

Agenda No.2.03 in AC and  
Date 23/03/2022

**Vidya Prasarak Mandal's**  
**K.G. Joshi College of Arts & N.G. Bedekar College of**  
**Commerce**  
**(Autonomous)**  
**(Affiliated to University of Mumbai)**  
**Program: BAMMC**  
**Syllabus for SY BAMMC**  
**Year of Establishment: 2007**  
**Year of Upgrading: 2022-2023**

## **PROGRAM OUTCOME**

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

301-1			
Program		BAMMC	
Year	SY BAMMC		
Semester	III		
Course:	Electronic Media-01		
Course Code	JBCUAMMC-301		
Total Marks	100 (60:40)		
No of lectures	48		
Course Outcome			
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.			
COURSE CODE		COURSE NAME	
JBCUAEMMCM-301	ELECTRONIC MEDIA-01		
Syllabus			
Sr. No.	Modules	Details	Lectures
1	Introduction		10
	A. A Short History of Radio, TV, Social Media and OTT platform in India and abroad		
	B. Introduction to Prasar Bharti		
	C. FM radio and community radio		
	D. Convergence trends		
	E. Sansad TV and News on AIR App		

<b>2</b>	<b>Introduction to Sound for both TV and Radio</b>		<b>10</b>
	<b>A. Introduction to sound</b>	<ol style="list-style-type: none"> <li>1. Types of Sound: Natural, Ambient, Recorded</li> <li>2. The Studio Setup</li> <li>3. Types of recording- Tape Recording, Digital Recording</li> <li>4. Outdoor Recording</li> <li>5. Types of Microphones</li> </ol>	
	<b>B. Introduction to Visuals</b>	<ol style="list-style-type: none"> <li>1. The Power and Influence of Visuals</li> <li>2. The Video-camera: types of shots, camera positions, shot sequences, shot length</li> <li>3. Lighting: The importance of lighting</li> <li>4. Television setup: The TV studio</li> <li>5. difference between Studio and on-location shoots</li> </ol>	
	<b>C. Electronic News Gathering (ENG)</b>	<ol style="list-style-type: none"> <li>1. Single camera</li> <li>2. Two men crew</li> </ol>	
	<b>D. Electronic Field Production (EFP)</b>	<ol style="list-style-type: none"> <li>1. Single camera setup</li> <li>2. Multi-camera set up</li> <li>3. Live show production</li> </ol>	
<b>3</b>	<b>Introduction to Formats (Fiction and non-fiction)</b>		<b>10</b>
	<b>1. Introduction to Radio Formats</b>	<p>News</p> <ul style="list-style-type: none"> <li>- Documentary</li> <li>- Feature</li> <li>- Talk Show</li> <li>- Music shows</li> <li>- Radio Drama</li> <li>Radio interviews</li> <li>- Sports broadcasting</li> </ul>	
	<b>2. Introduction to Television formats</b>	<p>News</p> <ul style="list-style-type: none"> <li>- Documentary</li> <li>- Feature</li> <li>- Talk Shows</li> <li>- TV serials and soaps</li> <li>- Introduction to web series</li> <li>- Docudrama</li> <li>- Sports</li> <li>- Reality</li> <li>- Animation</li> <li>- Web series</li> </ul>	

<b>4</b>	<b>Different Roles and contributions in the society</b>		<b>08</b>
	<b>A. Community Radio-role and importance: Case Study of Community Radio</b>		
	<b>B. Contribution of All India Radio</b>		
	<b>C. The Satellite and Direct to Home challenge</b>		
	<b>D. Ethics in delivering content on Electronic Media</b>		
	<b>E.E. Compare and Contrast: Print Media , Electronic Media, Digital Media</b>		
<b>5</b>			<b>10</b>

5		<b>Introduction to Production process</b>	
	<b>1. Pre-Production</b>	Script Storyboard Camera plot Lighting plot	
	<b>2. Production</b>	Camera angles Sequence Scene Shot Log keeping	
	<b>3. Post-Production</b>	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	<b>Total</b>		<b>48</b>

#### **Internal: Any two assignments compulsory**

- A visit to a Radio or Television station
- Listening and recording news for TV and Radio
- Shooting an interview for a Television channel
- Recording a chat show for a radio channel

#### **Reference Reading:**

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

**302**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SYBAMMC</b>
<b>Semester</b>	<b>III</b>
<b>Course:</b>	<b>CORPORATE COMMUNICATION and PUBLIC RELATIONS</b>
<b>Course Code</b>	<b>JBCUAMMC-302</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>
<b>Course Outcome:</b>	
<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of the concepts of corporate communication and public relations.</li> <li>2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.</li> <li>3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</li> <li>4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</li> </ol>	

COURSE CODE		COURSE NAME	
JBCUAMMC-302		CORPORATE COMMUNICATION and PUBLIC RELATIONS	
Syllabus			
Module		Details	Lectures
1	Foundation of Corporate Communication		14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario	02
	2. Keys concept in Corporate Communication	Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.	06
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	06

<b>2</b>	<b>Understanding Public Relations</b>		<b>16</b>
	<b>1.Introduction and Growth of Public Relations- Indian Scenario</b>	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and Disadvantages of Public Relations.	06
	<b>2.Role of Public Relations in various sectors</b>	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	04
	<b>3.Theories and Tools of Public Relations</b>	Grunting's ( 4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	06
<b>3</b>	<b>Corporate Communication and Public Relation's range of functions</b>		<b>10</b>
	<b>1.Media Relations</b>	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	03
	<b>2.Employee Communication</b>	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	03
	<b>3.Crisis Communication</b>	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	04
<b>4</b>	<b>Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations</b>		<b>08</b>
	<b>1.Emerging trends, tools and technology</b>	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	02



	<b>2.New Media Tools</b>	Website, Online press release, Article marketing, Online newsletters, Blogs	02
	<b>3.Role of Social Media</b>	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.	02
	<b>4. New Age PR-Digital PR</b>	What is New age media, How is it Useful, What are the tools of new age media, Case studies.	02
<b>Total Lectures</b>			<b>48</b>

<b>Internal evaluation methodology</b>		<b>40 Marks</b>
<b>Sr no.</b>	<b>Project/Assignment</b>	
<b>1.</b>	Presentation various topics learned	
<b>2.</b>	Writing Press release	
<b>3.</b>	Mock Press conference	
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick</li> <li>2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg</li> <li>3. Principles of Public Relations-C.S Rayudu and K.R. Balan</li> <li>4. Public Relations -Diwakar Sharma</li> <li>5. Public Relations Practices- Center and Jackson</li> <li>6. The Art of Public Relations by CEO of leading PR firms</li> </ol>		

**303**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SYBAMMC</b>
<b>Semester</b>	<b>III</b>
<b>Course:</b>	<b>MEDIA STUDIES</b>
<b>Course Code</b>	<b>JBCUAMMC-303</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>

<b>COURSE OUTCOME</b>			
<div><div>1.</div><div>To provide an understanding of media theories</div></div> <div><div>2.</div><div>To understand the relationship of media with culture and society</div></div> <div><div>3.</div><div>To understand Media Studies in the context of trends in Global Media</div></div>			
<b>COURSE CODE</b>		<b>COURSE NAME</b>	
<b>JBCUAMMC-303</b>		<b>MEDIA STUDIES</b>	
<b>Syllabus</b>			
<b>Module</b>	<b>Topics</b>	<b>Details</b>	<b>Lectures</b>
		<b>Introduction</b>	

<b>1</b>	<b>Eras, relevance, connection to culture, literature</b>	<ul style="list-style-type: none"> <li>• Era of Mass Society and culture – till 1965</li> <li>• Normative theories- Social Responsibility Theory</li> <li>• Development media theory</li> </ul>	<b>10</b>
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		<b>Media Theories</b>	
<b>2</b>	<b>Propaganda and propaganda theory-</b>	<ul style="list-style-type: none"> <li>• Origin and meaning of Propaganda</li> <li>• Hypodermic Needle/Magic bullet</li> <li>• Harold Lasswell</li> </ul>	<b>14</b>
	<b>Scientific perspectives to limited perspectives</b>	<ul style="list-style-type: none"> <li>• Paul Lazarsfeld-Two step flow</li> <li>• Carl Hovland and Attitude Change theory</li> </ul>	
		<b>Cultural Perspectives</b>	
<b>3</b>	<b>Various schools</b>	<ul style="list-style-type: none"> <li>• Toronto school (McLuhan)</li> <li>• Schools- Birmingham(Stuart Hall)</li> <li>• Frankfurt- Theodor Adorno and Max Horkheimer</li> <li>• Raymond Williams- Technological Determinism</li> <li>• Harold Innis- Bias of Communication</li> </ul>	<b>12</b>
	<b>Media and Identity</b>	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		<b>Media Effects</b>	
<b>4</b>	<b>Theories on media effects</b>	<ul style="list-style-type: none"> <li>• Media effects and behavior</li> <li>• Media effect theories and the argument against media effect theories</li> <li>• Agenda Setting Theory</li> <li>• Cultivation Theory</li> </ul>	<b>04</b>
		<b>New Media and The Age Of Internet</b>	
<b>5</b>	<b>Meaning making perspectives</b>	<ul style="list-style-type: none"> <li>• New media – Blog, Twitter, FB, Instagram.</li> <li>• Henry Jenkins-Participatory culture</li> <li>• Internet as Public sphere- Habermas to Twitter</li> <li>• McLuhan ‘s concept of Global village in the age of Netflix</li> <li>• Uses and Gratification in the age of Internet</li> <li>• Digital Democracy and Peoples participation.</li> </ul>	<b>08</b>
<b>Internal Evaluation Methodology</b>			<b>40 MARKS</b>

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:	
1.	Mass communication theory- Dennis quail
2.	Mass communication theory: foundations, ferment and future-Stanley j BaranandDennis k Davis
3.	Introduction to mass communication: media literacy and culture updated edition 8th edition
4.	Introduction to mass communication – Stanley J. Baran
5.	Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6.	Social media: a critical introduction- Christian Fuchs

304

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Introduction To Photography
Course Code	JBCUAMMC-304
Total Marks	100 (60:40)
No of lectures	48

**Brief:**

The world cannot be imagined without images. Image is an inseparable part of media. “Picture speaks a thousand words.” The course is designed to explore “how to make pictures speak a thousand words.

<b>Learning Outcome:</b>	<b>Lectures: 48</b>
<div>1. To introduce to media learners the ability of image into effective communication.</div> <div>2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</div> <div>3. To practice how a picture speaks thousand words by enlightening the learner on how.</div> <div>4. To develop the base of visualisation among learners in using pictures in practical projects.</div> <div>5. To help learners to work on a given theme or the subject into making a relevant picture or photo feature.</div>	

<b>COURSE CODE</b>	<b>COURSE NAME</b>
<b>JBCUAMMC-304</b>	<b>INTRODUCTION TO PHOTOGRAPHY</b>

Syllabus

<b>Module</b>	<b>Details</b>	<b>Lectures</b>
<b>1</b>	<b>Camera: The Story teller</b>	<b>12</b>

	<b>1. The Body:</b> The faithful middleman	The heart of the system How the camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-Less	02
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	<b>2. Aperture:</b> The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	<b>3. Shutter:</b> The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	05
	<b>4. Image sensor:</b> The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	01
	<b>5. Viewfinder:</b> The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	01
<b>2</b>	<b>Lens: Imaging device</b>		<b>08</b>
	<b>6. The eye of camera:</b> Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	02
	<b>7. Focal length:</b> Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	01
	<b>8. Image size:</b> See close	The magnification ratio of a lens Longer focal length = Bigger image size	01



	<b>9. Coverage angle:</b> Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin- cushion	01
	<b>10. Types of lenses:</b> The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	03

<b>3</b>	<b>Light: Parameters of Light- The essential raw material</b>		<b>16</b>
	<b>6. Intensity and Exposure:</b> Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure	03
	<b>7. Direction and Lighting:</b> Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama	06
	<b>8. Quality and Ambience:</b> Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	02
	<b>9. Colour and Mood:</b> What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature <i>Pure light&gt;True colours</i> White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)	02
	<b>10. Measure</b> The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective(advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation	03
<b>4</b>	<b>Composition: Art of Seeing&gt; Way of portraying a subject</b>		<b>06</b>
	<b>6. Frame and Aspect ratio</b>	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)	01
	<b>7. Visual indicators</b>	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects	01

	<b>8. Rules of composition</b>	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...	<i>02</i>
	<b>9. Breaking the rules</b>	Cropping, Panorama, Flattening	<i>01</i>

	<b>10. Viewpoint and Perspective : What Pros do</b>	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen Application	03
<b>5</b>	<b>Digital Imaging: Electronic format</b>		<b>06</b>
	<b>9. Image sensor</b>	Format, 135mm/ APS-C, Medium format, Large Format	01
	<b>10. Megapixel</b>	Pixel and its values, Total number of pixels, File size	01
	<b>11. Resolution</b>	Pixel Per Inch: Quality of Image, Magnification ratio	01
	<b>12. Image magnification</b>	Viewing distance, Image size and Pixelation How large an image can be for given megapixel	02
	<b>13. File Formats</b>	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	01
6.	<b>Cellphone photography</b>	Clicking and editing photos on mobile phones. Using photos on micro blogging sites.	01
<b>Total Lectures</b>			<b>48</b>
<b>Suggested Methods</b>			
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>	
<b>01 Print Media</b>	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in the scrapbook. <b>Points:</b> Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama	
<b>02 Electronic Media</b>	Screenshots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real keyframes is as if photographing in a small 2-3 hrs event, This should help them to look for the right storytelling frame, anticipate and stay alert as if required on actual photographic assignment.	
<b>03 Field work</b>	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation from above two projects.	

**Reference Books:**

Collins Books series: Pentax Inc.

1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook

- Indoor Photography,
- Outdoor

photography: Life Book

series:

**305**

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Film Communication-I
Course Code	JBCUAMMC-305
Total Marks	100 (60:40)
No of lectures	48
Brief:	
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has a larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.	
Course Outcome:	Lectures: 48
1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.	

COURSE CODE		COURSE NAME		
JBCUAMMC-305		FILM COMMUNICATION-I		
Syllabus				
Module		Details		Lectures
	Art of Storytelling			
1.	History: Still pictures to moving images.	1.1 1.2 1.3 1.4	History of Cinema. Birth of Visual Art. Understanding the Language of Cinema. Transition from Documentary to Feature Film	04
2.	Understanding aspects of film appreciation.	2.1  2.2  2.3	Grammar, Technology and Art. Director - the captain Writer – the back bone. Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image	08
3.	The Early Cinema: 1895 to 1950	3.1  3.2 3.3	Early Years (1895-1919) World and India. The Silent Era (1920-1931) Early Sound Era (1930-1939) The developmental stage (1940-1950)	8
4.	Major film movements and its impact.	4.1 4.2 4.3 4.4 4.5	The major cinema movements and their film makers Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	12

5.	<b>Mainstream Indian Cinema and parallel Indian cinema</b>	<p>5.1 Art v/s Commercial</p> <p>5.2 Indian Meaningful cinema(Commercial)</p> <ul style="list-style-type: none"> <li>• The Angry Young Man</li> <li>• The Indian Diaspora and Bollywood</li> <li>• Contemporary Bollywood Cinema</li> <li>• Globalisation and Indian Cinema, The multiplex Era</li> </ul> <p>5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram</p> <p>5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu</p> <p>5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul,</p>	16
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		Said Mirza etc.	
<b>Total Lectures</b>			<b>48</b>

### Internal exercise:

The objective of internal exercise is to help the students identify good cinema and how to write film reviews including all points of view. Also develop their vision to a higher aesthetic level.

### Suggested Methods

Sr. no	Project/Assignment	Reason/Justification
1. <b>Print Media</b>	Write reviews of film seen by them during lectures/film festivals	To inculcate understanding of cinema and writing skills needed for film review
2. <b>Electronic Media</b>	Making documentary on any of the prominent film personalities/genre/film theories	To make them understand the depth of cinema and its different aspects

### Suggested Screenings:

- Documentaries on World and Indian Cinema (100 years of Cinema).
- Films of Dada Saheb Phalke
- Citizen Kane,
- The Battle over Citizen Kane
- Bicycle Thief
- Roshomon
- Do Bigha Zamin/ Bandini
- Sahab, Bibi aur Ghulam/ Pyaasa,
- Awara/Shri 420
- Lajwanti/ Ek ke Baad Ek

**306**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SY BAMMC</b>
<b>Semester</b>	<b>III</b>
<b>Course:</b>	<b>COMPUTERS MULTIMEDIA -01</b>
<b>Course Code</b>	<b>JBCUAMMC-306</b>
<b>Total Marks</b>	<b>100 (60:40)</b>

<b>No of lectures</b>	<b>48</b>

**Brief: Digital workflow:**

Since the introduction of computers in media every process of image editing and film editing is computerized. Various softwares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

**Course Outcome:**

1. To help learners make the media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independence during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

<b>COURSE CODE</b>	<b>COURSE NAME and DETAILED SYLLABUS</b>
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<b>JBCUAMMC-306</b>	<b>COMPUTERS MULTIMEDIA -01</b>
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<b>Syllabus</b>		
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Modules		Details	Lectures
<b>1</b>	<b>Photoshop: Pixel based Image editing Software</b>		<b>12</b>
	<b>1. Introduction to Photoshop</b>	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	02
	<b>2. Photoshop Workspace</b>	The tools, Toolbox controls Property bar, Options bar, Floating palettes	03
	<b>3. Working with images</b>	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	05
	<b>4. Image Editing</b>	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	01
	<b>5. Working with Text</b>	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	01
<b>2</b>	<b>CorelDraw: Vector based Drawing software</b>		<b>06</b>

	<b>1. Introduction to CorelDraw</b>	CorelDraw Interface, Tool Box, Importing files in CorelDraw, Different file formats	<i>01</i>
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	<b>2. Using text</b>	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:	01
	<b>3. Exploring tools</b>	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos	01
	<b>4. Applying effects</b>	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	<b>5. Exporting in CorelDraw</b>	Exporting, Types of export, Exporting for other software	01
<b>3</b>	<b>QuarkXpress/ InDesign: Layout Software</b>		<b>08</b>
	<b>1. Introduction to QuarkXpress</b>	List the menus, List the tools, Benefits of using Quark, Application of Quark	02
	<b>2. Text Edits in Quark</b>	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	<b>3. Using palettes</b>	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	01
	<b>4. Colour correction in quark</b>	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	02
	<b>5. Exporting files</b>	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
<b>4</b>	<b>Premiere Pro: Audio-visual: Video editing software</b>		<b>10</b>

	<b>1. Introduction to editing</b>	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	<b>2. Introduction to premiere</b>	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02

	<b>3. Understanding file formats</b>	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	02
	<b>4. Using colour grading</b>	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	<b>5. Exporting and rendering</b>	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
<b>5</b>	<b>Sound Forge/Sound Booth: Sound Editing Software</b>		<b>12</b>
	<b>1. Introduction to Digital Audio</b>	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	02
	<b>2. Concept of Dolby Digital</b>	Mono, Stereo, Quadraphonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	02
	<b>3. Sound Recording</b>	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	03
	<b>4. Working with Sound</b>	Workspace, Play bar, timeline, Transport toolbar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	03
	<b>5. Advanced Sound Processing</b>	Delay, Echo, Reverb, ,Amplify,Autoduck,fade in fade out ,Distortion, filter curve,loudness Normalization,Normalizatio n Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time	02

		duration Soundtrack output Create your audio CD and mark chapters	
	<b>Total</b>		<b>48</b>
<b>Internal exercise:</b>			
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to a higher aesthetic level.			



Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark or PS or Corel	Taking examples of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on- experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

#### References:

- Photoshop Bible      McLeland      Willey Publication
- CorelDraw Practical Learning:      BPB Publication
- QuarkExpress-9 : Prepress Know-How      Noble Desktop Teachers
- Desktop Publishing with Quark 10      Kindle version
- Digital Music and Sound Forge Debasis Sen      BPB Publications

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the software preferred in industry
03	Quark Express	Adobe InDesign	Both the software preferred in industry
04	Premiere Pro Basic	Premiere Pro Advance	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

1. The learner is learning Photography in Semester-III as well as Project papers in Semester - VI. Photoshop training shall make learners self-sufficient as well as employable in industry.
2. The learner is learning Film Communication in Semester -III. The knowledge of video editing shall help students to create short films and participate in competitions. Also the learner can create his portfolio.
3. Dreamweaver is web designing software. Training in this can help learners to run his website and upload his work in photography and videography.
4. The learner is learning Radio and Television Production in Semester -IV. The audio is an inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learners to use professional sound in his projects of Radio and Television as well as Film Communication.

**Internal assessment: 40 marks**

20 marks MCQ

15 marks assignment/projects  
5 marks class performance/attendance.

**External exam: 60 marks.**

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question. (15)

Q.2 A) Give Descriptive/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes ( Any 3 out of 5 ) (5 marks each) (15)

**SEMESTER 4:**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SY BAMMC</b>
<b>Semester</b>	<b>IV</b>
<b>Course:</b>	<b>Electronic Media-II</b>
<b>Course Code</b>	<b>JBCUAMMC-401</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>

<b>Course Outcome:</b>			
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.			
<b>COURSE CODE</b>		<b>COURSE NAME</b>	
<b>JBCUAMMC-401</b>		<b>ELECTRONIC MEDIA-II</b>	
<b>Syllabus</b>			
<b>Modules</b>		<b>Details</b>	<b>Lectures</b>
<b>1</b>	<b>Evolution and growth of Radio and Television:</b>		<b>08</b>
	<b>A. Evolution and growth of Radio:</b>	<ul style="list-style-type: none"><li>• Satellite Radio – The Evolution and Growth</li><li>• Internet Radio and Private FM Channels broadcast on the Internet.</li></ul>	
	<b>B. Evolution and growth of Television</b>	<ul style="list-style-type: none"><li>• Evolution and growth of Private and Satellite channels:</li><li>• Growth of Private International, National and Regional TV Networks and fierce.</li><li>• Competition for ratings.</li><li>• Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and lifestyle. HDTV telecast</li><li>• Proliferation of DTH services:</li></ul>	
<b>2</b>	<b>Regional channels:</b>		<b>10</b>
	<b>A. Rise of regional channels and Importance of Regional Channels in India and Globally</b>		
	<b>B. Trends in regional radio and Television channels.</b>		
<b>3</b>	<b>News and other non fiction formats.</b>		<b>10</b>
	<b>1. TRP</b>	Breaking news on television and the TRP race:	
	<b>2. Panel discussions:</b>	How panel discussions can make the public opinion	
	<b>3. Interviews:</b>	Radio and Television Interview techniques	

	4. Anchoring:	Qualities of a good anchor Voice modulation	
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation	

<b>4</b>	<b>Writing for Broadcast Media-(Radio and Television)</b>		<b>10</b>
	<b>11.</b> Preparation of Audio and Video briefs:	Idea generation, Scripting, Storyboard	
	<b>12.</b> Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.	
	<b>13.</b> Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
<b>5</b>	<b>Current and Emerging Trends in Electronic media</b>		<b>10</b>
	<b>5.</b> '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	
	<b>6.</b> Convergence and Multi-media:	<ol style="list-style-type: none"> <li>1. Use of Facebook and Twitter handles by Radio and TV channels</li> <li>2. Internet TV/ Radio</li> <li>3. Mobile TV/Radio</li> </ol>	
	<b>7.</b> Emerging Trends:	Mobile Technology, Social Media and Web: eg. <ul style="list-style-type: none"> <li>• Hotstar</li> <li>• Voot</li> <li>• Sony Live</li> </ul>	
	<b>8.</b> Digital storytelling /Features :	<ul style="list-style-type: none"> <li>• Story idea</li> <li>• Development and Presentation</li> <li>• Web series</li> </ul>	
	<b>9</b> Over The Top OTT Platform	Evolution and Growth of OTT platforms with reference to <ul style="list-style-type: none"> <li>• Amazon Prime</li> <li>• Netflix</li> <li>• MX Player</li> </ul>	
	<b>Total</b>		<b>48</b>

<b>Internals</b>	<b>Marks 40</b>
Presenting, shooting and editing of news bulletins. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	



**402**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SYBAMMC</b>
<b>Semester</b>	<b>IV</b>
<b>Course:</b>	<b>Writing and Editing for Media</b>
<b>Course Code</b>	<b>JBCUAMMC-402</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>
<b>COURSE OUTCOME</b>	
<ol style="list-style-type: none"><li>1. Provide the ability to understand writing styles that fit various media platforms.</li><li>2. It would help the learner acquire information gathering skills and techniques.</li><li>3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.</li><li>4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</li><li>5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences</li><li>6. Provide acquire basic proficiency in proof-reading and editing.</li></ol>	

COURSE CODE		COURSE NAME	
JBCUAMMC-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
		PRINT MEDIA	
I	WRITING FOR PRINT MEDIA	1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing- various forms 9. Writing for Advertisements	12
		RADIO AND TELEVISION	
II	WRITING FOR BROADCAST MEDIA	1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials	10
		DIGITAL MEDIA	



<b>III</b>	<b>DIGITAL MEDIA: A sunrise opportunity</b>	<ol style="list-style-type: none"> <li>1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content</li> <li>2. How to produce well-written web pages Written content for the web, digital spaces and digitally distributed media.</li> <li>3. Development of web-specific style guides, convergence of text and video on digital.</li> <li>4. Emerging fields of personal publishing, including blogging and microblogging (or publishing on LinkedIn).</li> <li>5. Dealing with breaking news and fake news in real time.</li> <li>6. Writing for Advertisements through Email and SMS</li> <li>7. Writing Blogs</li> </ol>	<b>14</b>
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		EDITING	
IV	EVALUATION OF CONTENT	<div>1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers.</div> <div>2. Rewriting leads</div> <div>3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage.</div> <div>4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy.</div> <div>5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining - website design</div>	12
V	STUDYING EMINENT WRITERS/JOURNALISTS	<div>1. Understanding the writing style of well known authors. Column writers &amp; journalists.</div>	02
Internal Evaluation Methodology		40 MARKS	
<div>1. Written assignments for print media</div> <div>2. Digital /online written assignment</div> <div>3. Writing blogs</div> <div>4. Open book tests</div> <div>5. Oral and practical presentations</div> <div>6. Projects</div> <div>Group interactions,/discussions</div>			

### Reference Books/Journals/Manuals

1. James Glen Stovall, writing for the mass media, sixth edition, published by Dorling Kindersley (India)
2. Artwick, Claudette G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The Associated Press Stylebook. . Associated Press (current edition)
4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing) By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:McGraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017

**403**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SY BAMMC</b>
<b>Semester</b>	<b>IV</b>
<b>Course:</b>	<b>Media Laws and Ethics</b>
<b>Course Code</b>	<b>JBCUAMMC-403</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>

**Brief:** In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

**Course Outcome:**

1. To provide the learners with an understanding of laws that impact the media.
2. To sensitize them towards the social and ethical responsibility of the media.

COURSE CODE		COURSE NAME	
JBCUAMMC-403		MEDIA LAWS and ETHICS	
Syllabus			
Module		Details	Lectures
1	Constitution and Media		09
	1. Core values of the Constitution	Refreshing Preamble, unique features of the Indian Constitution	01
	3. Freedom of Expression	Article 19 (1) (a), Article 19(2)	02
	4. Judicial Infrastructure	Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. Social responsibility of the media	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today’s era	2
	5. Social Media	Threat of Fake News and facts verification Social media decorum	2
2	Regulatory bodies		10

	<b>1. Press Council of India</b>	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02
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	<b>6. TRAI</b>	Role of Telecom Regulatory Authority of India	02
	<b>5. IBF</b>	<ol style="list-style-type: none"> <li>1. Indian Broadcasting Foundation</li> <li>2. Broadcasting Content Complaints Council,</li> <li>3. Broadcasting Audience Research Council</li> </ol>	02
	<b>4. ASCI</b>	<ol style="list-style-type: none"> <li>1. Advertising Standard Council of India</li> <li>2. Mission</li> <li>3. Structure</li> <li>4. Consumer Complaint Council</li> </ol>	02
	<b>5. NBA</b>	<ol style="list-style-type: none"> <li>1. News Broadcasters Association :</li> <li>2. Structure</li> <li>3. Mission</li> <li>4. Role</li> </ol>	02
<b>3</b>	<b>Media Laws</b>		<b>10</b>
	<b>1. Copyright and IPR</b>	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	<b>2. Defamation</b>	<ol style="list-style-type: none"> <li>1. Definition.</li> <li>2. Civil, Criminal</li> <li>3. Exceptions</li> <li>4. Recent case studies</li> </ol>	02
	<b>3. IT Act</b>	<ol style="list-style-type: none"> <li>1. Information Technology Act 2000</li> <li>2. Amendment 2008</li> <li>3. Section 66A</li> <li>4. Section 67</li> <li>5. Case Studies</li> </ol>	02
	<b>4. Contempt</b>	<ol style="list-style-type: none"> <li>1. Contempt of Court</li> <li>2. Contempt of Parliament</li> </ol>	02
	<b>5. More acts</b>	<ol style="list-style-type: none"> <li>1. Drugs and Magic Remedies (Objectionable Advertisements) Act,</li> <li>2. Emblems and Names ( Prevention of Improper Use) Act</li> </ol>	02
<b>4</b>	<b>Media Laws</b>		<b>10</b>
	<b>1. Right to Privacy</b>	<ol style="list-style-type: none"> <li>2. Evolution</li> <li>3. Right to Privacy a Fundamental Right</li> </ol>	02
	<b>3. Morality and Obscenity</b>	<ol style="list-style-type: none"> <li>1. Indecent Representation of Women's Act</li> <li>2. 19.2, IPC 292 , 293</li> <li>3. Change in perception with time</li> </ol>	02

	<b>4. Unfair Practices</b>	Unfair Trade Practices and the Competition Act 2002	02
	<b>5. OSA</b>	<ol style="list-style-type: none"> <li>1. Official Secrets Act</li> <li>2. Controversies</li> <li>3. Case Studies</li> </ol>	02
	<b>4. RTI</b>	<ol style="list-style-type: none"> <li>1. Right To Information Act 2005</li> <li>2. Brief History</li> <li>3. Importance and current status</li> </ol>	02

<b>5</b>	<b>Media Ethics and Social Responsibility</b>		<b>09</b>
	<b>1. Why Ethics</b>	What is ethics? And why do we need ethics?	01
	<b>2. Ethical responsibility of journalist</b>	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	<b>3. Fake News</b>	1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification	02
	<b>4. Ethical responsibility of advertisers</b>	4. Violation of ethical norms by advertisers 5. Case Studies	02
	<b>5. Stereotyping</b>	Stereotyping of minorities, women, senior citizens, regions, LGBT	01
	<b>6. Social Media ethics</b>	Trolling on Social media – Twitter, blogs etc., influence on Public opinion. Media ethics, news, freedom of press, social responsibility.	01
<b>Total Lectures</b>			<b>48</b>

Internal exercise:		40 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility		
Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2.Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3.Test	Based on the syllabus	To test the knowledge about the topics covered.
References:		
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law		



**404**

Program	BAMMC		
Year	SY BAMMC		
Semester	IV		
Course:	MASS MEDIA RESEARCH		
Course Code	JBCUAMMC-404		
Total Marks	100 (60:40)		
No of lectures	48		
Course outcome			
<ul style="list-style-type: none"><li>To introduce students to debates in Research approaches and equip them with tools to carry on research</li><li>To understand the scope and techniques of media research, their utility and limitations</li></ul>			
COURSE CODE		COURSE NAME	
JBCUAMMC-404		MASS MEDIA RESEARCH	
Syllabus			
Module	Topic	Details	Lectures
		Research In Media	
I	Introduction to mass media research	<ul style="list-style-type: none"><li>Relevance, Scope of Mass Media Research and</li><li>Role of research in the media</li><li>Steps involved in the Research Process</li><li>Qualitative and Quantitative Research</li><li>Literature Review</li><li>Developing hypothesis</li><li>Hypothesis Design</li></ul>	12
		Design	
II	Research designs	<ul style="list-style-type: none"><li>Concept, types and uses</li><li>Research Designs:</li><li>Discovery of research problem, identifying dependent and independent variables,<ul style="list-style-type: none"><li>a) Exploratory</li><li>b) Descriptive and</li><li>c) Causal.</li></ul></li></ul>	05
		Data Collection	

<b>III</b>	<b>Data – collection methodology</b>	<ul style="list-style-type: none"> <li>a. Primary Data – Collection Methods <ul style="list-style-type: none"> <li>I. Depth interviews</li> <li>II. Focus group</li> <li>III. Surveys</li> <li>IV. Observations</li> <li>V. Case Study</li> <li>VI. Ethnography method</li> <li>VII. Experimentations</li> <li>VIII. Questionnaire</li> </ul> </li> <li>b. Secondary Data Collection Methods</li> <li>c. Literature review</li> <li><b>d. Designing Questionnaire and measurement techniques</b></li> <li>e. Types and basics of questionnaire</li> <li>f. Projective techniques</li> <li>g. Attitude measurement scales</li> <li>h. Sampling process</li> <li>i. Data Tabulation and Research report format</li> <li>j. Use of basic statistical methods.</li> <li>k. Plagiarism</li> <li>l. Reference and Types of reference and Reference Management</li> </ul>	<b>20</b>
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		<b>Analysis</b>	
<b>IV</b>	<b>Content analysis and The Semiotics of the Mass Media.</b>	a. Concept, Use and Steps in Content Analysis a. What is semiotics? And Use of semiotics in media	<b>06</b>
		<b>Application Of Research</b>	
<b>V</b>	<b>Application of research in mass media</b>	a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research	<b>05</b>
<b>Total Lectures</b>			<b>48</b>
<b>Internal Assessment: Methodology</b>			<b>40 MARKS</b>
<b>Reference Books:</b>			
1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP 3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates. 4. Media Research Methods: Gunter, Brrie; (2000); Sage 5. Mass Media Research: Wimmer And Dominick 6. Milestones In Mass Communication: Research De Fleur			

**405**

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SYBAMMC</b>
<b>Semester</b>	<b>IV</b>
<b>Course:</b>	<b>Film Communication II</b>
<b>Course Code</b>	<b>JBCUAMMC-405</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>

<b>Brief:</b>			
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has a larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give the media better film makers.			
<b>Course Outcome:</b>			<b>Lectures: 48</b>
1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films.			
<b>COURSE CODE</b>		<b>COURSE NAME</b>	
<b>JBCUAMMC-405</b>		<b>FILM COMMUNICATION II</b>	
<b>Syllabus</b>			
<b>Module</b>		<b>Details</b>	<b>Lectures</b>
	<b>Understanding Cinema</b>		
	<b>1. Regional Cinema</b>	Regional Films and Filmmakers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu / Kannada, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
	<b>2. Hindi Cinema</b>	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
	<b>3. Cinema now</b>	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08

	<b>4. Film Making</b>	<b><i>Film Production to Film Exhibition</i></b> 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08
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	<b>5. Film Culture</b>	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	08
	<b>6.Types of films</b>	Short films, Documentary films, Ad films, News Reels	05
<b>Total Lecture</b>			<b>48</b>

<b>Internal Exercise:</b>		<b>40 Marks</b>
To make students put in practical use the outcome of Film Communication.		
<b>Suggested Methods</b>		
<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
<b>Electronic Media</b>	Group project of Short film making	To understand the understanding of cinema grasped by the students.
<b>Suggested Screenings:</b>		
Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc. Pinjra Apur Sansar/Megha Dhake Tara Sholay/Amar Akbar Anthony Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge Bajirao Mastani/Manikarnika/Bahubali URI Film		

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>SY BAMMC</b>
<b>Semester</b>	<b>IV</b>
<b>Course:</b>	<b>Computer Multimedia II</b>
<b>Course Code</b>	<b>JBCUAMMC-406</b>
<b>Total Marks</b>	<b>100 (60:40)</b>
<b>No of lectures</b>	<b>48</b>

**Brief: Digital workflow:**

Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professionals- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in the media today.

**Course Outcome:**

1. To help learners be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media software to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independence during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE		COURSE NAME	
JBCUAMMC-406		Computer Multimedia II	
Syllabus			
Modules		Details	Lectures
1	Photoshop: Advanced Image Editing		12
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	02
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	03
	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	05



	<b>4. Wonders of Blend Modes</b>	Blend modes Advanced blending options Layer blends	<i>01</i>
	<b>5. Fully Editable Text</b>	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	<i>01</i>

<b>2</b>	<b>Adobe Illustrator: Vector based Drawing software</b>		<b>07</b>
	<b>1. Introduction to Adobe Illustrator</b>	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	02
	<b>2. Using text</b>	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	02
	<b>3. Creating Simple designs</b>	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	<b>4. Applying effects</b>	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	<b>5. Exporting in Illustrator</b>	Exporting, Types of export, Exporting for other soft wares	01
<b>3</b>	<b>InDesign: Layout Software</b>		<b>08</b>
	<b>1. Introduction to Adobe In Design</b>	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	02
	<b>2. Text Edits in InDesign</b>	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	<b>3. Using palettes</b>	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	01
	<b>4. Colour correction in InDesign</b>	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	02
	<b>5. Exporting files</b>	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01

<b>4</b>	<b>Premiere Pro: Audio-visual: Advanced application</b>		<b>10</b>
	<b>1. Introduction to editing</b>	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	<i>02</i>

	<b>2. Exploring Premiere Pro</b>	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02
	<b>3. Right application of various file formats</b>	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	02
	<b>4. Using colour grading</b>	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	<b>5. Exporting and rendering</b>	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
<b>5</b>	<b>Adobe Dreamweaver: Web designing software</b>		<b>11</b>
	<b>1. Introduction to Dreamweaver</b>	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	02
	<b>2. Working with DW</b>	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	02
	<b>3. Linking pages</b>	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	03
	<b>4. Using Tables</b>	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	02
	<b>5. Typo in DW</b>	Changing Font typefaces, size, style, colours Text to hyperlink	02

	<b>6.Publishing it to web</b>	Learn how to publish a finished site to a web server and how to prevent certain files or folders from being published	
	<b>Total</b>		<b>48</b>

**Internal exercise:**

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign or PS or Illustrator	Taking examples of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on- experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

**Bibliography:**

- Photoshop Bible, McLeland, Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the soft wares preferred in industry
03	Quark Express	Adobe InDesign	Both the soft wares preferred in industry
04	Premiere Pro Basic	Premiere Pro Ad	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

**Note:** Please refer to the reasons for this multimedia course in continuing software like Photoshop and Premiere Pro from Sem-II to Sem-IV. The Course outcome shall be met during this course.

**Internal assessment: 40 marks**

20 marks mcq.

15 marks assignment/projects

5 marks class performance/attendance.

**External exam: 60 marks.**

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question. (15)

Q.2 A) Give Descriptive/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes ( Any 3 out of 5 ) (5 marks each) (15)