

A reference is invited to the Ordinances Regulations and syllabi relating to Bachelor of Mass Media (B.M.M.) degree course vide Pamphlet No.318 and Principals of the affiliated colleges in Arts and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Bachelor of Mass Media (B.M.M.) degree course at its meeting held on 2nd April, 2008 has been accepted by the Academic Council at its meeting held on 15th April, 2008 vide item No. 4.43 and that, in accordance therewith, the syllabus and reference books for the Bachelor of Mass Media at the Second Year (Sem. III and IV) examinations in all subject is revised per Appendix and that the same has been brought into force with effect from the academic year 2008-2009.

PRIN. K. VENKATARAMANI
REGISTRAR

C/4.43 /15.04.2008

MUMBAI-400 032

21st July, 2008.

- 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 Center.

(D. H. KATE)
DEPUTY REGISTRAR
U.G./P.G. Section.

The Director, Board of Secondary Education (BSE), the Director of Students Welfare & Migration Section, the Director of Pro-Vice-Chancellor, the 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, Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, Executive Assistant to Academic Authorities are requested to treat this as action taken report on the above Circular and take no separate V.C. meeting to discuss it further. Intra Constituent Colleges Operator

15.04.2008

UNIVERSITY OF MUMBAI



**REVISED SYLLABUS
FOR THE
SECOND YEAR
BACHELOR OF MASS MEDIA
(SEM.III AND IV)
EXAMINATIONS**

(with effect from the academic year 2008-2009.)

Nomenclature for S.Y.B.M.M. Semester III, IV

Class	Old Syllabus	New Syllabus (Recommended)
S.Y.B.M.M. Sem.-III	Introduction to Advertising Introduction to Journalism Introduction to Public Relations Introduction to Media Studies Introduction to Culture Studies Introduction to Creative Writing	Introduction to Creative Writing Introduction to Culture Studies Introduction to Public Relations Introduction to Media Studies Understanding Cinema Advanced Computers
S.Y.B.M.M. Sem.-IV	Mass Media Research Organisational Behaviour Understanding Cinema Radio and Television Advanced Computers Print Production and Photography	Introduction to Advertising Introduction to Journalism Print Production and Photography Radio and Television Mass Media Research Organisational Behaviour

Semester III

Subject : INTRODUCTION TO CREATIVE WRITING

Paper : I

Objective: To encourage and enable students to write stories, poems, plays creatively.

Syllabus:

- 1) Formal aspects of Short stories (12 Marks)
- Genre – science fiction, horror, romance
 - Theme
 - Plot
 - Character
 - Point of View
 - Setting
 - Tone
 - Symbolism

Analyse at least 7 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Short Story as a part of their project work.

- 2) Formal aspects of Poetry (12 Marks)
- Theme
 - Diction
 - Tone
 - Imagery
 - Symbolism
 - Figures of Speech
 - Meter, Rhythm, and sound
 - Structure & form

Analyse at least 8 contemporary poems on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Poems as a part of their project work.

- 3) Formal aspects of Drama (12 Marks)
- Theme
 - Character
 - Plot
 - Form.
 - Dialogue writing

Analyse at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Drama as a part of their project work.

- 3) Screen play writing (12 Marks)

a. Converting short stories into screen plays

Internal Assessment : Group Project / Individual Project / Book
Review / Class Test
/ Case Study / Presentation (Power Point / Audio - Visual
presentation / Oral
Presentation)
Total Sessions - 48 of 50 Minutes each

References :

- 1) The Anatomy of Drama – Boulton, Marjorie
- 2) On Writing the Short Story (Harper & Row) – Burnett, Hallie
- 3) Fiction Writer's Handbook (Harper & Row) – Burnett, Hallie
- 4) The Way to write Novels (Elm Tree Books) – Kitchen, Paddy
- 5) Poetry in the Making (Faber) – Hughes, Ted
- 6) The Creative Writer (Writer's Digest, Cincinnati, Ohio)
- 7) The Writer's Handbook (Writer Inc. Boston)
- 8) Brief Handbook for writers (Prentice Hall) – Howell, James & Dean, Memering
- 9) Hints for young Writers (Thomas Y. Crowell Co. N.Y.) – Marden, Orison Swett
- 10) The Writer's Art (George Newnes Ltd.) – Warren C. Henry

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 (8)

5. Globalisation

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

Semester III

Subject : INTRODUCTION TO PUBLIC RELATIONS

Paper : III

Objective: To familiarise the student with the concept of Public Relations and its role in the world of business and commerce.

Syllabus:

- I** 1) Definition, concept and use of Public Relations & Communications for:
 - a) an individual
 - b) a group
- 2) Internal PR & External PR-The various stakeholders to which PR person is responsible- Consumer, Shareholder, Government, Employee, General Public. (4)
- 3) Public Relations & related fields like Advertising, Marketing, and Journalism.(4)
- 4) Strategies of PR and current Industry Scenario (4)
 - Press Release
 - Press Conference & Other media tools used.
- II** Role of Public Relations in different sectors (8)
 - a) PR in Manufacturing Sector.
 - b) PR in Services sector – Public & Private.
 - c) PR in Non- profit organisations.
 - d) Relevant Case Studies from each sector.
 - e) Financial PR
- III** Code of Ethics in Public Relations
Need to establish professional standards (6)
 - a) Guidelines for ethical practice
 - b) Code of ethics of the American PR Association.
 - d) PRSI(Public Relations Society of India
- IV** Behavioural Patterns for improving Public Relations
1) An Overview of the following(6)
 - Understanding laws governing commercial enterprises
 - Study, research & understanding of business of employer
 - Evaluation and adaptability to corporate culture
 - Understanding socio- economic issues, political issues and legal commercial issues impacting on business.
 - Understanding Transactional Analysis and its relevance to Public Relations.
- 2) Creating conditions& tools to improve strategies of communications (2)
- 3) Maintaining and building strong organisation through communications. (2)

- 4) Understanding the Media and the handling of Media Relations (4)
- 5) Understanding the Consumer & keeping him informed (2)
- 6) Crisis Management with case studies. Developing crisis handling techniques, in special context with specific instances like Natural Calamities, Air Crash, & Similar specific situations. (4)

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

References :

1. A Handbook of Public Relations and Communication – Lesle Philip
2. Handbook of Media & Public Relations – Judith Ridgway
3. This is PR-the realities of Public Relation – Newson Turk.Kruckeberg (Thomas Asia PTE Ltd)
4. Dynamics of public Relations – Arya Ashok – Manas Publication, Delhi
5. Corporate Public Relation – K.R.Balan – Sterling
6. The profession and the practice, Brown and Benchmark – Baskin Otics, Craig Aronoff, Dan Lattimore, Public Relations-(A Times Mirror Company),1997
7. Effective Public Relations – Cutlip & Center
8. A practical Handbook of Public Relations – Cole Robert
9. Introduction to Mass Communication – Emery, Ault & Gee
10. Public Relations Today – Ghosh Subin
11. The Practice of Public Relation – Howard Edward
12. Public Relations in India – Kaul J.M.
13. Teach Yourself Public Relations – Lloyd Herbert
14. Making it in Public Relations – Mogel Leonard – Collier Books Macmillan Publishing Company

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
- e.Cultivation Theory Psychoanalytical Theory

- McQuail, Denis (ed.). *McQuail's Reader in Mass Communication Theory*. Sage Publications
- Branston, Gill, and Roy Stafford. *The Media Student's 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)

References :

1. Baran and Davis; Mass Communication theory; (2000); Thomas – Wadsworth
 2. Fiske; Intoduction to Communication Studies; (1982)
 3. Infante, Rancer and Womack; Building Communication Theory; 2nd edition; (1993);
Waveland Press
 4. Berger; Media Analysis Techniques
-

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. *Sujata* (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, Press 1976
 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 Roberge; 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
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SEMESTER III

Subject : ADVANCED COMPUTERS
Paper : VI

Desktop Publishing

This should merge printing, writing, editing, typography, photography (use of Photoshop), layout and design.

Projects: -

(Using PageMaker for the PC, students should be asked to create or atleast work on some

type of Publications.

(Encourage students to translate all information into printed form & incorporate modern

layout techniques.

(12 Marks)

Advanced Desktop Publishing

Here students will learn to manipulate graphics in PageMaker and in other graphics programs, using a scanner, produce spot colour separations, utilize templates and style sheets, and create special design techniques.

Projects: -

- Preparation of a brochure, or PR documents for an educational Institution, a Corporate or

a Media Agency.

(Work on projects using Adobe illustrator or Corel Quarkexpress. (12 Marks)

Computer Animation

Students should be introduced to 2D as well as 3D Animations for use in the Multi-Media and Television productions.

Projects: -

- To work on Macromedia Flash.
 - Possibly gain some experience and exposure with introduction to High-end animation
 - softwares like 3d Studio Max, Maya, Soft Image, etc.
- (12 Marks)

Web Page Designing

The student should be able to design the web pages as easily as he can work in M.S. paint so it has to be WYS WYG environment such as

- Visual Interdev 6.0
 - Front page 2000
 - Dreamweaver
 - Introduce HTML & JAVA Script.
- (12 Marks)

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation (Power Point / Audio - Visual presentation / Oral Presentation)

Total Sessions - 48 of 50 minutes each

References :

- Learn Microsoft Office in 24 hrs
- CorelDraw :
- CorelDraw 12/13 in Simple Steps: By Dream Tech
- CorelDraw _ A official Guide: By Dream Tech
- CorelDraw 12 Training Guide: B.P.B.
- Photoshop
- CS2 in Simple steps : By Dream Tech
- CS2 Bible: By Dream Tech
- Photoshop Savvy: By Dream Tech
- Down and Dirty Tips & Tricks: Tech Media
- Indesign
- CS2 Bible : Tech Media
- Classroom in a book : Tech Media
- QuarkXpress

- 5 for windows and mac : Tech Media
 - Visual Quickstart Guide : Tech Media
 - Premiere
 - Classroom in a book : Tech Media
 - After Effects
 - Classroom in a book : Tech Media
 - Flash
 - Simple steps: By Dream Tech
 - A tutorial Guide: Tech Media
 - Creative Web Animation : Brooks Ptatton
 - Foundation Flash : S.P.D. Publication
 - Dreamweaver
 - How to do Dreamweaver 8 – A beginners guide: By Dream Tech
 - Dreamweaver 8 – in simple steps: By Dream Tech
 - Dreamweaver 8 Bible: By 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
2. The structure of and Ad agency and the functions and service of each department
3. Relationship between various participants of advertising (Client, agency, media, consumer)
4. Research in Advertising – Pre and post campaign testing
5. Economic and Social Aspects of Advertising
6. 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
7. 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. Contemporary advertising ; William F Arens and Courtland L Bovee ; Irwin 1994
 7. Getting your message across the World Wide Web – Neil Barrett
-

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(4)
and how each new medium has impacted the other and journalism itself.
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)
 - The nineties(2)
3. Definitions of 'News', 'hard' and 'soft' news (2)
4. News sources - Staff reporters, correspondents, news agencies and syndicate (4)
5. The Role and Functions of Journalism - Interpretation, Linkage, transmission of values, entertainment, development (4)
6. Organisation and structure of the newspaper (6)
 - Editorial, Management, Advertising and Circulation departments
 - The structure of the Editorial department and the roles of each element in the editorial chain
7. Journalistic writing formats
 - o Report – Style, Structure, basic principles and types of reports
 - Leads – types and functions (4)
 - News angles
 - o Feature (2)
 - o Editorial
8. Principles/Canons of Journalism (4)
 - Objectivity
 - Accuracy
 - Freedom
 - Independence
 - Impartiality and fairness
 - Balance

Internal Assessment : Group Project / Individual Project / Book Review
/ Class Test / Case Study / Presentation (Power Point / Audio - Visual
presentation / Oral
Presentation)
References:

Reference :

1. Mencher, Melvin; News Reporting and Writing; 7th 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 Struggle; (1993); Orient Longman
5. Parthasarthy, Ramaswamy; Here is the news; (1994); Sterling
6. Brumley and O'Malley; A Journalism Reader; (1997); Routledge
7. Howard, T; News : 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. Loading and shooting on black and white film
3. Effect of aperture
4. Effect of shutter speed
5. Using flash light
6. Use of camera accessories
7. Care and maintenance of camera equipment

Colour photography

1. Introduction to colour film
2. Chemistry of colour development and enlargement
3. Contact and projection printing
4. Colour and light - basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
5. Light and lighting – outdoor, night, indoor lighting, indoor portraiture
6. Colour development

Concepts of composition

Movements in Art and photography

- 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
➤ 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's Creative Photography-Collins & Brown
3. M. Beazely-John hedgecoe's Workbook of Darkroom Techniques-Red International Books Ltd.
4. Steve Bavister – Digital Photography – Collin's & Brown Ltd 2000
5. John Hedgecoe – John Hedgecoe's Basic Photography – Collin's 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 (2)
 - 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
3. Radio transmission (3)
 - a. Types of signal – AM, FM, shortwave, digital
 - b. Satellite radio
 - c. Community radio
 - d. Internet radio
4. Professions in the industry (2)
 - a. The production staff
 - b. The talent – the radio jockey, the news anchor, the talk show host
 - c. Management staff - station director, programming heads, etc.
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
6. The production and recording process (5)
 - a. The broadcast process – an overview
 - b. The work of the radio producer
 - c. Types of studios – Live Radio Studio Vs. Recording Studios
 - d. Types of microphones – Types of pick up patterns: ribbon, moving coil and condenser microphones

- e. Sound editing
 - f. Recorders and mixers - Virtual (DAW)
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. Development communication

Television

9. The history of television (2)
 - a. The growth and development of television abroad
 - b. The growth and development of television in India
10. The technology of television (3)
 - a. Types of transmission – Cable, DTH, satellite, terrestrial
 - b. Types of signal – UHF, VHF, digital, analog
11. Professions in the industry (4)
 - a. Production staff
 - b. Post production staff
 - c. Newsroom staff
12. The television script (6)
 - a. The treatment
 - b. The two-column script
 - c. The screenplay format
 - d. The storyboard
 - e. Interactive scripts
 - f. Narration scripts
13. Producing the television programme (4)
 - a. The proposal
 - b. Preproduction
 - c. Production – types of camera shots and movements
 - d. Post-production – linear vs. non-linear editing, online, offline, chroma.
 - e. Audio sweetening
14. Research for radio and television (4)
 - a. Programme research
 - b. Audience research
 - c. Ratings and calculation
 - d. Audience feedback

15. Ownership (3)
a. Media monopoly

References

- McLeish, Robert. Radio Production: A Manual for Broadcasters. Focal Press
- DiZazzo, 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
- Zell, Herbet. 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 21st 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 carry on research
- To understand the scope and techniques of media research, their utility and limitations

- Introduction to Research concepts **Section I**

Chapter – I

(35 Lectures)

1. Introduction to Research - Definition, types, need for research (4 lectures)
2. Scientific Research * basic principles, Empiricism, verifiability, generalization

Chapter – II

-Steps in conducting research – I

(9 Lectures)

1. Selection of a problem
2. Formulation of the problem
3. Objectives
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 operationalisation

Chapter III

-Steps in conducting research –II

(9 Lectures)

1. Measurement and scaling techniques
2. Sources of data – primary and secondary
3. Tools of data collection – observation, interview, questionnaire, schedule

(6Lectures)

Chapter – IV

1. Determination of sample size
2. Sampling procedure – probability sampling and non probability sampling and its types
3. Processing of data
4. Analysis and interpretation
5. Writing of a report

(10 Lectures)

Chapter – V

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

Section II – Application of research in mass media

(13 Lectures)

Chapter – I –

1. Content analysis – Definition and users, 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
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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. McClelland's 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
- (5)
6. Groups in organisation and Group Dynamics
- Concept of group
 - Types of groups
 - Group norms
 - Group cohesion
7. Group Decision making
- Group think
 - Risky Shift and Polarisation
 - Techniques for improving group decision making
 - Decision making in networked organisations
- (5)
8. Power and Authority
- Concept of Power
 - Types of Power
 - Concept of organizational politics
 - Reasons of organizational politics
 - Minimising organizational politics
 - Concept of Authority
 - Sources of Authority
- (7)
9. Dynamics of Stress
- Concept of Stress
 - Causes of Stress
 - Effects of Stress
 - Coping strategies
- (5)

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-Everes Publishing Houses 1st Ed.1999
9. O Jeff Harris/Sandra J Hartman – Organisational Behaviour – Jaico Publishing House Ed.1st 2002