

Curriculum of
Four-Year Undergraduate Programme
in Mass Communication

DIBRUGARH UNIVERSITY, DIBRUGARH, ASSAM: 786 004

PREAMBLE

This syllabus is designed to impart adequate knowledge to young men and women of the region about the different aspects of journalism and mass communication and to pursue their career in the respective field. It will give ample opportunities to learners to choose their desired field while pursuing their career as a media professional. The syllabus is designed to cater the need of the rising demand of media industry of 21st century. With a focus on producing quality man power towards industry and academia this syllabus is dedicated to young man and women of the region who want to pursue a career in the emerging field of journalism and mass communication.

INTRODUCTION

In view of the revised guidelines on Curriculum and Credit Framework for Undergraduate Programmes issued by the University Grants Commission based on the recommendations of the New Education Policy 2020, this syllabus incorporates restructured degree programmes, multiple entry and exit points, flexible degree options with single major, double major, multi-/interdisciplinary choices. All of this has been designed with a view to ensure a holistic growth and high employability for all the graduates/ certificate holders who have undertaken the entire Four-Year Undergraduate Course in Mass Communication or a part of it, offered under Dibrugarh University.

With a focus on producing quality man power in the field of journalism and mass communication this syllabus is designed to cater the need of the media education across the region. This Four-Year Undergraduate Course in Mass Communication course will help students to enhance their knowledge in the field of journalism and mass communication. This will enable students to develop sound theoretical knowledge and professional skills and competencies in media and communication world. After completion of this entire Four-Year Undergraduate Course in Mass Communication or a part of it, students will be able to choose their desired career objective in the field of journalism and mass communication.

AIM

By the end of this four year undergraduate course, the curriculum aims to:

- Produce well rounded individuals with a command over the various facets of Mass Communication.
- Produce highly skilled professionals in the field of Journalism and Mass Communication, ready for the job market.
- Promote critical thinking, evaluation and research in the field of Journalism and Mass Communication.

GRADUATE ATTRIBUTES

- Disciplinary knowledge: Capable for showing extensive information and comprehension and understanding of one or more disciplines that form a part of a

Postgraduate programme of study. It will help in the specialization and in-depth content knowledge of the subject.

- Communication Skills: Ability to express thoughts and ideas effectively in writing and orally using the 7C's of Communication i.e.; clear, concise, concrete, correct, coherent, complete and courteous. Speak with others utilizing proper media; certainly share one's perspectives and communicate for herself/himself; exhibit the capacity to listen cautiously, read and compose systematically, and present complex data in a reasonable and brief way to various gatherings
- Cooperation/Team work: Ability to serve in a multiple working environment, and use ethical practices in all work. Capable of demonstrating the ability to work in diverse teams and facilitate in team work.
- Creativity: Ability to analyse, interpret and draw conclusions in a diverse way about the same arrivals of old works. To let the students do the task from multiple perspectives and generate solutions 'out of the box'. Adopt innovative and diverse ways to and develop interpersonal skills in a better manner.
- Critical thinking: Capacity to apply insightful idea to a group of information; dissect and assess proof, contentions, claims, convictions based on exact proof; distinguish pertinent suppositions or suggestions; form intelligent contentions; basically assess practices, strategies and speculations by following logical way to deal with information improvement.
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- Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project from beginning to completion.
- Multicultural competence: Have information on the qualities and convictions of various societies and a worldwide viewpoint; and capacity to really take part in a multicultural society and collaborate deferentially with different gatherings.

PROGRAMME LEARNING OUTCOMES

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are outlined as follows:

After completing this undergraduate programme, a learner:

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

- Shall be able to critically evaluate media messages and their sources and apply media literacy skills to identify bias, propaganda, and misinformation in media content.
- Shall be equipped with ICT capabilities, including digital literacy.
- Shall have a basic understanding of various media policies and regulations, the role of government and civil society in shaping media practices, etc.
- Shall be able to analyse the history, origin and growth of electronic media, identify the principles and practices of radio and television broadcasting, and develop writing skills for radio and television.
- Shall acquire knowledge about the utilization of digital media tools for promotional and developmental activities and use the internet effectively to promote pages and brands.
- Shall develop creativity and innovation in developing content and communication strategies that effectively engage audiences and achieve communication objectives.
- Shall be able to design and create marketing campaigns, use marketing tools in their future advertising, PR and digital media campaigns, and apply the understanding of consumer behavior in shaping and planning brand campaigns.
- Shall develop the fundamental knowledge about how to design and conduct research studies, surveys, experiments, and content analyses.

TEACHING-LEARNING PROCESS

TEACHING PEADAGOGY

Lectures, tutorials, practical's, class debates and group discussions, small-group activities, seminars, field visits and special lectures should all be included in the teaching methodology.

Students may be required to submit group report or survey outcome data for the class.

CLASSROOM DISCUSSIONS

Students are encouraged to voice their thoughts, observations, experiences, and questions during classroom discussions.

During this period, students should use the opportunity to explain any concepts they are still unsure about.

Personal matters like test and assignment results won't be discussed at this time.

Students with these concerns should follow the guidelines presented in the syllabus for grievances.

COURSE COMMUNICATION

Respect for teachers and adherence to university standards are demanded from all students.

In order to be informed at the start of the academic session, the instructor will post lecture notes and students may post their reports and other interesting messages on the Centre's blog/group mail.

Make sure to include your complete name, roll number, topic code, and the title of the paper or assignment in the subject line of any emails you send to the teacher.

At the time of acceptance, all students are required to supply their active email addresses.

ASSIGNMENTS

On standard A-4 paper, assignments that are turned in for grading should be neatly typed and double-spaced. Assignments submitted through email won't be assessed or evaluated; only paper copies will be accepted. However, practicals and some class assignments can be accepted in Google Classroom or similar if it is decided by the teacher. Unless there is a serious reason for concern, no deadline extension will be taken into consideration.

PENALTY FOR LATE WORKS

The concerned faculty members have the right to deduct marks for late submissions of the assigned works. No special attention and deadline will be extended unless a special situation arise (i.e., illness, attending a professional conference).

INTERNSHIP/INDUSTRY EXPOSURE

For the industrial exposure of the students, a compulsory internship must be done by the students as per the guidelines of the University. They must apply through proper channel and must inform the Centre about their absence, organization in which they are seeking for internship and period of internship.

Students are encouraged to go for internship only during the summer/winter break and should be minimum of 30 days.

GRIEVANCE REDRESSAL

Students must follow the University Guidelines for addressing their academic grievances.

ASSESSMENT METHODS

A variety of assessment methods will be used to assess the progress of the student in a particular course/subject. Priority will be given to both formative and summative assessments. Progress towards the achievement of learning outcomes will be assessed by:

- Practical Assignments
- Case Study reports

- Seminar Presentations
- Debates and group discussions
- Open and close book tests

Marks distribution:

Total marks: 100

End Sem: 80 marks

In Sem: 20 marks (10 marks: Test & 10 marks: Assignment/Practicum)

**STRUCTURE OF FOUR-YEAR UNDERGRADUATE PROGRAMMES (FYUGP) IN
DIBRUGARH UNIVERSITY AND ITS AFFILIATED COLLEGES**

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Title of the Course	Remarks	Total Credit
1	1 st Semester	Major (Core)	1	Introduction to Mass Communication	4	4
		Minor	1	Fundamentals of Mass Communication	4	4
		Multi- Disciplinary Generic Elective Course: Natural Science –I/ Social Science/Humanities- I/Commerce-I	1	Media Literacy	3	3
		AEC Language (MIL/Regional Language)	1		4	4
		Value Added Course- 1Understanding India	1		2	2
		Value Added Course -2Health and Wellness	1		2	2
		Skill Enhancement Course	1		3	3
		Total				22
	2 nd Semester	Major (Core)	2	Photography and Image Post Processing	4	4
		Minor	2	Introduction to Journalism	4	4
		Multi-Disciplinary Generic Elective Course: Natural Science –II /Social Science/Humanities– II/Commerce-II	2	Basics of Photography	3	3

		AEC: Language and Communication Skills (English)-II	1		4	4
		Environmental Education with emphasis on community-based activities (more emphasis on practicals) (1+0+2)	1		2	2
		Yoga	1		2	2
		Skill Enhancement Course	1		3	3
		Total				22
	Grand Total (Semesters I and II)					44
Students on exit shall be awarded an Undergraduate Certificate (in the Field of Study/Discipline) after securing the requisite 44+4 Credits in Semesters I and II						
2	3 rd Semester	Major	3	Journalism	4	8
			4	Communication Theories		
		Minor	3	Introduction to Photography	4	4
		Multi-Disciplinary Generic Elective Course: Natural Science/Social Science/Humanities - III/Commerce-III	3	Basics of Anchoring	3	3
		Digital and Technological Solutions/Digital Fluency	1		2	2
		Skill Enhancement Course	1		3	3
		Ability Enhancement Course: Communicative English/Mathematical Ability	1		2	2
		Total				22
		Major (Core)	5	Electronic Media	4	16

	4 th Semester		6	Fundamentals of Marketing Communications	4	
			7	Digital Media	4	
			8	Ideation and Graphic Design	4	
		Minor	4	Fundamentals of Digital and Online Media	4	4
		Community engagement (NCC/NSS/Adult Education/Student mentoring/NGO/Govt. institutions, etc.)	1		2	2
		Total				22
Grand Total (Semester I, II, III and IV)						88
Students on exit shall be awarded Undergraduate Diploma (in the Field of Study/Discipline) after securing the requisite 88+4 Credits on completion of Semester IV						
3	5 th Semester	Major	9	Media in Northeast India	4	16
			10	Film Studies	4	
			11	Advertising and Public Relations	4	
			12	Writing for Media		
		Minor	5	Graphic Design	4	4
		Internship	1		2	2
		Total				22
	6 th Semester	Major	13	Media Laws and Ethics	4	16
			14	Folk and Community	4	
			15	Audio-Visual Production	4	
			16	Digital Media Applications	4	

		Minor	6	Electronic Media Production	4	4	
		Project	1		2	2	
		Total				22	
	Grand Total (Semester I, II, III, IV, V and VI)					132	
Students on exit shall be awarded Bachelor of (in the Field of Study/Discipline) (3 years) after securing the requisite 132 Credits on completion of Semester VI							
4	7th Semester	Major	17	Communication for Development and Social Change	4	12	
			18	Photojournalism	4		
			19	Gender and Media	4		
		Minor	7	Introduction to Advertising and Public Relations	4	4	
		Research Ethics and Methodology	1		4	4	
		Research Project (Development of Project/Research proposal, Review of related literature)/ DSE Course in lieu of Research Project	1		2	2	
		Total				22	
	8th Semester	Major (Core and Elective)	20	Media, Culture and Society	4	12	
			21	Media Management	4		
			22	International Communication	4		
		Minor	8	Current Affairs and Mass Media	4	4	
		Dissertation (Collection of Data, Analysis and Preparation of Report)/ 2 DSE Courses of 3	1		6	6	

		credits each in lieu of Dissertation				
		Total				22
	Grand Total (Semester I, II, III, IV, V, VI, VII and VIII)					176

*** Credits per Semester : 22**

*** Credits Grand Total : 176**

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: I**

Course Code : **MCC1**
Course Title : **Introduction to Mass Communication**
Nature of the Course : **Major Core : I**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To identify the basic concept of communication and its significance
- To explain the process and elements of mass communication
- To analyse the scope and emerging trends of mass communication

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Hours	Marks
1	Introduction to Communication	<ul style="list-style-type: none"> ○ Meaning, definition, function, process, elements, type ○ Role 	08	02	-	10	15
2	Mass Communication	<ul style="list-style-type: none"> ○ Concept ○ Characteristics ○ Historical overview ○ Significance 	10	02	-	12	15
3	Media and Society	<ul style="list-style-type: none"> ○ Co-relation ○ Peaceful co-existence ○ Power of media ○ Ethical practice 	10	02	02	13	15
4	Channels of mass communication	<ul style="list-style-type: none"> ○ Traditional ○ Print ○ Electronic ○ New ○ Advertising and Public Relations 	10	02	-	12	15
5	Emerging trends of mass communication	<ul style="list-style-type: none"> ○ Effect ○ Latest tools and techniques ○ Advantage and disadvantages ○ Scope ○ Prospects & challenges 	10	02	02	13	20
TOTAL CONTACT HOURS						60	
TOTAL MARKS							80

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

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

LEARNING OUTCOMES

After completion of the course students will be able to:

- Enhance their knowledge of communication and mass communication
- Describe significance of communication and mass communication
- Broaden their knowledge on the process of mass communication

DISCUSSIONS

- Technological innovations and communication process.
- Media industry, market consolidation and media fragmentation.
- Comparative analysis of different forms of mass communication.

KEYREADINGS

- Bagdikian, H. Ben. (2004). The New Media Monopoly. Boston: Beacon Press
- Bernet, Steven. (2011). The Rise and Fall of Television Journalism. New York: Bloomsbury
- Brock, George. (2013). Out of Print – News in the digital age. New Delhi: Kogan Page
- Griffin, E. M. (2012). A First Look at Communication theory (5E). New York: McGraw Hill
- Hendricks, A. John. (2010). The Twenty – First – Century Media Industry. New York: Lexington Books

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: II**

Course Code : **MCC2**
Course Title : **Photography and Image Post Processing**
Nature of the Course : **Major Core : 2**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

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

COURSE CONTENTS

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Evolution of Photography	<ul style="list-style-type: none"> ○ History of Photography ○ Camera Obscura ○ Photography using film ○ Evolution of digital cameras 	05	-	-	05	10
2	Understanding Camera	<ul style="list-style-type: none"> ○ Camera formats and types ○ Types of lenses and their uses ○ Camera metering ○ Camera support system ○ Practical: Basic camera operation 	05	02	02	08	15

3	Understanding Exposure	<ul style="list-style-type: none"> ○ Exposure Triangle (ISO, Shutter Speed, Aperture) ○ Motion Blur ○ Depth of Field ○ Practical: Capture pictures using manual exposure 	06	03	06	12	15
4	Understanding Light	<ul style="list-style-type: none"> ○ Understanding Light ○ Properties of Light ○ Lighting Principles ○ Inverse Square Law ○ Types of Studio Light ○ Various Types of Lighting ○ Practical: Setting up Lighting for different scenarios 	08	02	04	12	15

5	Composition and Genres of Photography	<ul style="list-style-type: none"> ○ Shots, space and angle ○ Various types of Compositions ○ Introduction to Genres of Photography: <ul style="list-style-type: none"> - Portrait Photography - Landscape Photography - Wildlife Photography - Sports Photography - Street Photography, etc. ○ Practical: Genre Based Photography 	08	03	06	14	13	
6	Basic Digital Image Post Processing	<ul style="list-style-type: none"> ○ File Formats ○ Interpolation & Anti-Aliasing ○ Editing Techniques: Color Correction, Aspect Ratio, Crop & Resize, White Balance ○ Practical: Basic photo editing 	05	02	04	09	12	
TOTAL CONTACT HOURS			60					
TOTAL MARKS							80	

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

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

10 Marks**10 Marks****LEARNING OUTCOMES**

After completion of the course students will be able to:

- Utilize camera and equipment to produce quality photographs
- Design lighting setups for studio shoot
- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings to click quality photographs
- Do basic photo post processing

KEY READINGS

- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9th Ed). London, UK: Focal Press
- Michael Freeman (2017). The Photographer's Eye Remastered 10th Edition. UK: Ilex Press
- Bruce Barnbaum (2010). The Art of Photography 2nd edition: A Personal Approach to Artistic Expression. USA: Rocky Nook
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press
- Freeman, Michael (2007). The Photographer's eye. London: Focal Press
- Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Francisco: New Riders

Syllabus of the Four-Year Undergraduate Programme in Mass Communication

Semester: III

Course Code	:	MCC3	
Course Title	:	Journalism	
Nature of the Course	:	Major Core : 3	
Total Credits	:	4	
Distribution of Marks	:	100 (End Semester : 80	In Semester : 20)

COURSE OBJECTIVES:

- To introduce the concept of news
- To explain the history of the press in global and Indian perspectives
- To describe the emerging trends of journalism

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Concepts of News	<ul style="list-style-type: none"> ○ Definition of news ○ Elements ○ Characteristics ○ Types ○ Sources <p>(Practical: Writing news articles)</p>	08	-	12	14	15
2	History of Press	<ul style="list-style-type: none"> ○ Global perspective ○ Indian perspective ○ Regional perspective ○ Role of English and Vernacular Press during the freedom struggle 	10	04	-	14	15
3	Structures of a media organisation and editorial department	<ul style="list-style-type: none"> ○ Advertising, circulation, marketing ○ Accounting & finance, TRP & readership ○ Editorial structure ○ Newsroom structure 	08	04	08	16	15

4	Emerging trends in Journalism	<ul style="list-style-type: none"> ○ Data Journalism ○ Mobile Journalism (MoJo) ○ Citizen Journalism ○ Self-Publishing ○ Concepts of digitization and convergence ○ Overview of New Media Journalism ○ Practical: Mobile Journalism, Citizen Journalism, Data Journalism, Self-Publishing activities 	10	02	08	16	15
TOTAL CONTACT HOURS			60				
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Write and edit professional news stories
- Describe various positions, roles and responsibilities in media organizations
- Prepare stories for different media

Key Readings:

- Sarma, Gobinda Prasad (2007). 150 Years of Journalism in Assam. Media Trust
- Ahuja, Charanjit; Print Journalism: A Complete Book of Journalism; Partridgepublishing.com, India; 2016.

- Roy, Barun; *Beginner's Guide to Journalism & Mass Communication*; V. S Publisher; 2013.
- Kamath, M. V : *The Journalist's Handbook*; Vikas Publishing House Pvt. Ltd; 2009
- Berkowitz, Dan. (1997). *Social Meanings of News – A Text Reader*. London: Sage Publication
- Brigs, A. (2008). *Social history of the Media: From Gutenberg to Internet*, Third Edition (3rd Edition), Polity Press
- Cortada, W. James. (2013). *The Digital Flood: The Diffusion of Information Technology across the U.S., Europe and Asia*. Oxford University Press
- Hendricks, A. John. (2010). *The Twenty-First-Century Media Industry, Economic and Managerial Implications in the Age of New Media*. Lexington Books
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group
- McLuhan, Marshal. (2008). *Understanding Media – The Extension of Man*. Routledge
- Natarajan, J. (2002). *History of Indian Journalism (2nd Ed)*. Ministry of Information & Communication, GOI
- Parthasarthy, Rangaswami. (1989), *Journalism in India: From the Earliest Times to the Present Day*, New Delhi: Sterling Publishers
- Poe, T. Marshal (History of Communication: Media, Society from Evolution of Speech to the Internet. Cambridge University Press
- Singhal, M. Arvind& Rogers, M. Everett (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publication
- Schudson, Michael. (2003). *Sociology of News*. New York: W. W. Norton & Company

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: III**

Course Code : **MCC4**
Course Title : **Communication Theories**
Nature of the Course : **Major Core: 4**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To introduce the concepts of communication theories and their uses
- To explain different models of communication
- To analyse different effects of media through communication theories

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Theories of Communication	<ul style="list-style-type: none"> ○ Four theories of press ○ Democratic participation theory ○ Development media theory 	06	02	-	08	15
2	Models of Communication	<ul style="list-style-type: none"> ○ Aristotle's definition of rhetoric ○ Berlo's SMCR Model ○ Shannon-Weaver's Mathematical Model ○ Westly and MacLean's Conceptual Model ○ Newcomb's Model of Communication ○ George Gebner's Model ○ Schramm's Interactive Model ○ Hellical Dance Model 	10	06	-	16	20

		<ul style="list-style-type: none"> ○ Harold D. Laswell's Linear Model ○ De Fleur Model 					
3	Media effects theories	<ul style="list-style-type: none"> ○ Hypodermic Needle Theory ○ Two-step flow theory/ Multi-step flow theory ○ Gatekeeping theory 	08	02	-	10	15
4	Psychological & Sociological theory	<ul style="list-style-type: none"> ○ Cognitive Dissonance, Selective Perception ○ Cultivation Theory ○ Needs and Gratification Theory 	08	02	04	12	15
5	Powerful Effects of Media	<ul style="list-style-type: none"> ○ Agenda Setting Theory ○ Media Dependency Theory ○ Marshall McLuhan's Medium Theory ○ AIDA/DAGMAR ○ Persuasion theory, Attribution theory ○ JM Grunig's Model of Symmetrical PR 	10	02	04	14	15
TOTAL CONTACT HOURS			60				
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Demonstrate theoretical understanding of various communication theories

- Apply communication theories and models in different channels of communication, which include, Journalism, Advertising, and Public Relations.
- Design communication messages for a specific target group.

Key Readings:

- Andal, N. (2004). Communication Theory and Models. Himalaya Publishing House
- Baran, J. Stanley & Davis, K. Dennis. (). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Boston: Wadsworth
- McQuild, D. (2005). Mass Communication Theory: An Introduction. Sage
- McLuhan, Marshall. (2008). Understanding Media: The Extension of Man. New York: Routledge
- McLuhan, Marshall. (2008). The Medium is the Message: An Inventory of Effects Penguin Books
- Vivian, J. (1999). The Media of Mass Communication. Boston: Pearson

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com>

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: IV**

Course Code : **MCC5**
Course Title : **Electronic Media**
Nature of the Course : **Major Core : 5**
Total Credits : **4**
Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To give an outline of the development and standards of broadcasting
- To familiarize with video and sound creation procedures
- To create and improve writing abilities for Radio and TV

COURSE CONTENT:

Units	Topic	Content	L	T	P	Total Hours	Marks
1	Introduction to Broadcasting	<ul style="list-style-type: none"> ○ History, origin, evolution and growth of Radio and Television ○ Growth of Radio and TV in India ○ Introduction to Broadcasting ○ Broadcasting policies and principles ○ Types of Broadcasting: Public Service, Commercial and Community 	10	-	-	10	20
2	Basics of Production	<ul style="list-style-type: none"> ○ Phases of Production ○ Organizational Structure of Television studio, Film studio and Radio ○ Idea development, Research, Synopsis ○ Different formats of audio and television programmes 	10	05	10	20	20

3	Techniques of Audio-Visual Creation	<ul style="list-style-type: none"> ○ Principles of Recording ○ Radio and Television in Northeast India ○ Audio-Visual aesthetics 	10	05	08	19	20
4	Practicum	<ul style="list-style-type: none"> ○ ENG/EFP/Mojo 	-	04	14	11	20
TOTAL CONTACT HOURS			60				
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOME

After completion of the course students will be able to:

- Analyze the history, origin and growth of electronic media.
- Identify the principles and practice of radio and television broadcasting.
- Write effectively for television and radio production and presentation.
- Develop writing skills for radio and television

DISCUSSIONS

- Case studies of popular television programmes.
- Functioning and working knowledge of television and radio.
- Operation and developing programs for television and radio.
- Development of essential writing skill for different program radio and television programmes.

KEY READINGS

- Allen, Louise C. (2012). Radio and Television Continuity Writing. Literary Licensing, LLC
- Block, Mervin and Durso, Joe Jr. (1998). Writing News for TV and Radio. Age Publications Inc.

- Kaempfer, Rick and Swanson, John.(2004). The Radio Producer's Handbook. Allworth Press.
- Kern, Jonathan. (2008). Sound Reporting - The NPR Guide to Audio Journalism and Production. University of Chicago Press
- McLeish Robert and Link, Jeff. (2005). Radio Production. Fifth Edition. Focal Press.
- Owen, Jims and Millerson, Gerald. (2012). Television Production. Fifteenth Edition. Focal Press
- Sandler, Ellen. (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts. Delta
- Zettl, Herbert. (2014). Television Production Handbook. Twelfth Edition. Cengage Learning.

E-RESOURCES

Fundamentals of writing for radio:

- http://www.zeepedia.com/read.php%3Ffundamentals_of_writing_news_for_radio_i_1_anguage_radio_news_reporting_and_production%26b%3D80%26c%3D28
- Writing Radio Scripts: <http://bsideradio.org/learn/writing-a-radio-script/46>
- Radio Production: <http://download.nos.org/srsec335new/ch12.pdf>
- Television Programme Production: <http://download.nos.org/srsec335new/ch16.pdf>
- Television Production Roles and Responsibilities:
http://syn.org.au/sites/default/files/SYN%20Guide%20to%20TV%20Roles%20and%20Responsibilities_0.pdf
- Successful Television Writing: <http://www.ssnpststudents.com/wp/wp-content/uploads/2015/01/ketab.pdf>

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: IV**

Course Code : **MCC6**
Course Title : **Fundamentals of Marketing Communications**
Nature of the Course : **Major Core : 6**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To introduce of the various concepts of Marketing as well as Digital Marketing
- To enable the students to understand the dynamics of the markets, changing consumer behaviour and the new age digital media.
- To act as a foundation course for other communication courses such as Advertising, Public Relations, Digital Media Communications.

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Introduction to Marketing	<ul style="list-style-type: none"> ○ Marketing: Concepts, Principles and Definitions ○ Various Concepts: the production concept, the product concept, the selling concept, the customer concept, societal Marketing Concept. ○ Types or formats of Marketing ○ Market Characteristics ○ Characteristics of Indian Market and its evolving landscape 	06	02	04	10	14

		<ul style="list-style-type: none"> ○ * Marketing and communications 					
2	Digital Marketing	<ul style="list-style-type: none"> ○ Concepts, Definitions, Evolution and Process ○ Emerging trends ○ Digital Marketing Platforms ○ Technologies for new business models and platforms ○ Content Marketing 	05	02	06	11	14
3	Marketing Strategy & Plan	<ul style="list-style-type: none"> ○ Products, Services and Brands ○ Product Life Cycle ○ Strategic Planning Process ○ Market Environment ○ SWOT Analysis ○ Marketing Objectives and Goals ○ Segmentation ○ Targeting ○ Positioning ○ Marketing Mix ○ Practical: New product build, Brand identity and positioning, SWOT Analysis, Market segmentation 	08	02	10	15	20
4	Consumer Behaviour	<ul style="list-style-type: none"> ○ Consumer Behaviour: Concept, Definitions, Models and Applications ○ Human psychology and behaviour & lifestyle 	05	01	06	09	14

		<ul style="list-style-type: none"> ○ The consumer behaviour mapping & influencing factors ○ Consumer segmentation in marketing strategy, segmentation parameters and framework ○ Consumer insights and techniques used ○ Consumer behaviour research ○ Online consumer behaviour, culture and trends ○ Practical: Consumer Mapping – Demographics & Psychographics & Lifestyle 					
5	Integrated Marketing Communication	<ul style="list-style-type: none"> ○ Understanding Integrated Marketing Communication: Concept, Definitions, Creating an Integrated Marketing Communication Plan ○ IMC components ○ Advertising tools ○ Public Relations Tools ○ Blurring the traditional difference between ATL and BTL ○ Hybrid Marketing – Integrating digital marketing with conventional marketing 	08	02	10	15	18

		○ Practical: Ad campaign ideation, PR Plan ideation, New brand launch plan					
TOTAL CONTACT HOURS			60				
TOTAL MARKS						80	

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES:

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

- Design and create marketing campaigns
- Use marketing tools in their future advertising, PR and Digital Media campaigns
- Apply the understanding of Consumer behaviour in shaping and planning brand campaigns

KEY READINGS

- Kotler, P.& Armstrong,G.. (2020). Principles of Marketing (18th Edition). Pearson
- Kotler, P. Keller, K. & Chernev, A. (2021). Marketing Management (16th Edition). Pearson
- Acevedo, C., (2020). Consumer Behaviour and Advertising Management, ED-Tech Press UK.
- Atanton, W. J., (1989). Marketing Management, Mcgraw - Hill Book Co.
- Damian, R., & Jones, R., (2012). Understanding Digital Marketing, Replica Press Pvt. Ltd. India.
- Donovan, R., (2010). Social Marketing: An International Perspective, Cambridge University Press.

- Drayton, B., (2008). Common Sense Direct & Digital Marketing, Kogan Page India Ltd.
- Encyclopaedia of Strategic Marketing Management, (2005). Jaico Publishing House.
- Evans, J. R., & Berman, B., (1985). Marketing, Collien Macmillan.
- Hartley, K., (2019). Communicate In A Crisis: Understand Engage And Influence Consumer Behaviour To Maximize
- Brand Trust, Kogan Page.
- Kerin, Roser, (n.d.). Strategic Marketing Problems Case Studies, New Jersey.
- Kotler, P., (1989). Social Marketing, The Free Press.
- Kumar, P., (2017). Marketing For Hospitality And Tourism, Oxford Focal Press.
- Peter, J., Paul & Olson J. C., (2010). Consumer Behaviour & Marketing Strategy, McGraw-Hill Irwin.

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: IV**

Course Code : **MCC7**
Course Title : **Digital Media**
Nature of the Course : **Major Core : 7**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To introduce various aspects of digital media
- To highlight the emerging concepts and challenges of digital social media
- To introduce students about significance and usage of social media

COURSE CONTENTS:

Units	Topics	Contents	L	T	P	Total Hours	Marks
1	Introduction to Digital Media	<ul style="list-style-type: none"> ○ Understanding Digital Media ○ Evolution and Development ○ Mass Media Adaptation (Journalism, Entertainment, Education) ○ Effects of Digital Media 	08	02	06	13	20
2	Characteristics of Digital Media	<ul style="list-style-type: none"> ○ Net Neutrality ○ Digital Literacy ○ Digital Divide ○ Convergence ○ Language Barrier 	08	-	06	11	15
3	Internet	<ul style="list-style-type: none"> ○ Basics of Internet ○ Internet as a medium ○ Journalistic use of Internet ○ Social Media ○ Cloud: Uses, utility and advantages 	08	-	08	12	15

4	Understanding Digital Audience	<ul style="list-style-type: none"> ○ Basics of Digital Audience <ul style="list-style-type: none"> - Characteristics ○ Online Audience Analytics <ul style="list-style-type: none"> - Geographic - Demographic - Behavioural - Psychographic ○ Tools of Audience Analytics 	08	-	08	12	15
5	Digital Media Technologies	<ul style="list-style-type: none"> ○ Search Engine Optimization ○ Artificial Intelligence ○ Voice Search Optimization ○ OTT Platforms ○ Animation ○ Virtual World (Metaverse) 	08	-	08	12	15
TOTAL CONTACT HOURS			60				
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

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

(20 Marks)

10 Marks

10 Marks

LEARNING OUTCOMES:

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

- Apply digital analytics tools
- Use digital media technologies

KEY READINGS:

- Feldman, T. (2003). *An introduction to digital media*. Routledge.
- Athique, A. (2013). *Digital media and society: An introduction*. John Wiley & Sons.
- Buckingham, D. (2007). *Youth, identity, and digital media*. The MIT Press.
- Dewdney, A., & Ride, P. (2006). *The Digital Media Handbook*. Routledge.
- Lindgren, S. (2017). *Digital media and society*. Sage.

Syllabus of the Four Year Undergraduate Programme in Mass Communication

Semester: IV

Course Code	:	MCC8
Course Title	:	Ideation and Graphic Design
Nature of the Course	:	Major Core: 8
Total Credits	:	4
Distribution of Marks	:	100 (End Semester : 80 In Semester : 20)

COURSE OBJECTIVES:

- To introduce students with graphic design.
- To impart various creative skills to develop effective designs.
- To create ideation and design thinking capabilities among the students.
- To develop skills to make use of various digital graphic design software.

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Understanding Design	<ul style="list-style-type: none"> ○ Understanding Design ○ Philosophy of Design ○ Approaches to Design 	05	-	-	05	12
2	Basics of Graphic Design	<ul style="list-style-type: none"> ○ Understanding Graphics and Graphic Design ○ Elements of Graphic Design ○ Principles of Graphic Design ○ Typography 	08	02	04	12	12
3	Understanding Color	<ul style="list-style-type: none"> ○ Color Profiles ○ Hue, Saturation, Luminance ○ Color Theories ○ Color Harmony ○ Color Balance 	05	02	02	08	12

4	Composition	<ul style="list-style-type: none"> ○ Visual Hierarchy ○ Visual Impact ○ Composition Rules ○ Positive and Negative Space 	05	02	-	07	12
5	Ideation and Design Thinking	<ul style="list-style-type: none"> ○ Introduction to Ideation ○ Fundamental Concepts <ul style="list-style-type: none"> - Empathy - Ethnography - Divergent Thinking - Convergent Thinking - Visual Thinking - Assumption Testing - Prototyping - Time for Learning and Validation ○ Design Thinking Resources ○ Design Thinking Process ○ Tools and methods 	08	-	04	10	12
6		<ul style="list-style-type: none"> ○ Introduction to Photoshop 	04	04	20	18	20

	Introduction to Graphic Design Software	<ul style="list-style-type: none"> ○ Introduction to InDesign ○ Introduction to Illustrator ○ Designing Logo ○ Creative Campaign ○ Interactive Design 					
Total Contact Hours		60					
Total marks							80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

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

- Utilize design principles to create effective designs
- Come up with new creative ideas to carry out campaigns
- Utilize various design software to create effective digital designs

KEY READINGS

- Evans, Poppy, SherinAaris. (2013). The Graphic Design: Reference & Specification Book
- Sixth edition 1998. US: Rockport Publishers
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2nd Edition. UK: Princeton Architectural Press
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson

- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 :BPB
- Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Alex White (2002). The Elements of Graphic Design. USA: Echo Point Books and Media
- Mark A. Thomas and Poppy Evans (2004). Exploring the Elements of Graphic Design. USA: Thomas/Delmar Learning
- Richard Poulin (2012). The Language of Graphic Design. USA: Rockport Publishers
- Nigel Cross (2011). Design Thinking: Understanding How Designers Think and Work. UK: Berg
- Tom Kelley, David Kelley (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. USA: Crown
- Tim Brown (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. USA: Harper Collins.

MINOR COURSE

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: I**

Course Code : **MINMC1**
Course Title : **Fundamentals of Mass Communication**
Nature of the Course : **Minor : 1**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To introduce the concept of communication and its significance
- To explain students about the trend of mass communication
- To analyse the scope of mass communication

COURSE CONTENT

Units	Topic	Content	L	T	P	Total Hours	Marks
1	Communication	<ul style="list-style-type: none"> ○ Definition ○ Significance ○ Role ○ Skills ○ Latest trends 	08	02	-	10	15
2	Mediums of Communication	<ul style="list-style-type: none"> ○ Traditional ○ Modern ○ characteristics ○ trends 	10	02	-	12	15
3	Mass Communication	<ul style="list-style-type: none"> ○ Meaning ○ Process ○ Significance ○ Characteristics 	10	02	02	13	15
4	Media today	<ul style="list-style-type: none"> ○ International ○ National ○ Regional 	10	02	-	12	15
5	Online Vs Offline media	<ul style="list-style-type: none"> ○ Characteristics ○ Trends ○ Case Study 	10	02	02	13	20

TOTAL CONTACT HOURS	60	
TOTAL MARKS		80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Implement basics of communication and mass communication
- Describe the emerging trends of mass communication

DISCUSSIONS

- Basics of the communication process.
- Latest trends in communication and mass communication
- Comparative analysis of different forms of mass communication

KEY READINGS

- Naughton, John. (2001). A Brief History of the Future: The Origin of the Internet. London: Phoenix
- Picot, Arnold & Lrenz, Josef. (2010). ICT for the Next Five Billion People. New York: Springer
- Rajagopal, Arvind. (2004). Politics after Television. New York: Cambridge
- Ryan, Johnny. (2010). A History of the Internet and the Digital Future. London: Leaktion Books:

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Semester: II

Course Code	:	MINMC2
Course Title	:	Introduction to Journalism
Nature of the Course	:	Minor : 2
Total Credits	:	4
Distribution of Marks	:	100 (End Semester : 80 In Semester : 20)

COURSE OBJECTIVES:

- To acquaint students with press history and its role in the Indian freedom struggle
- To describe various positions, roles and responsibilities in media organizations
- To provide an overview understanding of journalism in different mediums

COURSE CONTENTS

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Concepts of Journalism	<ul style="list-style-type: none"> ○ Meaning & objective ○ Functions ○ Elements ○ Types ○ Sources 	08	-	08	12	15
2	History of Press	<ul style="list-style-type: none"> ○ Introduction to Printing ○ Press since Independence ○ Role of Journalism in Society 	10	04	-	14	15
3	Structures of a media organisation and editorial department	<ul style="list-style-type: none"> ○ Advertising, circulation, marketing ○ Accounting & finance, TRP & readership ○ Editorial structure ○ Newsroom structure 	08	04	08	16	15
4	Emerging trends in Journalism	<ul style="list-style-type: none"> ○ Mobile Journalism (MoJo) ○ Citizen Journalism ○ Self-Publishing 	10	04	08	18	15

		<ul style="list-style-type: none"> ○ Overview of New Media Journalism ○ Practical: Mobile Journalism, Citizen Journalism, Self-Publishing activities 					
TOTAL CONTACT HOURS			60				
TOTAL MARKS						80	

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

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

- Write professional news stories
- Describe roles and responsibilities in media organizations
- Prepare stories for media platforms

Key Readings:

- Sarma, Gobinda Prasad (2007). 150 Years of Journalism in Assam. Media Trust
- Ahuja, Charanjit; Print Journalism: A Complete Book of Journalism; Partridgepublishing.com, India; 2016.
- Roy, Barun; *Beginner's Guide to Journalism & Mass Communication*; V. S Publisher; 2013.
- Kamath, M. V : *The Journalist's Handbook*; Vikas Publishing House Pvt. Ltd; 2009
- Berkowitz, Dan. (1997). Social Meanings of News – A Text Reader. London: Sage Publication
- Cortada, W. James. (2013). The Digital Flood: The Diffusion of Information Technology across the U.S., Europe and Asia. Oxford University Press
- Hendricks, A. John. (2010). The Twenty-First-Century Media Industry, Economic and Managerial Implications in the Age of New Media. Lexington Books

- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group
- McLuhan, Marshal. (2008). *Understanding Media – The Extension of Man*. Routledge
- Natarajan, J. (2002). *History of Indian Journalism (2nd Ed)*. Ministry of Information & Communication, GOI
- Parthasarthy, Rangaswami. (1989), *Journalism in India: From the Earliest Times to the Present Day*, New Delhi: Sterling Publishers
- Poe, T. Marshal (History of Communication: Media, Society from Evolution of Speech to the Internet. Cambridge University Press
- Singhal, M. Arvind& Rogers, M. Everett (2001). *India’s Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publication
- Schudson, Michael. (2003). *Sociology of News*. New York: W. W. Norton & Company

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: III**

Course Code : **MINMC3**
Course Title : **Introduction to Photography**
Nature of the Course : **Minor : 3**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To explain the historical timeline of photography
- To develop broad understanding of different elements in Photography
- To impart various skills for Photography and Photography techniques

COURSE CONTENT:

Units	Topics	Contents	L	T	P	Total Hours	Marks
1	Basics of Photography	<ul style="list-style-type: none"> ○ History of Photography ○ Digital Photography ○ Genres of Photography ○ Photography as Mass Media 	08	02	04	12	15
2	Understanding Camera	<ul style="list-style-type: none"> ○ Types of Cameras ○ Understanding Digital Single Lens Reflex (DSLR) Camera ○ Types of Lenses ○ Light Meter 	08	02	06	13	20
3	Exposure Triangle	<ul style="list-style-type: none"> ○ Shutter Speed ○ Aperture ○ ISO ○ Understanding White Balance & Depth of Field 	08	04	10	17	20
4	Lighting	<ul style="list-style-type: none"> ○ Principles of Light ○ Light characteristics – Direct light, Indirect light, Diffused light, Color, Light and Shadow as subject ○ Light sources – Natural light, Sunlight, Artificial Light sources - Flood light, Spot light, 	06	02	04	10	15

		Halogen light, Electronic flash light, Digital lights					
5	Composition	<ul style="list-style-type: none"> ○ Rule of thirds ○ Golden ratio ○ Golden triangles ○ Rule of Odds ○ Rule of Space ○ Fill the Frame ○ Balance ○ Symmetry ○ Leading lines ○ Frame within frame ○ Orientation 	04	02	04	08	10
TOTAL CONTACT HOURS			60				
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Utilize camera to produce good quality photographs
- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings and lighting techniques to click quality photographs

KEY READINGS:

- Ang, Tom (2014). *Photography: The Definitive Visual History*. London: DK Publishers
- Ang, Tom. (2013). *Digital Photography Masterclass*. London: DK Publishers
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). *Langford's Basic*
- *Photography -The Guide for Serious Photographers* (9th Ed). London, UK: Focal Press

- Michael Freeman (2017). *The Photographer's Eye Remastered* (10th Ed). UK: Ilex Press
- Bruce Barnbaum (2010). *The Art of Photography 2nd edition: A Personal Approach to Artistic Expression*. USA: Rocky Nook
- Davis, Harold and Davis Phyllis. (2011). *The Photoshop Darkroom 2*. London: Focal Press
- Freeman, Michael (2007). *The Photographer's eye*. London: Focal Press
- Kelby, Scott. (2011). *Light it, Shoot it, Retouch it*. San Francisco: New Riders

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: IV**

Course Code : **MINMC4**
Course Title : **Fundamentals of Digital and Online Media**
Nature of the Course : **Minor : 4**
Total Credits : **4**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To enhance the basic concept of digital and online media and its significance
- To broaden students' conception on digital and online media process
- To educate students about the trend of digital and online media

COURSE CONTENT:

Units	Topics	Contents	L	T	P	Total Hours	Marks
1	Introduction to Digital Media	<ul style="list-style-type: none"> ○ Understanding Digital Media ○ Evolution and Development 	08	02	-	10	15
2	Internet	<ul style="list-style-type: none"> ○ Basics of Internet ○ Internet as a medium 	06	-	02	07	15
3	Understanding Digital Audience	<ul style="list-style-type: none"> ○ Understanding Audience ○ Characteristics of Audience ○ Search Engine Optimization ○ Digital Audience Analytics 	06	02	08	12	15

4	Digital Media Design	<ul style="list-style-type: none"> ○ Essentials of Digital Media Design ○ Animation ○ Website Design and its technology 	08	-	08	12	15	
5	Practicum	<ul style="list-style-type: none"> ○ Theme based blogs ○ Creating a website through website builders ○ Content creation and SEO 	08	04	14	19	20	
TOTAL CONTACT HOURS			60					
TOTAL MARKS							80	

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES:

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

- Utilise digital media tools for promotional and developmental activities
- Use internet effectively to promote pages and brands

Apply concepts of digital media while planning online campaigns

KEY READINGS:

- Feldman, T. (2003). *An introduction to digital media*. Routledge.
- Athique, A. (2013). *Digital media and society: An introduction*. John Wiley & Sons.
- Buckingham, D. (2007). *Youth, identity, and digital media*. The MIT Press.

Dewdney, A., & Ride, P. (2006). *The Digital Media Handbook*. Routledge

GENERIC ELECTIVE COURSE

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
Semester: I**

Course Code : **GECMC1**
Course Title : **Media Literacy**
Nature of the Course : **OEC/GEC- 1**
Total Credits : **3**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To create awareness about media literacy
- To introduce students with different types of media contents
- To create basic knowledge about mass media and its purpose

COURSE CONTENT:

Units	Topic	Content	L	T	P	Total Hours	Marks
I	Media Content	<ul style="list-style-type: none"> ○ Purpose ○ Types ○ Channels ○ Latest Trends ○ Ownership 	06	02	-	08	15
II	Media gate keeping	<ul style="list-style-type: none"> ○ Concept ○ Significance ○ Agenda Setting ○ Media Management 	06	02	-	08	15
III	Media Hegemony & Effect	<ul style="list-style-type: none"> ○ Concept ○ Consolidation ○ Contra-flow 	08	02	-	10	20
IV	Latest trends and Effects	<ul style="list-style-type: none"> ○ Print ○ Electronic ○ New 	08	02	-	10	15
V	Practicum	<ul style="list-style-type: none"> ○ Scan, analyze and evaluate Media Content ○ Print, Electronic, New Media ○ Vox-pop 	04	-	10	09	15
TOTAL CONTACT HOURS						45	
TOTAL MARKS							80

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

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

10 Marks**10 Marks****LEARNING OUTCOME**

After completion of the course students will be able to:

- Enhance their knowledge about media
- Develop critical thinking
- Analyse how media works

DISCUSSIONS

- Media industry, market consolidation and media fragmentation.
- Comparative analysis of different forms of mass communication and the channels of mass communication.
- Ownership pattern of media and media management.

KEY READING

- Adams, D., & Hamm, M. (2000). *Media and literacy: Learning in an electronic age-- Issues, ideas, and teaching strategies*. Charles C. Thomas, Publisher, Ltd.
- Brown, J. A. (2013). *Television', Critical Viewing Skills', Education: Major Media Literacy Projects in the United States and Selected Countries*. Routledge.
- Davies, J. (1996). *Educating Students in a Media-Saturated Culture*. Technomic Publishing Company, Inc.
- Heins, M., & Cho, C. (2003). *Media literacy: An alternative to censorship*. Marjorie Heins.
- Hobbs, R. (2011). *Digital and media literacy: Connecting culture and classroom*. Corwin Press.
- Jacobs, W. R. (2012). *Speaking the lower frequencies: Students and media literacy*. SUNY Press.
- Kalantzis, M., & Pandian, A. (Eds.). (2001). *Literacy matters: Issues for new times*. Common Ground.

Syllabus of the Four-Year Undergraduate Programme in Mass Communication

Semester: II

Course Code	:	GECMC2
Course Title	:	Basics of Photography
Nature of the Course	:	GEC: 2
Total Credits	:	3
Distribution of Marks	:	100 (End Semester : 80 In Semester : 20)

COURSE OBJECTIVES:

- To introduce students to the basics of Photography
- To develop understanding of different elements to produce good photographs
- To impart various skills for Photography and Photography techniques.

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Basics of Photography	<ul style="list-style-type: none">○ Art and Science in Photography○ Photography using film and Digital Process○ Understanding Light○ Properties of Light	07	-	-	07	15
2	Understanding Camera	<ul style="list-style-type: none">○ Camera formats and types○ Types of lenses and their uses○ Camera metering○ Camera support system	08	02	-	10	15

3	Understanding Exposure	<ul style="list-style-type: none"> ○ Exposure Triangle (ISO, Shutter Speed, Aperture) ○ Motion Blur ○ Depth of Field 	08	03	-	11	15	
4	Composition and Genres of Photography	<ul style="list-style-type: none"> ○ Shots, space and angle ○ Various types of Composition ○ Genres of Photography 	08	02	-	10	15	
5	Practicum	<ul style="list-style-type: none"> ○ Theme Based Photography ○ Genre Based Photography ○ Photo Story ○ Photo Exhibition 	-	-	14	07	20	
TOTAL CONTACT HOURS							45	
TOTAL MARKS							80	

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

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

10 Marks

10 Marks

LEARNING OUTCOMES

After completion of the course students will be able to:

- Utilize camera and equipment to produce quality photographs
- Apply composition rules while clicking photographs
- Demonstrate proper exposure settings to click quality photographs

KEY READINGS

- Ang, Tom (2014). *Photography: The Definitive Visual History*. London: DK Publishers
- Ang, Tom. (2013). *Digital Photography Masterclass*. London: DK Publishers
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). *Langford's Basic Photography -The Guide for Serious Photographers (9th Ed)*. London, UK: Focal Press
- Michael Freeman (2017). *The Photographer's Eye Remastered 10th Edition*. UK: Ilex Press
- Bruce Barnbaum (2010). *The Art of Photography 2nd edition: A Personal Approach to Artistic Expression*. USA: Rocky Nook
- Freeman, Michael (2007). *The Photographer's eye*. London: Focal Press

Syllabus of the Four-Year Undergraduate Programme in Mass Communication

Semester: III

Course Code : **GECMC3**
Course Title : **Basics of Anchoring**
Nature of the Course : **GEC**
Total Credits : **3**
Distribution of Marks : **100 (End Semester : 80 In Semester : 20)**

COURSE OBJECTIVES:

- To explain about the significance about anchoring in media industry
- To give basic ideas about the job of an anchor
- To introduce about basics of anchoring

COURSE CONTENT:

Units	Topic	Content	L	T	P	Total Hours	Marks
1	Role	<ul style="list-style-type: none"> ○ Key roles & responsibilities ○ Significance in broadcast media ○ Scope ○ Trends 	08	-	04	10	20
2	Qualities	<ul style="list-style-type: none"> ○ Basic qualities ○ Ethics ○ Techniques ○ Applicability 	08	-	04	10	20
3	Skills	<ul style="list-style-type: none"> ○ Basics of Voice ○ Pitch/ Tone/ Modulation ○ Knowledge about equipment used in media houses 	08	02	06	13	20
4	Personal grooming	<ul style="list-style-type: none"> ○ Intrapersonal ○ General Awareness ○ Understanding media 	08	02	04	12	20
TOTAL CONTACT HOURS						45	
TOTAL MARKS							80

MODES OF IN-SEMESTER ASSESSMENT:

- One Internal Examination - **(20 Marks)**
10 Marks
- Others (Any one) - **10 Marks**
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical field assignments

LEARNING OUTCOMES

After completion of the course students will be able to:

- Analyse the role and responsibilities of an anchor
- Acquire skills for the profession
- Develop personal grooming

KEYREADINGS:

- Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India. Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking.
- Prufrock Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House