

ASSAM WOMEN'S UNIVERSITY



# Department of Mass Communication and Journalism

Syllabus of the Four Years Under-Graduate Programme (B.A. in Mass Communication and Journalism)

Women's University), 2023

(Placed for approval by the Board of Studies (Mass Communication and Journalism)

in the meeting convened on

12.6. 2023, at the Department of Mass Communication and Journalism, Assam Women's University)

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## STRUCTURE OF FOUR-YEAR UNDERGRADUATE PROGRAMMES IN MASS COMMUNICATION AND JOURNALISM

Assam Women's Univeristy, Rowriah, Jorhat -04  
2023

Year	Seme ster	Course	No of Courses	Title of the Course	Total Credits	Remarks
1	1 <sup>st</sup>	Major (Core)	1	Introduction to Mass Communication	4	
		Minor	1	Basics of Communication	4	
		Multi- Disciplinary Generic Elective Course: Natural Science –I/ Social Science/HumanitiesI/Commerce-I	1	Media Literacy	3	
		AEC Language (MIL/Regional Language)	1		4	
		Value Added Course1Understanding India	1		2	
		Value Added Course -2Health and Wellness	1		2	
		Skill Enhancement Course	1		3	
		<b>Total</b>			<b>22</b>	
	2 <sup>nd</sup>	Major	2	Introduction to Photography	4	
		Minor	2	Introduction to Journalism	4	
		Multi-Disciplinary Generic Elective Course: Natural Science –II /Social Science/Humanities– II/Commerce- II	2	Basics of Photography	3	
		AEC: Language and Communication Skills (English)-II	1		4	
		Environmental Education with emphasis on community-based activities (more emphasis on practicals) (1+0+2)	1		2	
		Yoga	1		2	
		Skill Enhancement Course	1		3	
<b>Grand Total</b>				<b>44</b>		

*[Handwritten Signature]*

Students on exit shall be awarded an Undergraduate Certificate (in the Field of Study/Discipline) after securing the requisite 44+4 Credits in Semesters I and II					
2	3 <sup>rd</sup>	Major	3	Journalism	4
		Major	4	Communication Theories	4
		Minor	3	Beat Reporting	4
		Multi-Disciplinary Generic Elective Course: Natural Science/ Social Science/Humanities - III/Commerce- III	3	Basics of Anchoring	3
		Digital and Technological Solutions/Digital Fluency	1		2
		Skill Enhancement Course	1		3
		Ability Enhancement Course: Communicative English/ Mathematical Ability	1		2
		Total			22
	4 <sup>th</sup>	Major (Core)	5	Electronic Media	4
		Major	6	Advertising	4
		Major	7	Public Relations	4
		Major	8	Introduction to New Media	4
		Minor	4	New Media Basics	4
		Community engagement (NCC/NSS/Adult Education/Student mentoring/NGO/Govt. institutions, etc.)			2
		Total			22
Grand Total (Semester I, II, III and IV)				88	
Students on exit shall be awarded Undergraduate Diploma (in the Field of Study/Discipline) after securing the requisite 88+4 Credits on completion of Semester IV					
3	5	Major	9	Media in Northeast India	4
		Major	10	Film Studies	4
		Major	11	Corporate Communication	4
		Major	12	Evolution of Media	4
		Minor	5	Visual Communication	4
		Internship	1		2
		Total			22
	6	Major	13	Media Laws and Ethics	4
		Major	14	Folk Media studies	4
		Major	15	Audio-Visual Production	4
		Major	16	Content Development for New Media	4
		Minor	6	Electronic Media Production	4
		Project	1		2
		Total			22

		Grand Total			132	
Students on exit shall be awarded Bachelor of (in the Field of Study/Discipline) (3 years) after securing the requisite 132 Credits on completion of Semester VI						
4	7 <sup>th</sup>	Major	17	Communication for Development	4	
		Major	18	Women, Media and Communication	4	
		Major	19	Communication Research	4	
		Minor	7	Advertising and Public Relations	4	
		Research Ethics and Methodology	1		4	
		Research Project (Development of Project/Research proposal, Review of related literature)/ DSE Course in lieu of Research Project	1		2	
		Total			22	
	8 <sup>th</sup>	Major	20	Media, Culture and Society	4	
		Major	21	Media Management	4	
		Major	22	International Communication	4	
		Minor	8	Current Affairs and Mass Media	4	
		Dissertation (Collection of Data, Analysis and Preparation of Report)/ 2 DSE Courses of 3 credits each in lieu of Dissertation	1		6	
		Total			22	
			Grand Total (Semester I, II, III, IV, V, VI, VII and VIII)			176

\* Credits per Semester : 22

\* Credits Grand Total : 176

Total Major Course:22

Total Minor Course: 8



<b>Curriculum of Four-Year Undergraduate Programme in Mass Communication and Journalism</b>	
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<b>1<sup>st</sup> Semester</b>	
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BMCC-1 :Introduction to Mass Communication	4
BMCM-1:Basics of Mass Commuincation	4
BMCID-1: Media Literacy	3

<b>2<sup>nd</sup> Semester</b>	
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BMCC-2: Introduction to Photography	4
BMCM-2: Introduction to Journalism	4
BMCID-2: Basics of Photography	3

<b>3<sup>rd</sup> Semester</b>	
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BMCC-3: Journalism	4
BMCC-4: Communication Theories	4
BMCM-3: Beat Reporting	4
BMCID-3: Basics of Anchoring	3

<b>4<sup>th</sup> Semester</b>	
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BMCC-5: Electronic Media	4
BMCC-6: Advertising	4
BMCC-7:Public Relations	4
BMCC-8: Introduction to New Media	4
BMCM-4:New Media Basics	4



# **Curriculum of Four-Year Undergraduate Programme in Mass Communication and Journalism**

## **Introduction**

This syllabus is prepared to offer comprehensive knowledge of Mass Communication and Journalism to the young girls aspiring to acquire a position in this field. It will provide numerous opportunities to the learners to choose their desired field while pursuing their career as a media professional. This syllabus is also designed to prepare the young minds to undergo media research along with the applied skills of the subject.

This syllabus is designed following the guidelines of Curriculum and Credit Framework for Undergraduate Programmes issued by the University Grants Commission based on the recommendations of the New Education Policy 2020. It incorporates restructured degree programmes, multiple entry and exit points, flexible degree options with single major, double major and multi-/interdisciplinary choices. This aims a holistic approach to ensure both scholastic as well as practical knowledge.

## **PROGRAMME OBJECTIVES:**

The curriculum aims to:

- Produce young women having comprehensive knowledge of Mass Communication
- Produce highly skilled professionals in the field of Journalism and Mass communication according to the requirement of the job market.
- Promote critical thinking, and research in the field of Mass communication.

## **PROGRAMME LEARNING OUTCOMES**

After completing this undergraduate programme, a learner will:

- Acquire knowledge of key concepts, theories, and historical developments in mass communication, communication processes, the role of media in society, and the ethical and legal considerations of mass communication.
- Acquire writing and editing skills for news stories.
- Be able to use a wide range of media production tools and technologies, including audio, video, graphics, and web design, to create professional-quality communication products.



- Be able to critically evaluate media messages and their sources and apply media literacy skills to identify bias, propaganda, and misinformation in media content.
- Be equipped with ICT capabilities, including digital literacy.
- Have a basic understanding of various media policies and regulations, the role of government and civil society in shaping media practices, etc.
- Develop creativity and innovation in developing content and communication strategies that effectively engage audiences and achieve communication objectives.
- Shall develop the fundamental knowledge about how to design and conduct research studies, surveys, experiments, and content analysis.

## **MAJOR COURSES (FOR 2 YEARS)**

### **SEMESTER- 1**

#### **Introduction to Mass Communication**

Course Code : BMCC-1 Course

Title : Introduction to Mass Communication

Nature of the Course : Major Core : I

Total Credits : 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

#### **INTRODUCTION:**

The paper is designed to introduce the concept of mass communication. The course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically



### **COURSE OBJECTIVES:**

- To introduce with the idea of communication and its significance
- To discuss the process of mass communication
- To study the scope and emerging trends in mass communication

### **LEARNING OUTCOMES :**

After completion of the course students will be able to:

- Becomes familiar with the concepts of communication and mass communication
- Understand significance of communication and mass communication
- Aware of the process of mass communication and future prospects

### **COURSE OUTLINE:**

Module I – Understanding communication: concept, types, functions.

Module II – Mass Communication: definition, process, Concepts of 'mass', mass media, audience, mediated communication, Historical overview, Significance

Module III – Media and Society: Co-relation; Role of Media in the Society; Power of media ; Ethical practice.

Module IV – Channels of Mass Communication: Traditional; Print o Electronic; New; Advertising and Public Relations, Journalism.

Module V – Emerging trends of mass communication: Effect ; Latest tools and techniques ; Advantage and disadvantages ; Scope ; Prospects & challenges

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **References:**

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.





- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

## **SEMESTER – 2**

### **Introduction to Photography**

Course Code : BMCC-2 Course

Title : Introduction to Photography

Nature of the Course : Major Core : 2

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

#### **INTRODUCTION:**

This paper is designed to introduce the learners with the basics of photography. One will be acquainted with different types of camera and lenses after going through the course. The practical classes will provide hands on training to the learners to take good photographs.

#### **COURSE OBJECTIVES:**

- To introduce students to Photography.
- To develop broad understanding of different elements in Photography
- To impart various skills for Photography and Photography techniques.
- To develop understanding of basic digital post-processing



## **LEARNING OUTCOMES:**

After completion of the course students will be able to:

- Handle camera and related equipments to record quality photographs
- Design lighting setups for studio shoot
- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings to click quality photographs
- Do basic photo post processing

## **COURSE OUTLINE**

Module I: Origin and development of Photography: Camera Obscura, Photography using film, Evolution of digital cameras

Module II: Camera formats and types: Types of lenses and their uses, Camera metering, Camera support system, Basic camera operation

Module III: Understanding Exposure: Exposure Triangle (ISO, Shutter Speed, Aperture), Motion Blur, Depth of Field, Capture pictures using manual exposure

Module IV: Lights: Understanding Light, Properties of Light, Lighting Principles, Inverse Square Law, Types of Studio Light, Various Types of Lighting, Setting up Lighting for different scenarios

Module V: Composition: Shots, space and angle; Various types of Compositions

Module VI: Different Genres of Photography: Portrait Photography - Landscape Photography - Wildlife Photography - Sports Photography - Street Photography, News Photography, Event Photography etc.

## **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

## **References:**



- Freeman, Michael (2007). The Photographer's Eye: Composition and Design for Better Digital Photos. USA. Focal Press
- Peterson, Bryan (2016) Understanding Exposure. USA. Amphoto Books. ISBN-13 : 9781607748502
- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Bruce, Barnbaum (2010). The Art of Photography 2nd edition: A Personal Approach to Artistic Expression. USA: Rocky Nook
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press  
Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Francisco: New Riders

## **SEMESTER: 3**

### **Journalism**

Course Code : BMCC-3 Course

Title : Journalism

Nature of the Course : Major Core : 3

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

#### **INTRODUCTION:**

This course is designed as an introductory course on journalism. It provides preliminary idea about different aspects of journalism. Discussions on the importance of journalism in democracy and the types of prevailing journalism are included along with hands on training of photography and photojournalism.

#### **OBJECTIVES:**

The course is designed to



- Introduce various aspects of Journalism
- Acquaint learners with different types of Reporting
- Introduce students to the different trends of present-day journalism.

### **LEARNING OUTCOMES:**

After completion of this course, the students will be able to:

- Learn theories and practices of journalism.
- Write different types of news.

### **COURSE OUTLINE**

Module 1 – Introduction to Journalism, Importance of Journalism in democracy

Module 2 – Concept of News (Definition, types of news – hard and soft news, Breaking news, exclusive news, news writing, structure of news, Inverted pyramid style, news values, different types of leads)

Module 3 – Reporting (Types of Reporting – objective, Investigative, interpretative, Reporting beats), Editing (Concepts, Newsroom, editorial set up, reporting set up, Style sheet, editing symbols, news paper vocabulary, editorial, op-ed, Structure of the edit page)

Module 4 – Photo-journalism (taking photographs, editing photographs cropping  
Caption writing)

### **MODES OF IN-SEMESTER ASSESSMENT:** (20 Marks)

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **References:**

- Dettrani, Jason R. Journalism: Theory and Practice, Apple Academic Press Inc. 2011
- Harcup, Tony. Dictionary of Journalism Book Information, Oxford University Press,
- Kamath, M. V. Professional Journalism, New Delhi; Vikas Publishing House Pvt. Ltd, 2005.



- Kamath, M. V. The Journalist's Handbook, New Delhi; Vikas Publishing House Pvt. Ltd. 2004.
- Kessler, Lauren & McDonald, Duncan . When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, California: Wadsworth, 1996.

## **Communication Theories**

Course Code : BMCC-4 Course

Title : Communication Theories

Nature of the Course : Major Core : 4

Total Credits : 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTION:**

The paper is designed to introduce and understand various models and theories of communication. In essence, the course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically.

### **OBJECTIVE:**

The paper will introduce the fundamental and essential concepts, issues, models and theories related to mass communication and media studies.

### **OUTCOME:**

The learners are to arrive at a firm and clear grasp of the concept of communication and its types in their social and human contexts. The learner must also display a familiarity with the critical terminology associated with media studies in general.

### **COURSE OUTLINE**

Module I – Understanding communication

Module II – Models of communication; Shannon-Weaver, Lasswell, Osgood & Schramm, Newcomb, Westley-Maclean, Gerbner. Berlo. Normative theories of media. Mass Society Theories.

Module III – Media Effects studies: Hypodermic Needle theory; Two Step Flow Theory; Limited –Effects paradigm; Cultivation Theory; Social Learning Theory; Spiral of Silence theory; Agenda Setting theory; Uses and Gratification Approach, Bias of communication ,Agenda Building theory.



Module IV – Alternative perspectives to the dominant paradigm of media studies. functionalist theory of media. Neo-Marxist/the Frankfurt School/Critical Theory perspectives. Critical and Cultural Theories/Perspectives on media & communication. Signs, meaning & communication.

Module V – McLuhan's views on media culture; Mass media and postmodern culture, New Media & Communication theory; Future of Mass Communication.

**MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

**References:**

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

**FOURTH SEMESTER**

**Electronic Media**



Course Code : BMCC-5 Course

Title : Electronic Media

Nature of the Course : Major Core : 5

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTIN:**

This course is designed to give a preliminary idea about the functioning of electronic media. Popularity of electronic media is undeniable in present time. So, this course will provide an overview of electronic media and the interested students will decide after going through it whether they will go for specialisation (department specific courses) related to electronic media in the next semester.

### **OBJECTIVES:**

The course is design to

- Give an introductory idea about electronic media
- Train up students to write for electronic media
- Introduce the process of Electronic Media Production

### **LEARNING OUTCOMES:**

After completion of this course the learners are expected to be

- Able to write for both TV and Radio programmes
- Received some idea about Electronic Media Production

### **COURSE OUTLINE**

Module I - Introduction to Electronic Media, Categorization, Concept of programmes of news and non-news, entertainment, edutainment, infotainment, films, documentaries.

Module II - Various programme formats for Radio and TV and emerging innovations, Programme production and post production editing for TV/Radio, Exercises in digital sound editing.

Module III - Writing skills for Radio: Writing for the ear, narration and sound effects. Voice diction, articulation, pronunciation before the mic. Speaking and listening skills.

Module IV - Programme planning and production, Studio and location practice. Recording interviews in studio and on location.

**MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks



- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

**Reference:**

- Baruah, U.L.: This is All India Radio, Publications Div. Ministry of I and B, Govt of India(1983)
- Beamen, Jim : Interviewing for Radio, (2000) Routledge
- Belavedi, Vasuki, Video Production, OUP
- Hyde, Stuart : Television and Radion Announcing, (2001) Houghton Mifflin
- Hyde, Stuart: Television and Radio Announcing, (2001),Houghton Mifflin
- Kaushik, S: Script to Screen, (2000) Macmilan
- Shelley, SL: A Practical Guide to Stage Lighting, (1999). Focal Press
- Zettl, H. Television Production Handbook, (1999), Wadsworth
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## **Advertising**

Course Code : BMCC-6

Course Title : Advertising

Nature of the Course : Major Core : 6

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTION:**

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of advertising and providing them with the basic skill set to foray into this field. The paper is designed to explore internationally recognized major theoretical concepts and applications of communication studies in subfields of advertising. This domain draws heavily from associated fields such as management, psychology, economics, sociology et al. in forming and presenting a holistic overview of the field. Hence this paper will take a multidisciplinary theoretical approach and impart the course elements.

**OBJECTIVES:** The paper aims –

- To acquaint the learners with the art and science of advertising.





- To introduce advertising as a component of Mass Communication.
- To understand advertising as a viable field of profession

OUTCOME: By the end of the course, students will be able to –

- understand the essence of advertising as a practical discipline within the organization
- be aware of its functions, strategies and particular techniques
- be aware and understand how advertising works internationally and across the globe
- be aware of primary and secondary stakeholders in the advertising
- be able to hone the skills required to thrive in the advertising
- have a critical understanding of the business and the social components of advertising

## COURSE OUTLINE

Module I – **Introduction to advertising:** Meaning and history, Importance and Functions - Advertising as a tool of communication, The advertising industry and careers.

Module II- **Types and theories in Advertising:** Types of advertising ; Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow’s Hierarchy Model, communication theories applied to advertising.

Module III- **Advertising Agencies:** What is an Advertising Agency, Functions of an Advertising Agency, Types of Advertising Agencies, Structure of an Advertising Agency, Client Agency-Media interface.

Module IV- **Ethical & Regulatory Aspects of Advertising:** Apex Bodies in Advertising-AAAI, ASCI and their codes. Case studies of Advertising.

INTERNAL ASSESSMENT (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments



#### References:

- Chunawalla, S. A. Advertising Theory and Practice, Himalaya, 2001.
- Dutta, Kirti. Integrated Marketing Communications, Oxford University Press, 2016
- Gupta, Ruchi. Advertising Principles and Practice, New Delhi S. Chand & Company Ltd, 2008.
- Moriarty, Sandra. Advertising & IMC: Principles & Practice, Pearson Education India, 2016
- Valladares, A. June. The Craft of Copywriting

### **Public Relations**

Course Code : BMCC-7

Course Title : Public Relations

Nature of the Course : Major Core : 7

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

#### **INTRODUCTION:**

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of public relations and providing them with the basic skill set to foray into this field. Effective public relations skills are essential to much business and personal success. Public relations efforts address how we wish to present ourselves to others and how to deal with the perceptions of whom others believe we are. Public relations tactics are just as useful for large international corporate projects as personal networking. Most communications courses are based on addressing how we relate to others. The field of public relations takes the theories of human interaction and applies these theories to real-life results. This paper will help prepare students to conduct public relations suitable for small start-up businesses, international companies, political campaigns, social programs, personal development, and other outreach projects. Many tools are useful for conducting effective public relations. The students may develop their public relations portfolio, including news releases, pitch letters, biographies, position papers, crisis communications, and other strategic public relations kit tools.

#### **OBJECTIVES:**

The paper aims –

- to acquaint the learners with the art and science of public relations
- to introduce public relations as a component of Mass Communication
- to understand public relations as a viable field of profession



**OUTCOME:** By the end of the course, students will be able to –

- Understand the historical background and Role of Public Relations in various areas.
- Have insight into the use of the technological advancements in Public Relations.
- Comprehend tools of Public Relations in order to develop the required skills.
- Understand the ethical aspects and future of Public Relations in India.
- Develop writing skills for newspapers and creation of Blogs.

## **COURSE OUTLINE**

Module I- **Introduction to Public Relations:** Public Relations-Meaning, Definition, Nature and Scope, Historical Background.

Module II – **PR Theories and Principles:** James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Types of Public; PRO: Role, Qualities and Functions.

Module III- **Tools of PR:** Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations, PR in crisis, Creating PR campaigns.

Module IV- **Ethics of Public Relation:** Apex bodies: IPRA, PRSI, Ethics of PR as a profession. Case Study

## **MODES OF IN-SEMESTER ASSESSMENT:** (20 Marks)

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

## **References:**

- Dutta, Kirti. Integrated Marketing Communications, Oxford University Press, 2016
- Ghosh, Subir. Public Relations Today in the Indian Context, Rupa Publication, 2001.
- Sachdeva, Iqbal S. Public Relations Principles and Practices, OUP, India, 2012.
- Valladares, A. June. The Craft of Copywriting, Sage Response
- Swarup K. Goyal, Event Management - Adhyayan Publisher – 2009



## Introduction to New Media

Course Code : BMCC-8

Course Title : Introduction to New Media

Nature of the Course : Major Core : 8

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### INTRODUCTION:

This paper is an introduction to the emerging and dynamic field of new digital mode of communication technology. With the world moving towards being an information global village the tussle of ownership on information can be seen with the media platforms making their digital and online presence. Information and communication technologies are no longer a choice but an essential part of human lives. The way media or news is produced, distributed and consumed have taken on a digital shape. Keeping in mind this trend, the following paper aims to equip the students taking this paper with basic arsenal to flourish in this digitally charged media environment.

**OBJECTIVES:** The paper aims –

- to introduce the learners to the digital world of new media
- to update the learners in the workings of today's media environment

**OUTCOME:** By the end of the course students will be able to –

- distinguish between old and new media
- understand the specific requirements of the digital media age
- understand the concept of ICT and its relation to media

### COURSE OUTLINE

Module I – **Key Concepts:** Defining new media, terminologies and their meanings – Digital media, new media, online media; Overview of Online Journalism: Why newspapers and broadcast outlets are on the Web; Computer Mediated Communication (CMC), Networked Society

Module II – **Internet and its Beginnings:** Online Communities, User Generated Content and Web 2.0, Security and Ethical Challenges in Online Journalism: Security challenges, Ethics of online journalism.

Module III – **Tools of Online Journalism:** Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS).

Module IV – **Media Design and Blogs:** Website planning and visual design, Brief history of Blogging, Creating and Promoting a Blog.



**MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

**Reference:**

- Goel, S.K. Communication Media and Information Technology, Commonwealth, 1999
- Huckerby, Martin. The Net for Journalists. Unesco & Thompson Foundation, 2005
- Leon, Alexis. Internet for Everyone, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. Handbook of New Media, Sage Publication, 2006
- Manovich, Lev, Roger F. Malina, Sean Cubitt. The Language of New Media, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. India Connected: Mapping the Impact of New Media, Sage Publications India Private Limited, 2016



## **MINOR COURSES (For 2 Years)**

BMCM-1:Basics of Mass Communication

Nature of the Course : Minor Core : I

Total Credits: 4 (L+T+P=3+1+0)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTION:**

The paper is designed to introduce the concept of mass communication. The course will provide a clear sighted initiation into approaches and perspectives on understanding communication holistically

### **COURSE OBJECTIVES:**

- To introduce with the idea of communication and its significance
- To discuss the process of mass communication
- To study the scope and emerging trends in mass communication

### **LEARNING OUTCOMES:**

After completion of the course students will be able to:

- Becomes familiar with the concepts of communication and mass communication
- Understand significance of communication and mass communication
- Aware of the process of mass communication and future prospects

### **COURSE OUTLINE:**

Module I – Understanding communication: concept, types, functions.

Module II – Mass Communication: definition, process, Concepts of 'mass', mass media, audience, mediated communication, Historical overview, Significance

Module III – Media and Society, Power of media ; Ethical practice.

Module IV – Channels of Mass Communication: Traditional; Print o Electronic; New; Advertising and Public Relations

Module V – Emerging trends of mass communication: Effect; Latest tools and techniques; Advantage and disadvantages ; Scope ; Prospects & challenges



### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **References:**

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

### **BMCM-2: Introduction to Journalism**

Nature of the Course : Minor Core : 2

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTION:**



This course is designed as an introductory course on journalism. It provides preliminary idea about different aspects of journalism. Discussions on the importance of journalism in democracy and the types of prevailing journalism are included.

### **OBJECTIVES:**

The course is designed to

- Introduce various aspects of Journalism
- Acquaint learners with different types of Reporting
- Introduce students to the different trends of present-day journalism.

### **LEARNING OUTCOMES:**

After completion of this course, the students will be able to:

- Learn theories and practices of journalism.
- Write different types of news.

### **COURSE OUTLINE**

Module 1 – Introduction to Journalism, Importance of Journalism in democracy

Module 2 – Concept of News (Definition, types of news – hard and soft news, Breaking news, exclusive news, news writing, structure of news, Inverted pyramid style, news values, different types of leads)

Module 3 – Reporting (Types of Reporting – objective, Investigative, interpretative, Reporting beats), Editing (Concepts, Newsroom, editorial set up, reporting set up, Style sheet, editing symbols, news paper vocabulary, editorial, op-ed, Structure of the edit page)

Module 4 – Photo-journalism (taking photographs, editing photographs cropping Caption writing)

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **References:**





- Detrrani, Jason R. Journalism: Theory and Practice, Apple Academic Press Inc. 2011
- Harcup, Tony. Dictionary of Journalism Book Information, Oxford University Press,
- Kamath, M. V. Professional Journalism, New Delhi; Vikas Publishing House Pvt. Ltd, 2005.
- Kamath, M. V. The Journalist's Handbook, New Delhi; Vikas Publishing House Pvt. Ltd. 2004.
- Kessler, Lauren & McDonald, Duncan . When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, California: Wadsworth, 1996.

### **BMCM-3: Beat Reporting**

Nature of the Course : Minor Core : 3

Total Credits : 4 (L+T+P=2+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

#### **INTRODUCTION**

This course is designed to acquaint the learners with different beats of reporting. They will learn about different fields of reporting news. Thus they may be able to develop their fondness towards specialized kind of writing.

#### **OBJECTIVES:**

This course will aim

- To inform the learners about different reporting beats
- To know the significance of different beats
- To prepare them for specialised reporting in media

#### **COURSE OUTCOME:**

The learners will have knowledge about

- Different reporting beats
- Diversified fields
- Specialised reporting

#### **COURSE OUTLINE:**

Module I: Political Reporting: History, Growth

Module II: Crime Beat

Module III: Sports Beat: History, development

Module IV: Business, education,

Module V: Film, food, health, music, politics, science, sports, style, and technology etc.

Module VI: International affairs

**MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

References:

Dahiya, S & Sahu, S. Beat Reporting and Editing, 2021, ISBN- 9354792146

Schlesinger, Philip . Reporting Crime: The Media Politics of Criminal Justice, 1994. Oxford. Clerendon Press.

Wolfsfeld, Gadi . Building Theory in Political Communication: The Politics-Media-Politics Approach. OUP, 2022

**BMCM-4: New Media Basics**

Nature of the Course: Minor Core : 4

Total Credits: 4 (L+T+P=2+1+1)

Distribution of Marks: 100 (End Semester : 80 In Semester : 20)

**INTRODUCTION:**

This paper is an introduction to the emerging and dynamic field of new digital mode of communication technology. With the world moving towards being an information global village the tussle of ownership on information can be seen with the media platforms making their digital and online presence. Information and communication technologies



are no longer a choice but an essential part of human lives. The way media or news is produced, distributed and consumed have taken on a digital shape. Keeping in mind this trend, the following paper aims to equip the students taking this paper with basic arsenal to flourish in this digitally charged media environment.

**OBJECTIVES:** The paper aims –

- to introduce the learners to the digital world of new media
- to update the learners in the workings of today's media environment

**OUTCOME:** By the end of the course students will be able to –

- distinguish between old and new media
- understand the specific requirements of the digital media age
- understand the concept of ICT and its relation to media

### **COURSE OUTLINE**

Module I – Introduction to the concept of New Media, basic types of new media, characteristics - convergence, interactivity, immediacy, personalization, units of new media, computer mediated communication – concept, characteristics, role and function, History and development of Internet (world and Indian context), Internet Regulating bodies and laws

Module II – Access modes, units of digital measurement, different protocols, Internet standards – addressing methods, different classes of addresses 23

Module III – Internet behaviour and characteristics, Internet as a medium of communication, types of internet network, different internet topologies, Internet interactivity, old versus new media

Module IV – Digital superhighway, advantages and disadvantages, basic internet terms and their meanings, citizen journalism, socio-political ramifications of the internet, digital revolution and social development, ethics of new media (political/legal/social issues), Mobile phone as a medium of communication, Mobile revolution, potential role of mobile in digital divide, future trends in mobile communication.

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

**Reference:**



- Goel, S.K. Communication Media and Information Technology, Commonwealth, 1999
- Huckerby, Martin. The Net for Journalists. Unesco & Thompson Foundation, 2005
- Leon, Alexis. Internet for Everyone, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. Handbook of New Media, Sage Publication, 2006
- Manovich, Lev, Roger F. Malina, Sean Cubitt. The Language of New Media, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. India Connected: Mapping the Impact of New Media, Sage Publications India Private Limited, 2016

## **INTERDISCIPLINARY COURSES (For 2 Years)**

BMCID-1: Media Literacy

Nature of the Course: Interdisciplinary

**Credit Distribution: 3+0+0=3 (L+T+P)**

### **INTRODUCTION:**

This course is designed to inculcate the critical thinking among the students. Instead of believing what media shows, one should dive deeper to discover the truth from a dozen of misleading news.

### **OBJECTIVE:**

The purpose of the paper is

- to develop a critical understanding of media literacy and its uses
- to make the students media literate.

### **OUTCOME:**

- The learner must be able to apply and display concrete critical media literacy skills.
- They are expected to become media literate

### **COURSE OUTLINE**

Module I – Understanding media literacy; building blocks of media literacy; its scope, uses and relevance.



Module II – Audiences: types, Individual and industry perspective on audience; children audience, audience psychology.

Module III – Nature of mass media industries; understanding the economics of media, ownership of media and its implications.

Module IV – Media/news content and reality; Understanding news & views, entertainment, genre; media as text and narrative, Mass media and democracy; freedom of speech, information and reply; new media (Internet, social media etc) and public sphere.

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **References:**

- Abreu, Belinha S. De, Media Literacy Education in Action: Theoretical and Pedagogical Perspectives, Routledge.
- Baran, Stanley J., Introduction to Mass Communication : Media Literacy and Culture, McGraw Hill, 2011.
- Buckingham, David (2007). Media education : literacy, learning and contemporary culture (Reprinted. ed.). Cambridge [u.a]: Polity Press. ISBN 0745628303
- Potter, W. James, Media Literacy, Sage Publication, 2015

### **BMCID-2: Basics of Photography**

Nature of the Course : Interdisciplinary: 2

Total Credits : 3 (L+T+P=1+1+1)

Distribution of Marks : 100 (End Semester : 80 In Semester : 20)

### **INTRODUCTION:**

This paper is designed to introduce the learners with the basics of photography. One will be acquainted with different types of camera and lenses after going through the



course. The practical classes will provide hands on training to the learners to take good photographs.

### **COURSE OBJECTIVES:**

- To introduce students to Photography.
- To develop broad understanding of different elements in Photography
- To impart various skills for Photography and Photography techniques.
- To develop understanding of basic digital post-processing

### **LEARNING OUTCOMES:**

After completion of the course students will be able to:

- Handle camera and related equipments to record quality photographs
- Design lighting setups for studio shoot
- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings to click quality photographs
- Do basic photo post processing

### **COURSE OUTLINE**

Module I: Origin and development of Photography: History of Photography, Camera Obscura, Photography using film, Evolution of digital cameras

Module II: Camera formats and types: Types of lenses and their uses, Camera metering, Camera support system, Basic camera operation

Module III: Understanding Exposure: Exposure Triangle (ISO, Shutter Speed, Aperture), Motion Blur, Depth of Field, Capture pictures using manual exposure

Module IV: Lights: Understanding Light, Properties of Light, Lighting Principles, Inverse Square Law, Types of Studio Light, Various Types of Lighting, Setting up Lighting for different scenarios

Module V: Composition: Shots, space and angle; Various types of Compositions

Module VI: Different Genres of Photography: Portrait Photography - Landscape Photography - Wildlife Photography - Sports Photography - Street Photography, etc.

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks



- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### References:

- Freeman, Michael (2007). The Photographer's Eye: Composition and Design for Better Digital Photos. USA. Focal Press
- Peterson, Bryan (2016) Understanding Exposure. USA. Amphoto Books. ISBN-13 : 9781607748502
- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Bruce, Barnbaum (2010). The Art of Photography 2nd edition: A Personal Approach to Artistic Expression. USA: Rocky Nook
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press  
Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Francisco: New Riders

### **BMCID-3: Basics of Anchoring**

**Credit Distribution: 2+0+1=3 (L+T+P=3)**

#### **INTRODUCTION:**

News reading and anchoring as a profession requires a definite set of skills and expertise and this paper aims at providing, teaching and training the students in them. Reading the news off a teleprompter may sound easy, but it's actually more complicated than it seems. Anchors and reporters have to develop a reading style that seems natural, but isn't too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or any other extreme. Reading news like a professional news anchor requires skill, practice, and training which the paper aims to address and impart.

#### **OBJECTIVES:**



The paper aims –

- to acquaint the learners with the nuances of news reading and anchoring
- to enable the students with the skills required for commanding news reading and anchoring

### **OUTCOME:**

By the end of the course students will be able to –

- learn the ropes of news reading and anchoring
- explore career options as news readers and anchors
- enhance their careers if already in the field of communication and journalism

### **COURSE OUTLINE**

Module I – Introduction to the concept of news reading, anchoring, key points, essential desired qualities, news reading and anchoring for different media (television, radio, new media, podcasts), interviewing techniques and skills, TV jockeying, radio jockeying, online platform based anchoring

Module II – Voice – modulation, quality, control, volume

Module III – Diction – grammar, pronunciation, language usage, journalistic style and jargon

Module IV – Visual Presence – attire, expression control, gesture control, body language presentation, interview techniques and types and how to do them, content specific persona in anchoring, developing presence of mind and multitasking

### **MODES OF IN-SEMESTER ASSESSMENT: (20 Marks)**

- One Internal Examination - 10 Marks
- Others (Any one) - 10 Marks
  - Group Discussion
  - Seminar presentation on any of the relevant topics
  - Debate
  - Practical field assignments

### **Reference:**

- Dutt, Bindiya. *Anchoring TV and Live Events*. Pustak Mahal, 2013
- Ghose, Supatro. *A Textbook of Interview Journalism and Television Anchoring*, Dominant Publishers & Distributors, 2011
- Kalra, Richa Jain. *The Abc of News Anchoring*, Pearson Education, 2012





- Rahman, Samia. *Cracking The Secrets of TV Presentation*, Createspace Independent Pub, 2016
- Zachariah, Aruna. *Radio Jockeying and News Anchoring*, Kanishka Publishing House, 2009

A handwritten signature in black ink, appearing to be the name 'Aruna', located in the bottom right corner of the page.