

## **BA in Mass Media and Communication Subject & Syllabus**

First Term	Semester I	Effective Communication Skills - I
		Fundamentals of Mass Communication
		Fundamentals of Journalism
		Introduction to Print Media
		Communication: Theories Models and Skills
	Semester II	Effective Communication Skills - II
		Reporting Techniques & Skills
		Editing and Principles of Layout and Design
		Press Laws & Media Ethics
		Practical Lab on Editing & reporting
Second Term	Semester III	Introduction to Advertising
		Introduction to Journalism
		New Media Technologies
		Basic of Camera Light and Sound
		Development Communication
	Semester IV	Radio Production
		Television Production
		Photo Journalism- I
		Indian Constitution, Economy and Politics
		Understanding Cinema
Third Term	Semester V	World Media Scenario
		Public Relations
		Photo Journalism-II
		Journalism & Public Opinion
		Advertising in Contemporary Society
		Contemporary Issues
	Semester VI	Agency Management
		The Principles & Practice of Direct Market
		Industrial Training
		Project

## **Syllabus**

### **Semester I**

#### **Effective Communication Skills - I**

##### **Unit 1**

Understanding the Nature of Communication for Effective handling of Communication Situations.

##### **Unit 2**

Learning of key concept and content of what is communication Interaction with the purpose of sharing involves the exchange of the signs and symbols

##### **Unit III**

Elements and process of communication including learning of stimulus, encoding message, channel, decoding, receiver, barriers

##### **Unit IV**

Key concept of communication process. Learning the form and format that conveys the intent in the best possible manner, theory of verbal and non-verbal language. Channel of communication by email, face to face or phone conversation, letter , presentation etc

##### **Unit V**

Principles of communication for freedom of speech and professional success to avoid barriers and miscommunications

#### **Fundamental of Mass Communication**

##### **Unit I**

Mass Communication: Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture

##### **Unit II**

Functions of Mass Communication: Persuade, Inform, Educate, and Entertain; other functions; Impact & Influence of Mass Media

##### **Unit III**

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

##### **Unit IV**

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, mobiles. Advertising, Public Relations & Public Affairs, Traditional & Folk Media, Media and modern society, Media and democracy

## **Fundamentals of Journalism**

### **Unit I**

Principles of Journalism, Journalism-Definition Nature Scope and Significance.

### **Unit II**

Major Theories of Press. Meaning of theories based on scientific study & analysis; four major theories of Press, Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist/Workers Theory, Development Media & Democratic Participant Theory

### **Unit III**

Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.

### **Unit IV**

Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press - Reader and his interests - understanding public taste -Press as a tool of social service. Newspaper Organization, relationship between press and other mass media. Press and Democracy. Print Media in India.

## **Introduction to Print Media**

### **Unit I**

What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News

### **Unit II**

Difference between News & Information Stories of Human Interest, Celebrity Journalism, Trends in modern journalism, Influence of TV channels on serious news reporting in print media, Sensationalism & Entertainment.

### **Unit III**

News Media Operations, Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press, Press Organizations, Press Council of India

### **Unit IV**

News Agency Journalism, History, functioning & role of print media, International News Agencies AP, UPI, Reuters. Syndicate.

## **Communication: Theories Models and Skills**

### **Unit I**

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention etc Theory, Individual Difference Theory

### **Unit II**

Models of Communication: SMR Model, SMRc Model, Shanon & Weaver Model, Lass well Model, Osgood Model, Dance Model, Schramm Model

### **Unit III**

Written Communication. Business Report Writing and Presentation Telephone handling manners

### **Unit IV**

Preparation of matters of Meetings. The writing of notices, agenda & minutes, organization & conduct of conference, the use of charts, PowerPoint.

## **Semester II**

### **Effective Communication Skills - II**

#### **Unit I**

Process of Communication, How communication takes place, Types of communication depending on the nature of the interaction, intrapersonal / interpersonal, Mass communication, seven steps to effective messages, distortion in effective communication, reducing distortions

#### **Unit II**

Hearing and listening skills, difference between seeing and looking, pitfalls of communication, what influences our perceptions, blocks in receiving messages

#### **Unit III**

Barriers to communication, poor listening skills, stress, language and culture, intense feelings, tips for effective communication

#### **Unit IV**

Active listening and empathy, strategies for learning to listen, speech impairment

#### **Unit V**

Techniques to help communication and empathy, techniques that hinder communication and empathy, conversation starters

## **Reporting Techniques & Skills**

### **Unit I**

Gathering the News:

- Reporting & Reporters - Training & Qualifications
- Reporting for Newspapers - Reporting the expected & unexpected
- Reporting skills- Nose for News, Observation (listening & seeing)
- Taking notes, finding, checking, verifying, analysing & interpreting information
- Types of interviews
- Interviewing techniques.

Skills for Writing News:

- The basic formula - The Inverted Pyramid
- Kinds of Leads
- The summary Lead
- Thinking through the Lead
- Organizing the facts
- Time elements

### **Unit II**

Types of Reporting, Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

### **Unit III**

Writing the Story - I:

- Single - Incident Story
- Attribution - Identification
- Time and Timeliness
- The Stylebook.

Writing the Story - II:

- Coming events
- Stories with many names
- Tying the story together in Depth reporting.
- Writing Hard News, Action & Fire Stories
- Obituaries & Tribute

### **Unit IV**

Writing For Magazines:

- News Angles
- Suspended Interest
- Stories
- Writing feature
- Keeping it simple
- Involving the reader

## **Editing and Principles of Layout and Design**

### **Unit I**

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - editing symbols, proof reading symbols and their significance.

### **Unit II**

Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

### **Unit III**

Headlining - principles, types and techniques. Principles of Layout and Design. DTP, Page Making, Typography Unit-IV Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press

## **Press Laws & Media Ethics**

### **Unit I**

Press Laws, Society & Democracy Constitutional Safeguards to Freedom of Press, Press Commissions & their recommendations

### **Unit II**

Press & Registration of Books Act, 1867 Working Journalist Act Defamation Contempt of Court Press Council Act Official Secret Act

### **Unit III**

Parliamentary Privileges Right to Information Copyright, Intellectual Property Right Unit-IV Social Responsibility of Press Ethics, Self-Regulation & Freedom of Expression

## **Practical Lab on Editing & reporting**

- News Reporting: News items regarding programmes in the College Departments and News items about various programmes in the city assigned by the concerned teachers
- Various Types of News: Development news, mishap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.
- Non-news Articles: These include topical articles such as side article, Biography, Book review, Film Review and Special article, At least one article of each type must be produced by the student.
- Interview: The student is expected to write interviews of 5 personalities in various field.

- Editing Processes: Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to the Space Requirements, Detecting & Correcting Errors

## **Semester III**

### **Introduction to Advertising**

#### **Unit I**

Introduction to advertisement resources, Process undertaken by ad agencies when vying for a client's business.

#### **Unit II**

Learning of managing media and methods of managing media, how to use swot analysis and asymmetric communications briefs to solve problems, overview to the concept of virtual worlds and how advertisers can infiltrate them to bring messages to consumers.

#### **Unit III**

Introduction to ad development, learning about copy research and copy testing, relevance and resonance, how to construct likable ads and how to appeal to consumers. Learning about the members of an advertising creative teams and the return on investment

#### **Unit IV**

Summary of media marketing, methods for marketing a product or service,, benefits of radio and print ads, how to measure readership, about the diffusion of innovation, and the benefits of customer relationship management.

### **Introduction to Journalism**

#### **Unit I**

The Development of Journalism, A World View, Journalism Development, The Journalism Industry, Key structural make up

#### **Unit II**

The Nature of News, Writing the News, Editing the News, Headline Writing, Essentials of Journalistic style, Elements of Good News Reporting, Interviewing and News sources

#### **Unit III**

Contempt of Court, Court Reporting, Defamation Law, tort of defamation , defences and defamation

#### **Unit IV**

Knowing the courts, Journalism/Media Laws, Copyright Law, entitled to copyright, Action for Infringement, Duration of Copyright

## **New Media Technologies**

### **Unit I**

Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

### **Unit II**

Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

### **Unit III**

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

### **Unit IV**

Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism difference in news consumption

## **Basic of Camera Light and Sound**

### **Unit I**

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses – functions and its types.

### **Unit II**

Compositions different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

### **Unit III**

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

### **Unit IV**

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.



## **Development Communication**

### **Unit I**

Definition, meaning, scope and concept of development communication  
Development communication and society, measures of development communication  
Characteristics of developed and developing societies.

### **Unit II**

Theories of development: Social, Political and Economic theory  
Models of development, Western, Eastern, Schumacher's  
Development communication, process special reference to India.

### **Unit III**

Role of mass media organizations in development communication,  
Newspaper, Radio, TV, Traditional media, PIB, DAVP, Song and Drama  
Division etc. Strategies of development communication, Role of NGO's in  
development.

### **Unit IV**

Role of legislature, the executive and the judiciary in development, Cyber  
media and development, Communication for Urban & rural development,  
urban sanitation, consumer awareness, modernization, industrialization

## **Semester IV**

### **Radio Production**

#### **Unit I**

Characteristics of radio as a mass communication medium  
Radio studio set up, audio equipment  
Microphones, Console, Recording equipment, nature  
and scope of radio production, nature of sound, Sound effects, Sound  
recording techniques.

#### **Unit II**

Writing and production of different radio programmes  
Talk, Interview, Discussion, Play, feature, Documentary, Phone -in, Radio bridges etc.,  
Radio broadcast facilities and nature of transmission.

#### **Unit III**

Characteristics of radio news-how it's different from print and TV news,  
News gathering, News editing, Newsroom and its functioning, News pool,  
actualities, raw sound, voice over, sound byte

#### **Unit IV**

Introduction to AIR and private radio stations. Special audience  
programmes on AIR. Audio editing techniques for different programmes.  
Codes related to Broadcasting.

## **Television Production**

### **Unit I**

Characteristics of TV as a mass communication medium TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes.

### **Unit II**

Fundamentals of TV reporting-Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews.

### **Unit III**

Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production

### **Unit IV**

Types of editing- linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.

## **Photo Journalism- I**

### **Unit I**

Brief history of photography, early photography techniques, photography as a medium of communication, Role and importance of photography, Qualities, role and responsibilities of photo journalist, Professional organizations, legal and ethical aspects of photo journalism.

### **Unit II**

Principles of camera elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm, medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc.

### **Unit III**

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc.

### **Unit IV**

Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

## **Indian Constitution, Economy and Politics**

### **Unit I**

Introduction to Indian Constitution-characteristics, Preamble-Directive Principles of State Policy, Fundamentals Rights, Fundamentals Duties, citizenship, Grass root democracy, Procedure for Amendments in Indian Constitution.

### **Unit II**

The Legislature, The Executive, The Cabinet, The Judiciary-powers and functions. The President, The Prime Minister - Powers and their functions, The Electoral system-process, ECI Need for electoral reforms.

### **Unit III**

Political Party System in India, lobbying, trade unionism, internal freedom.

### **Unit IV**

Economic development -concept and general perspective. Characteristics of development. India as a developing economy, Strategies of development. Developed vs. undeveloped economy, Aspects of human development -education, poverty and inequality of income distribution with special reference to India.

## **Understanding Cinema**

### **Unit I**

Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema Covering Hollywood as well as Indian Cinema from the Early Beginnings to its Status Today.

### **Unit II**

Introduction to Genres, Understanding Diverse Film Genres with a Special Mention to Indian Parallel Cinema, code of cinema, camera and camera movement, lights, performance and movement, costume

### **Unit III**

Contribution and Impact of Regional Cinema, Basic Introduction to the Technology Used in Cinema, Introduction to Few Important Techniques Employed by Different Film-makers, Introduction to the Business with Prevailing Practices in the Production and Marketing of Films.

### **Unit IV**

Introduction and Basic Discussion to Cover a Broad Range of Films: Documentaries, Commercial Ads, Corporate Films, Short Films, New reels, Public Service Ads and Others.

## **Semester V**

### **World Media Scenario**

#### **Unit I**

New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order.

#### **Unit II**

NAM Media; Regional Agencies; and Direct Broadcasting Systems, World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance.

#### **Unit III**

Colonization of Communication, News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military.

#### **Unit IV**

Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues.

### **Public Relations**

#### **Unit I**

- Persuasion and Public Opinion
- Employee communication
- PR as distinguished from Marketing, Sales Promotion and Advertising
- PR Techniques

#### **Unit II**

- Relationship and duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct
- Functions of PR Department & Manager-Advantages & Disadvantage
- Evaluating results of PR work

#### **Unit III**

- Press Relation and its principles
- The News Release-Seven point formula & its importance
- Writing techniques, Press Events and organizing them

## **Unit IV**

- Exhibition PR and its Planning
- Uses and kinds of Exhibition PR
- Importance of Marketing Research for the PR Practitioner
- PR in Developing Countries

## **Photo Journalism-II**

### **Unit I**

Focus on Cameras and Recorder controls, Camera Cables, Shooting techniques, Visual effects. Basic theory of Video recording, Microphones, audio recorders, television cameras, lighting, sound mixing desk- VTR, Master Control Room.

### **Unit-II**

Rules and principles of quality lighting, Shows the creative use of back-lighting, proper placement of lights and lighting equipment for principle subjects and sets both on location and in the studio.

### **Unit-III**

Piece-to-camera- opening, bridge, conclusive, Composition; rule of thirds, Framing, S curves, repetition of shapes, evaluating composition.

### **Unit-IV**

Filing System, Law and ethics, Copyright, Digital Imaging, Photoshop, photo editing.

## **Journalism & Public Opinion**

### **Unit-I**

Defining Public Opinion, Its functions in society, Means of gauging Public Opinion, opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media

### **Unit-II**

Media theories and their understanding of Public Opinion, Modern Media and Technology, Research, Two Step Flow of Information, Agenda Setting Vs. Uses and Gratifications, Media shaping opinion with respect to government's policies

### **Unit-III**

Role of Media in shaping public opinion during conflicts, How Public Opinion can translate into Public participation, War on international terrorism - media coverage, Internal Conflicts and Media coverage

### **Unit-IV**

National media, regional media, Portrayal of Women's issues in media, Media Coverage of Marginalised sections of Society

## **Advertising in Contemporary Society**

### **Unit-I**

Introduction to advertising and liberalisation, Foreign Exchange Regulation Act, liberalization & its changes in advertising field

### **Unit-II**

Learning about Allied Measures related to advertising in contemporary society, learning about more different allied measures related to advertising in contemporary society, buying pattern behaviour of people through advertisements

### **Unit-III**

Role played by advertising in this current emerging markets, scenario of the markets post liberalization period, effect of advertising on the market, psychological impacts and social pressure

### **Unit-IV**

Benefits to manufactures, retailers and consumers, benefits to sales people and economy, advertising influences the trade cycles

## **Contemporary Issues**

### **Unit-I**

Describing key contemporary social processes, problems and issues. Illustration of social processes, problems and issues by drawing upon sociological concepts, media reports and appropriate personal reflection.

### **Unit-II**

Social Inequality and Social Division, Social class and social mobility; race, ethnicity and multiculturalism; gender and identity, Understand what sociological perspectives can contribute to an understanding of social processes, issues and problems.

### **Unit-III**

Social Life and Everyday Life, The life-course, families and family life, interactionism, education

### **Unit-IV**

Discuss the role of structures, institutions and relations of power in shaping social life. Identifying the role of human agency and interaction in shaping the conduct of social life.

## **Semester VI**

### **Agency Management**

#### **Unit-I**

Agencies role, Functions, Organization and Importance, Different types of ad agencies, Role of account planning in advertising, Role of Account Planner, Account Planning Process, Client servicing, The Client - Agency Relationship, Stages in the client-agency relationship, The Gaps Model of service quality, The roles of advertising, Means-End chaining and the Method of laddering as guides to Creative Advertising Formulation

#### **Unit-II**

Study and Analyse current advertising campaigns of best advertising agencies, Two current campaigns for each of the following agencies including TVC, Print Outdoor and digital should be studied, and analysed in the class

#### **Unit-III**

Entrepreneurship - Definitions, Meaning Concept, Functions, Need and Importance. Innovation, risk taking and problem solving, Social Entrepreneurship, Sources of capital for start-up, Creating and starting the venture, Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process

#### **Unit-IV**

Business plan introduction, Various Stages in setting up a new Agency, The Marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, Executing the planning, Evaluating the plan

#### **Unit V**

Traditional Response Hierarchy Models, Communications Objectives, Various methods of Agency Remunerations, growing the agency, Sales Promotion Management, The Scope and Role of Sales Promotion, Objectives of Trade, Techniques of Trade, Objectives of Consumer, Techniques of Consumer

### **The Principles & Practice of Direct Market**

#### **Unit-I**

Introduction to Marketing, Meaning of Market, Definition of Market, Classification of Markets, Marketing , Features of Marketing, Objectives of Marketing, Importance of Marketing, Marketing Function, Approaches to the study of Marketing, Modern Marketing Concept

## **Unit-II**

Marketing Mix and Process, Meaning, Definition, Elements , Problems , Marketing System , Marketing Process, Concentration, Dispersion, Equalization, Product Planning and Development Product Life Cycle, New Product development strategy

## **Unit-III**

Pricing Policy, Factors influencing pricing, Methods of Pricing, Determination of Price, Modern Marketing, Modern Marketing Trends, E-Marketing, Tele Marketing

## **Unit-IV**

Sales Promotion: Promotional Strategy – Sales Promotion – Personal Selling & Advertisement – Channels of Distribution – Influencing factors – Importance – Types – Functions.

## **Industrial Training**

Students will gain practical experience in six-month industrial training in any reputed media related organization/ Centres such as Radio and TV Channels, Production Houses, Advertising Agencies, Multimedia Houses. The students will have to submit a report of the training to the College/Department. The institute where the candidate undergoes training will submit a performance report/certificate by evaluating them in terms of marks (200). These documents must be confidential and sent direct to the university. The viva examination of the candidates who have undergone industrial training will be conducted by an external examiner appointed by the University.

## **Project**

During the VI semester, students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by external examiner and viva voce will be conducted.

## **Internship Details**

Post the completion of the programme, students have the opportunity to begin their careers straight away. Students can also decide to focus on other significant master's degrees after this UG programme.

There are many opportunities in private media and entertainment companies.

Top Recruiting Areas: Films, TV, Publishing Houses, Public Relations and Journalism