriting 2nd Edition by Ken Dancyger
- Scriptwriting for Animation (Media Manuals) by Stan Hayward
- Scriptwriting for the Screen by Charlie Moritz
- Scriptwriting Updated by Linda Aronson
- Screen Adaptation: A Scriptwriting Handbook, 2nd Edition by Kenneth Portnoy
- Scriptwriting for the Screen (Media Skills) by Charlie Moritz
- Alternative Scriptwriting, 3rd Edition - Successfully Breaking the Rules by Ken Dancyger
- The Complete Book of Scriptwriting by J. Michael Straczynski
- Complete Book of Scriptwriting Rev Edition by J. Michael Straczynski,
- Humbridge: an Everyday Story of Scriptwriting Folk by Anthony Parkin

- Writers on Comics Scriptwriting Volume 2 by Tom Root
- Writing Comedy: A Guide to Scriptwriting for TV, Radio, Film and Stage by Ronald Wolfe
- Gardner's Guide to Animation Scriptwriting: The Writer's Road Map (Gardner's Guide series) by Marilyn Webber
- Video Scriptwriting: How to Write for the \$4 Billion Commercial Video Market by Barry Hampe
- Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley
- Aristotle in Hollywood: Visual Stories That Work (Studies in Scriptwriting) by Ari Hiltunen
- An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres by Robert B. Musburger, PhD,
- The Corporate Scriptwriting Book : A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows by Donna Matrazzo
- Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies) by Mark Readman

Books on Screenplay Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- Screenplay: The Foundations of Screenwriting by Syd Field
- Writing the Character-Centered Screenplay by Andrew Horton
- Writing Your Screenplay by Lisa Dethridge
- 500 Ways to Beat the Hollywood Script Reader: Writing the Screenplay the Reader Will Recommend by Jennifer Lerch
- How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane
- Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson
- Screenplay: Writing the Picture by Robin U. Russin
- The Writer's Guide to Writing Your Screenplay: How to Write Great Screenplays for Movies and Television by Cynthia Whitcomb
- Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit
- Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton
- Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton

- The Perfect Screenplay: Writing It and Selling It by Katherine Herbert
- Writing the Screenplay: TV and Film, 2/E by Alan A. Armer
- The Everything Creative Writing Book: All You Need to Know to Write a Novel, Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley
- The 3rd Act: Writing a Great Ending to Your Screenplay by Drew Yanno
- Writing a Screenplay by John Costello
- The Technique of Screenplay Writing by Eugene Vale
- Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes

Useful Websites: (Retrieved from http://education-portal.com/articles/25_Helpful_Websites_for_Creative_Writers.html)

General Writing

Writer's Digest

NoviceWriters.net

Writing Fix

Writer's FM

Writing Prompts

The Story Starter

CreativeWritingPrompts.com

Fifteen Minutes of Fiction

Imagination Prompt Generator

Bonnie's Online Story Spinner

Writing Mechanics

Grammar Girl

SparkNotes Searchable Database

The Owl

Web English Teacher

AutoCrit Editing Wizard

Getting Published

First Writer

Agent Query

Literary Marketplace

Duotrope's Digest

Funds for Writers

Additional:

40 of the Best Websites for Young Writers

The Ultimate Writers Guide to Improving Your Blogging Skills

www.museindia.com

www.languageinindia.com

Semester III

Subject : Introduction to Culture Studies

Paper : II

Objectives:

- To introduce students to a set of approaches in the study of culture
- To examine the construction of culture
- To understand how the media represents culture

1 a) Evolution and need to study cultural studies

(3)

b) Concept of 'Culture': examining definitions and theories of culture

(5)

- Mathew Arnold
- Herder
- Weber
- Balagangadhara

2. Popular and Mass Culture

(6)

- Stuart Hall - circuit of culture
- Fiske – 'culture industry' vs. reading popular culture

3. Culture and Conditioning

(10)

- Language
- Gender
- Class
- Race

4. Construction of Culture

(6)

Political, social, economic and religious aspects of cultural construction

Enculturation, Acculturation, Ethnocentrism,

5. Globalisation

(8)

- Case Study of satellite television in India “ trends and transformations, not history
- Global - Local

6. Studying Representation in Cultural Expressions and Artefacts

(4)

- Oral traditions “folklore “festivals-cuisine” sports-art and architecture- all forms of media expressions {this can be understood through assignments }

7. Media and Culture

(6)

- Technology, Urbanism as factors of cultural change
- Positive and negative relationship of media and culture

Internal Assessment : Group Project / Individual Project / Book Review / Class Test

/Case Study / Presentation { Power Point / Audio Visual presentation / Oral

Presentation}

References ::

1 Cultural studies reader - Simon Durring

2 Key Concepts in Cultural Theory “Edgar and Sedgwick

3 An Introduction to Cultural Theory and Popular culture -John Storey

4 Orientalism - Edward Said

5 Doing Cultural Studies “The story of the Sony Walkman----Paul Du Gay
Stuart Hall

6 Cultural Imperialism “A Critical Introduction “John Tomlinson

7 Production Of Culture /Cultures of Production “ Paul Du Gay

8 Articles by Gauri Vishwanathan, Sharmila Rege and Gangadara could be used as references

9. Keesing; Cultural Anthropology

10 Lienhardt, Godfrey; Social Anthropology

11 Baran; Introduction to Mass Communication

12 Bronowski, J; Ascent of Man

Semester III

Subject : **Introduction to Public Relations**

Paper: III

Objective:

The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society. It will equip the student with the basic tools of public relations and give them an overall understanding of the subject.

- 1) Definition of PR : Its nature, process and Publics (2)
 - Origin and growth of PR in the world and India (2)
- 2) Public Relations and Public Opinion, Publicity and PR (8)
 - Public Relations : Catalyst, Persuasion and motivation
 - Image, Reputation, and Relationship Management through PR
 - PR and Marketing
- 3) Function & Scope of PR (8)
 - An overview of PR function in various sectors
 1. Financial PR

2. Entertainment & Lifestyle PR
3. Healthcare PR
4. IT PR
5. Technology PR
6. Investor Relations
- Rate of PR in the Private and Public Sector companies
- Relevant case studies from different sectors

- 4) PR Tools – Media and Non Media (4)
 - Types and uses

- 5) Introduction to Media Relations
 - Media in India
 - Nature, types, dynamics – an overview (2)

- 6) Public Relations and Crisis Management (2)
- 7) Marketing Public Relations and Marketing and Branding (4)
- 8) Introduction to Public Relations Campaign (2)
- 9) Public Relations and Consumer Relations (2)
- 10) Introduction to Digital PR (2)
- 11) Code of Ethics in Public Relations (6)
 - a) Need to establish professional standards
 - b) Guidelines for ethical practice
 - c) Code of ethics of the American PR Association
 - d) PRSI (Public Relations Society of India)

Internal Assessment : Group Project / Individual Project / Class Test / Case Study / Presentation { Power Point / Audio-Visual Presentation / Oral Presentation}

Bibliography :

- ✚ Public Relations – The realities of PR by Newsom, Turk, Kruckleberg
- ✚ Principals of Public Relations – C.S Rayudu & K.R. Balan
- ✚ Public Relations – Diwakar Sharma
- ✚ Public Relations Practices – Center & Jackson
- ✚ Effective Public Relations in Public & Private Sector by Bank

Semester III

Subject : Introduction to Media Studies

Paper : IV

Objectives:

- To expose students to the well developed body of media theory and analysis
- To foster analytical skills that will allow them to view the media critically

Syllabus:

1. Introduction to Media Studies (6)
 - a. Definition
 - b. Three questions of Media
 - c. Four kinds of Media Theory
 - d. Four Eras of Media Theory
 - e. Media Theories based on: Effects, Content and Audience
2. Media Studies as an Interdisciplinary Approach (8)
 - a. Media Studies as a Social Science
 - b. Karl Marx

- c. Juergen Habermas
- d. Stuart Hall
- e. Karl Lazarsfeld
- f. Michel Foucault- Power and Authority
- g. Marshall McLuhan

3. Early Effects Theories (6)

- a. Mass society Theory
- b. Propagandistic theories
- c. Normative Theories

4. Limited Effects Theories (8)

- a. Lazarsfeld's Two step flow Theory
- b. Carl Hovland's Attitude Change Theory
- c. Lazarsfeld - Hovland Legacy
- d. Robert Merton's Middle range Theory
- e. Joseph Klapper's Phenoministic Theory

5. Cultural and Critical Theories (8)

- a. Emergence of Critical and cultural theories
- b. Marxism
- c. The Frankfurt School
- d. Political Economy
- e. British Cultural School
- f. Raymond Williams' Technological Determinism

6. Media and Society (4)

- a. Harold Innis' Bias of Communication
- b. Bernard Cohen's Agenda Setting

7. Introduction to Audience Theory (8)

- Types of Audiences
- Uses and Gratification
- Audience Reception
- Dependency Theory
- Cultivation Theory Psychoanalytical Theory

- McQuail, Denis (ed.). *McQuail Reader in Mass Communication Theory*. Sage Publications
- Branston, Gill, and Roy Stafford. *The Media Student Book*. Routledge.
- Rayner, Philip, Peter Wall, and Stephen Kruger. *AS Media Studies: The Essential Introduction*. Routledge.
- Baran, Stanley J. *Introduction to Mass Communication*. McGraw Hill Higher Education.
- Dominick, Joseph R. *Dynamics of Mass Communication*. McGraw-Hill College
- Williams, Raymond. *Television: Technology and Cultural Form*. Routledge.
- McLuhan, Marshall

Internal Assessment : Group Project / Individual Project / Book Review / Class Test

/Case Study / Presentation { Power Point / Audio & Visual presentation / Oral

Presentation}

SEMESTER III

Subject : UNDERSTANDING CINEMA

Paper : V

Objectives:

- To acquaint the students with the various styles and schools of cinema throughout the world.

1) A discussion of early narrative cinema

2) A screening and discussion on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat Talkies' films, along with a discussion of early Indian cinema, and the development of the studio system in India.

3) Screening and discussion on Early Hollywood Cinema like *Gone with the Wind*, *Sound of Music*, *Citizen Kane*, with lecture and clips on evolution of Hollywood Studio System

4) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of *The Bicycle Thief*)

- 5) A discussion of French New Wave cinema (screening of Jean-Luc Godard's Breathless)
- 6) A screening of Kurosawa's film along with a discussion of its impact on Hollywood cinema and Hindi cinema.
- 11) A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie.
- 13) A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
- 14) Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
- 15) A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
- 16) Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishnan
- 17) Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
- 18) The Business of Cinema -" Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
- 19) Major Film Awards and Institutions.
- 20) A visit to a shoot in Film City.
- 21) Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound .

Teaching Plan :

A Minimum of 10 to 12 hrs of Lectures to discuss the films.

30 to 32 hrs to be dedicated for the screening of the films followed by discussions.

Recommended list for the Library -

1. *Cinema Paradiso*, an Italian film made in 1989, by G Tornatore;
2. *The Sound of Music* (1964)
3. *Singing in the Rain* (1954)
4. *Mughal-e-Azam* (1960) - the B/W version.
5. *Sujaata* (1959), dir: Bimal Roy
6. *Aawara* (1951), dir: Raj Kapoor
7. *Pyaasa* (1957), dir: Guru Dutt
8. *Sahib, Bibi Aur Ghulam* (1962)
9. *Achhut Kanya* (1936)
10. *Modern Times* (1936), C Chaplin
11. *Chashme Baddoor* (1981), dir.: Sai Paranjpye
12. *Jaane Bhi Do Yaaron* (1982), dir: Kundan Shah
13. *Chori Chori* (1956); starring Nargis & Raj Kapoor
14. *Umrao Jaan* (1981); Dir: Muzaffar Ali
15. *Maachis* (2004), Dir. Gulzar
16. *Mr & Mrs Iyer* (2006), Dir: Aparna Sen

Internal Assessment:

Assessment of the Cinema viewed by the students in a journal stating Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends Social, Technical, Personalities, Influences etc.

Group project for Short films, Documentaries upto 15 mins on fictional/factual topics as suggested by the faculty

N.B.: the list of suggested viewing has been provided only as a guideline for the faculty.

Reference :

1. Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California,
3. Gaston Roberge; Chitra Bani : A Book on Film appreciation
4. Cherry Potter, Secker & Warburg Image, Sound and story " The art of telling in Film; 1990
5. Gaston Roberage; The Ways of Film Studies; Ajanta Publications;1992
6. Gerald Mart; A short history of the Movies, The University of Chicago Press 1981
7. Erik Barbouw & S.Krishnaswamy; Indian Film; Oxford University, Press, 1980
8. Torben Grodal; Moving Pictures; Oxford University Press, 1997

SEMESTER III

Subject : ADVANCED COMPUTERS

Paper : VI

Web Designing and Video Production

This paper is meant to prepare the students to understand the Internet and the Video medium to prepare them for the industry which will require multitasking professionals. It will also train them on the basics of Flash animation to create banner ads for the websites. Softwares required: Adobe Dreamweaver and Adobe Premier.

Projects: =

1. Each student creates a website of not more than 10 pages on a given subject.

2. Each student makes a short film or a documentary of not less than 3 minutes and not more than 10 minutes and submits it to the College. The subject to be mutually decided by the instructor and the student.
3. The class is divided in groups and each group produces a news bulletin along with advertisements (which may be captured from the television or the internet). Each team should work like an editorial/production team with tasks divided among them. The instructor decides the teams and tasks. The news to be produced and judged by a team of teachers in the college.

Web Designing

- Introduce HTML and JAVA Script
- Dreamweaver

Video Production

Introduce film theory

Training on Adobe Premier for capturing and editing video

Encoding the edited film for computers and DVD/VCDs

Computer Animation

Students should be introduced to 2D animation (Flash)

Projects:

To work on Macromedia Flash to create banner ads for websites.

Possibly introduction to High-end animation softwares like 3d Studio Max, Maya, etc.

Reference:

Corel Draw 12/13 in simple steps – Dream Tech
Corel Draw a official guide - Dream Tech
Corel Draw 12 training guide – B.P.B
CS2 in simple steps - Dream Tech
CS2 Bible - Dream Tech
Photoshop savvy - Dream Tech
Down and dirty tips and tricks – Tech media
CS2 Bible – Tech media
Class room in a book – Tech media
Flash simple steps - Dream Tech
Flash tutorial guide - Dream Tech
Creative web animation – brooks ptatton
Dreamweaver beginners guide - Dream Tech
Dreamweaver simple steps - Dream Tech
Dreamweaver Bible - Dream Tech

SEMESTER IV

Subject : INTRODUCTION TO ADVERTISING

Paper : I

Objective:

- To give a brief insight about advertising & its different aspects to the students of Media.

Syllabus

1. Advertising - Meaning, Definition and functions
2. Evolution of Advertising National & International level
3. The structure of and Ad agency and the functions and service of each department
4. Relationship between various participants of advertising (Client, agency, media, consumer)
5. Research in Advertising Pre and post campaign testing
6. Economic and Social Aspects of Advertising
7. Types of Advertising
 - Consumer advertising
 - Industrial advertising
 - Classified advertising
 - Retail advertising
 - Financial advertising
 - PR advertising
 - B2B advertising
 - Political advertising
 - Image advertising
 - Lifestyle advertising
 - Internet and Viral advertising
 - The www as an advertising medium
 - Internet v/s conventional media
 -
8. Introduction to Integrated Marketing Communication
9. Techniques and strategies of web advertising
10. Public Service advertising its role and importance
11. Introduction to advertising strategies : AIDA, DAGMAR, Information processing model.
12. The Concept of USP
13. Introduction to Agency Commissions /retainerships, media commission.
14. Future Trends in Advertising: Advertising as a career; Advertising opportunities in community networking/blogging/chat marketing

Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio " Visual presentation / Oral Presentation}

References:

1. Essentials of advertising - Amita Shankar
2. Advertising and Sales Promotions- Belch and Belch
3. Kleppner's advertising procedure: Thomas Russell and Ronal Lane

4. Handbook of advertising ; Herschel Gordon Lewis and Carol Nelson ; NTC Business books 2000
5. Advertising " principles and practice " William Wells, John Burnett and Sandra Moriarty " Prentice Hall 1995
6. Cintemporary advertising ; William F Arens and Courtland L Bovee ; Irwin 1994
7. Getting your message across the World Wide Web Neil Barrett

SEMESTER – IV

Subject : INTRODUCTION TO JOURNALISM

Paper : II

Objectives:

- To give students an understanding of the history and development of journalism in the global and the Indian context
- Introduce students to concepts related to news and journalistic practice

Syllabus:

1. History - from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself. (4)
2. Journalism in India - stages of development and changing role
 - Early development and the role of the press in reform movements(2)
 - The rise of the nationalist Press(2)
 - Post-independence Nehruvian era (2)
 - The Emergency(2)
 - Post-Emergency magazine boom (2)
 - Post Globalization (2)
3. International journalism stages of (Representative news media of U.S. Europe and Asia) (4)
4. Types of News papers (2)
 - Broadsheet
 - Tabloid
5. The Role and Functions of Journalism - Interpretation, Linkage, transmission of values, entertainment, development (4)
6. Organization and structure of newspaper (6)
 - Editorial, Management, Advertising and Circulation departments
7. Basic Journalistic writing (8)
 - Formats
 - news report
 - Features
 - Interviews
 - Writing for commercial supplements

8. Supplements

- Regular
- Commercial

9. Principles / Canons of Journalism (6)

- Objectivity
- Accuracy
- Freedom
- Independence
- Impartiality and fairness
- Balance

Internal Assessment: Group Project | Individual "Project / Book Review | Class Test lease Study Presentation { Power Point | Audio – Visual presentation | Oral Presentation)

Reference:

1. *Mencher, Melvin; News Reporting and Writing; t h edition; (1997); Columbia Univ. Press*
2. *Ed. Boyce, George; Curran, James; Wingate, Pauline; Newspaper History from the 17th century to the present day; (1978); Sage*
3. *Wilson, John; Understanding Journalism; (1966); Routledge*
4. *Mazumdar, Aurobindo; Indian Press and Freedom Stuggle; (1993); Orient Longman*
5. *Panhasanhy, Ramaswamy; Here is the news; (1994); Sterling*
6. *Brumley and O'Malley; A Journalism Reader; (1997); Routledge*
7. *Howard, T; ews: A Reader; (1991); OUP*

8. *Williams, Francis; Dangerous Estate; (1957); Longman*
9. *Dhavan, Rajeev; Only the Good News; (1987); Bharat Enterprises*
10. *Sarkar, R.C.S; The press in India; (1984); S. Chand and Co. Ltd.*
11. *Raghavan, G.N.S; PTI Story; (1987); Indraprastha Press*
12. *Rao, Amiya and Rao, B.G; The press she could not Whip; (1977); Popular
Prakashan*
13. *Srinivasan. R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan*
14. *Smith, Anthony; The News - An International History; (1979); Thames and
Hudson*
15. *Hohenberg; The professional Journalist*

SEMESTER IV

Subject : PRINT PRODUCTION AND PHOTOGRAPHY

Paper : III

Objectives:

To help students understand the principles and practice of photography

To enable students to enjoy photography as an art.

Basic Principles

1. Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarisation of light. Different type of light sources and their sources and properties
2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation. Lens : Wide Angle, Tele, Normal, Zoom.
3. Photosensitive material, image formation, latent image development as fixing

Camera

1. Mechanism of aperture, shutter, camera body view finds, transport, lenses
2. Classification of camera and their relative comparison
3. Camera operation, exposure light tables Good and Bad Camera Habits

Basic Photography

1. Various parts of the camera
2. Exposure setting
3. Effect of aperture
4. Effect of shutter speed
5. Using flash light
6. Use of camera accessories - Filters, reflectors, cutters
7. Care and maintenance of camera equipment

Colour photography

1. Introduction to colour film
2. Low key, Hi-key pictures
3. Retouching - photoshop
4. Shooting formats - Raw, tiff and J.pgs

5. Colour and light - basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
6. Light and lighting - " outdoor, night, indoor lighting, indoor portraiture
7. ISO settings and white balance

Concepts of composition

Movements in Art and photography

- o Dadaism, surrealism, post-modernism

Total Session 35 of 50 Minutes each

Print Production

Major landmarks in history and development of print technology

Basic print processes, contact, projection, composition, inprinter, special effect printer.

Print machines and image carriers

- o Letterpress, offset, silk screen, digital print

DTP

Future trends in print technology

Exercise for handling typical jobs

Internal Assessment : Group Project / Individual Project / Book Review / Class Test /

Case Study / Presentation { Power Point / Audio & Visual presentation / Oral

Presentation}

Total Sessions 13 of 50 Minutes each

References :

1. Mitchell Beazley " The Art of Colour Photography " Octopus Publishing Group Ltd.

2. John Hedgecoe " John Hedgecoe Creative Photography-Collins & Brown

3. M. Beazely-John hedgecoe's Workbook of Darkroom Techniques-Red International Books Ltd.

4. Steve Bavister " Digital Photography " Collin & Brown Ltd 2000

5. John Hedgecoe John Hedgecoe Basic Photography Collin on Brown Ltd 2000.

SEMESTER IV

Subject : RADIO AND TELEVISION

Paper : IV

Objectives

- To introduce the basic terms and concepts of broadcasting
- To give an overview of the structure and function of the broadcast industry
- To create an awareness of the development of broadcast media and current trends

Radio

1. The history of radio (1)
 - a. The growth and development of radio abroad
 - b. The growth and development of radio in India
2. Radio as a medium (1)
 - a. The uses and characteristics of radio
 - b. Radio as a means of edutainment and information
3. Types of Radio transmission (2)
 - a. Types of signal- AM, FM, shortwave, digital
 - b. Satellite radio
 - c. Community radio
 - d. Internet radio
4. Organizational chart - Role of Department (2)
 - a. Editorial
 - b. Technical
 - c. Management
5. The radio programme (3)
 - a. The music programme
 - b. The talk show and the discussion
 - c. The phone-in programme
 - d. Radio documentaries and features
 - e. News
 - f. Group Specific
 - g. Regional Language
6. Radio and Business ()
 - a. RRP
 - b. Time selling
 - c. Marketing of programs

7. Ownership (3)

- a. AIR and public service broadcasting
- b. Major FM channels in India

8. Current trends in radio (2)

- a. The growth of FM
- b. Growth of Community Radio
- c. Impact on Society

Television

9. The history of television. (1)

- a. The growth and development of television abroad
- b. The growth and development of television in India

10. The technology of television (2)

- a. Types of transmission - Cable, DTH, satellite, terrestrial
- b. Types of signal- UHF, VHF, digital, analog

11. Organization Chart – Roles of Departments (4)

- a. Editorial
- b. Technical
- c. Management

12. TV and Society – Impact on Society (6)

13. TV as a means of edutainment and information (5)

- a. Programme research

14. TV and Business

- b. Audience research
- c. Ratings and calculation – TRP
- d. Audience feedback
- e. Time selling
- f. Marketing of Programmes

15. Ownership

- a. Prasar Bharati
- b. Private Channels
- c. Media and Monopoly

References

- McLeish, Robert. *Radio Production: A Manual for Broadcasters*. Focal Press
 - Dilazzo, Ray. *Corporate Media Production*. Focal Press
 - Newcomb, Horace. *Television: The Critical View*. Oxford University Press.
 - Sharma, Jitendra Kumar. *Digital Broadcasting Journalism*. Authors Press
 - Bell, Angela, and Joyce, Mark, and Rivers, Danny. *Advanced Level Media*. Hodder Arnold.
 - Biagi, Shirley. *An Introduction to Mass Media*. Thomson Wadsworth
 - Zetl, Herbel. *Television Production Handbook*. Wadsworth Thomson Learning
 - Hilliard, Robert L. *Writing for Television, Radio and New Media*. Wadsworth Thomson Learning
 - Shamsi, Nayyar. *Encyclopaedia of Mass Communication in 21 s1 Century*. Anmol Publications Pvt. Ltd.
- Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation Power Point Audio - Visual presentation / Oral Presentation)

SEMESTER IV

Subject : Mass Media Research

Paper : V

Objectives:

- To introduce students to debates in Research approaches and equip them with tools to carryon research
- To understand the scope and techniques of media research, their utility and limitations

Section I

= Introduction to Research concepts (35 Lectures)

Chapter –I (4 lectures)

1. Introduction to Research - Definition, types, need for research
2. Scientific Research, basic Principles – Empiricism, verifiability, generalization, scope
3. Social Research - Meaning, Objective, Scope

Chapter – II (9 Lectures)

- Steps in conducting research – I

1. Selection of a problem
2. Formulation of the problem
3. Objective of Research
4. Hypothesis - Definition, types, conditions of hypothesis, features
5. Research design - case study, survey, experiment, longitudinal research, observation, concepts analysis, introduction to ethnography
6. Concepts and their operationalization

Chapter – III (9 Lectures)

Steps in conducting research –II

1. Measurement and scaling techniques
2. Sources of data - primary and secondary
3. Tools of data collection - observation, interview, questionnaire, schedule
4. Determination of sample size
5. Sampling procedure - probability sampling and non probability sampling and its types

Chapter –IV

(6 Lectures)

- Steps in conducting research - III

1. Processing of data
2. Analysis and interpretation
3. Writing of a report

Chapter – V

(10 Lectures)

-Statistical procedure - Mean, median, mode, standard deviation and co-relation

Section II

Application of research in mass media

Chapter – I : Content analysis - Definition and uses, steps, limitations (3 Lectures)

Chapter - II - Research in print media (2 Lectures)

Chapter - III - Research in Advertising (2 Lectures)

Chapter -IV - Research in Public Relations (2 Lectures)

Chapter - V- Mass media Research and the Internet (2 Lectures)

Chapter - VI - Research in Media Effects (2 Lectures)

Internal Assessment : Group Project / Individual Project / Book Review / Class Test /

Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation}

References :

1. C.R. Kothari: *Research Methodology*. New Age International Publication, New Delhi, 2004

2. B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: *A Handbook of Social Science Research*, Oxford University Press, 1987
3. Roger D. Wimmer and Joseph R. Dominick: *Mass Media Research: An Introduction*, Thomson Wadsworth, 2006
4. Shearon A. Lowery and Melvin L. DeFleur: *Milestones in Mass Communication Research*, Allyn & Bacon, 1995
5. Barrie Gunther: *Media Research Methods: Measuring Audiences, Reactions and Impact*, Sage Publications, 2000
6. Daniel Riffe, Stephen Lacy, and Frederick G. Fico: *Analyzing Media Messages: Using Quantitative Content Analysis in Research*, Lawrence Erlbaum Assoc Inc, July 2005
7. *Research Methodology and Analysis*: Sharma R.P.- Publisher- DPH Publication, New Delhi
8. *Methodology of Research in Social Science* - Krishna Swami-Publisher Himalaya Publication
9. *Marketing Research - An applied Orientation* by Naresh K. Malhotra –Publisher Prentice Hall of India Publication
10. *Mass Communication ~ Theory* by Stanley J. Baron & Dennis K. Davis Publisher- Thomson/Wadsworth.

SEMESTER IV

Subject : Organisational Behaviour

Paper : VI

Objectives:

- Orienting students to issues in organisational functioning
- To introduce students to the concepts given below at a preliminary level

Syllabus:

1. Nature of Organisation Behaviour (4)
 - Concept of Organisation Behaviour
 - Organisational Behaviour Models
2. Structural Dimensions of Organisation and its Environment (4)
 - Organisation and its Environment
 - Formal Organisation: Design and Structure
 - Division of work and task interdependence

3. Organisational Culture

(4)

- Sources of organisational culture
- Types of organisational culture
- Manifestation of organisational culture
- Managing organisation culture
- Organisational sub-cultures
- Socio-cultural features of India and their

Impact on organizational culture

4. Motivation

(8)

- Theories of motivation

A] Need theories

i. Maslows Need Theory

ii. McCellandsâ€™ Need Theory

B] Process theories

- i. Reinforcement theory
- ii. Vrooms Expectancy theory
- iii. Equity theory
- iv. Goal setting theory

5. Motivation Theory - Application

(6)

- Job Design
- Job Enrichment and enlargement
- Job rotation and cross training
- Quality of Work Life
- Positive reinforcement programmes
- Productivity gainsharing approaches
- Participative management

6. Groups in organisation and Group Dynamics

(5)

- Concept of group
- Types of groups

- Group norms
- Group cohesion

7. Group Decision making

(5)

- Group think
- Risky Shift and Polarisation
- Techniques for improving group decision making
- Decision making in networked organisations

8. Power and Authority

(7)

- Concept of Power
- Types of Power
- Concept of organizational politics
- Reasons of organizational politics
- Minimising organizational politics
- Concept of Authority
- Sources of Authority

9. Dynamics of Stress

(5)

- Concept of Stress
- Causes of Stress
- Effects of Stress
- Coping strategies

References:

1. Tossi, Rizzo and Carrol; Handbook of organization behaviour; Infinity Books
2. Robbins, S.P; Organisational Behaviour : concepts, controversies, applications; (1999); Prentice Hall
3. Luthans, Fred; Organisational Behaviour, 8th edition; Irwin McGraw Hill
4. Newstrom and Davis; Organisational Behaviour : Human behaviour at work; 10th edition; (1997); Tata McGraw Hill
5. Fisher, Dalmer; Communication in the Organisation; 2nd edition; (1999); Jaico Publishing
6. L M Prasad - Organisational Behaviour - Sultan Chand & Sons Ed. 2004

7. S.S.Khanka - Organisational Behaviour - S. Chand & Co. Ltd. Ed. 2002
8. Prof. Sanjay Kaptan " Cases & Problems in OB & Human Relations-Everest Publishing Houses 1st Ed.1999
9. O Jeff Harris/Sandra J Hartman " Organisational Behaviour " Jaico Publishing House Ed.1st 2002