



SYLLABUS

Complementary

UG COMPLIMENTARY PROGRAMME IN JOURNALISM

Under Choice Based Credit Semester

FAROOK COLLEGE

(AUTONOMOUS)

CERTIFICATE

I hereby certify that the documents attached are the bonafide copies of the syllabus of Complementary Courses offered by Department of Journalism to be effective from 2022 admission onwards.

Principal

Date:

Place: Farook College

PREFACE

The Department of Journalism understands that the compartmentalized knowledge inadequate enough to face the challenges of the globalized world. With a mission to prepare the students for life and not just for the accomplishment of a degree, we advance every initiative to help students make perfect connections with the world outside. Inspired from expert and experienced academicians and industrialists, the department formulated this concept of Holistic and Outcome based Education and included it in the curriculum. A group of experts drawn from across the streams go through the whole process of designing the new curriculum through a series of intense discussions under the broad classification of three skills: personal, professional and societal.

The advancement in communication profession, strides in higher studies of media discipline encouraged us to device profuse transformation in the course contents. The Department of Journalism, therefore, significantly invested in constituting the Board of Studies in Media, Library and Information Sciences to recast various aspects of this program. The existing curriculum, recommendations of UGC Curriculum Development Committee, the syllabus of University of Calicut and syllabi of other universities were referred to ensure the standards. In order to adapt the emerging trends, an increased stress has been laid on new communication technology for obvious reasons. Every effort has been made to update and upgrade all the present and emerging areas of Journalism and Media Studies. These modern innovative trends and industrial standards incorporated curriculum with a dissecting capacity are expected to orient the learners in creatively and critically engaging the Media environment. Syllabus is conceived, planned and structured in the Outcome Based Education (OBE) pattern.

AIMS AND OBJECTIVES OF THE PROGRAMME

- Media Studies programme intends to create both academic perspectives and skill based knowledge among students. The course components are chronologically arranged to direct the learners into different aspects of Media-
 - to practice Journalism
 - to evaluate the Journalism practices
 - Generate interest in various aspects of media and thereby equip them with the basic writing skills required for the same
 - Familiarize students with the process of writing for the media

- Enable the students to take up jobs in the media industry- both in the print, broadcast and the new media.

GRADUATE ATTRIBUTES (GAs)

Graduate Attributes (GAs) are the qualities and skills expected to be acquired by the students while they pursue a graduate program in Farook College. Graduate Attributes include disciplinary knowledge, communication skills and understanding of interdisciplinary nature of knowledge and societal goals one shall achieve collectively and individually in terms of academic competence and practical experiences. They are achieved by a graduate through productive curricular experiences facilitated by various resources of the college.

1. Disciplinary Knowledge and Competency

The graduates acquire comprehensive knowledge in the subject and competence to demonstrate the same, identify the foundations of the respective discipline and develop essential interdisciplinary awareness.

2. Communication Skills and Digital Literacy

Graduates acquire sufficient communication skills in speech and writing to disseminate knowledge and critically analyze various discourses with the assistance of advanced communication technology in order to prepare themselves for learning, working and living in a digital society.

3. Research and Analytical Skills

Graduates develop a sense of inquiry and capacity to question and problematize different aspects of knowledge and life experiences and cultivate a research aptitude to effect impressive research output

4. Critical Thinking and Problem Solving Skills

Graduates maintain the practical experience of critical thinking both in academia and real life situations, master appropriate skills to analyze various issues and to formulate coherent arguments using scientific approach and develop individual capacity to solve problems in the real and anticipated life.

5. Team Work, Leadership Skills and Professionalism

Graduates can live and work in diverse conditions with members hailing from diverse background towards the fulfillment of the institutional and societal goals, keeping up the spirit of team work and maintaining dynamism and professional behavior based on positive leadership qualities, constructive feedback system and productive corrective measures.

6. Scientific Temper and Reflective Thinking

Graduates are expected to nurture a scientific temper to ensure objective and reasoned treatment of problems and experiences and practice reflective thinking for individual and social development.

7. Moral and Ethical Awareness

Graduates are able to embrace moral and ethical values specific to the society and culture and uphold them consistently as responsible members of the society.

8. Employability and Entrepreneurship

Graduates are trained to achieve professional skills required to be employed in their career globally and the potential to formulate innovative ideas and to start up new enterprises.

9. Multicultural Competence

Graduates gain knowledge of values and beliefs of multiple cultures, hold a global perspective and become competent to effectively engage in a multicultural and secular society and interact respectfully with diverse groups.

10. Lifelong Learning

Graduates acquire knowledge and skills for continuous learning in a personalized and self-directed manner, aiming at personal development, meeting social, economic and cultural objectives and adapting to changing trade trends and work culture.

BA PROGRAM OUTCOMES (POs)

The programs in Arts, Language, Literature, Humanities and Social Science are designed to equip the undergraduates with a broad understanding of human life experiences in its varied contexts in order to help them improve life conditions and become learned individuals of society and responsible citizens of the country.

The learning experiences include critical reading of texts and analyzing social issues from an interdisciplinary perspective, applying scientific methods, acknowledging the socio-cultural diversity, analysing the discursive foundations of respective disciplines and disclosing the ideological and philosophical nuances of interpretations inherent in them.

On completion of the B.A. programme, a student is expected to:

- Acquire competent knowledge of the fundamental concepts, theories and methods in the respective discipline and demonstrate it impressively.
- Understand the interdisciplinary nature of knowledge systems and incorporate principles and methods from Science, Social Science, Arts and Language Studies in reading and analyzing texts and problems.
- Gain a wider understanding of the diversity in languages, cultures, religions and social ethos of the country and the world in order to understand the other.
- Acquire proficiency in communication in multiple languages for advanced reading, writing and speaking and equip with interpretive and composition skills.
- Develop social, political, historical, literary and aesthetic sense and economic, religious and commercial perspectives in order to comprehend and interpret various texts in the respective discipline and allied fields.
- Develop a research orientation and be familiar with the fundamentals of research in various areas of Humanities, Social Science, Arts and Language Studies.
- Practice and promote knowledge sharing with the help of digital technology and multilingual translation.
- Pursue higher studies in the specialized area of respective field and qualify for a productive career.
- Ensure productive involvement in the process of socialization and engage with relevant issues holding an informed opinion and acknowledging multiple perspectives.
- Respond creatively to issues of regional, national and international significance in order to bring about desirable changes in social systems, government policies and individual opinions.

- Understand one's duties and rights as a responsible citizen and act accordingly in all realms of personal and social life.
- Qualify to work independently and with team spirit following basic ethical principles in all their pursuits without compromising the quality.
- Uphold socio- cultural, constitutional and ethnic values both in the academia and everyday life to ensure human dignity, equality and democratic values.
- Update knowledge and skills in (ICT) Information Communication Technology to meet the career assignments and expedite everyday activities.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- To identify and plan strategies for effective communication
- Generate interest in various aspects of media and thereby equip them with the basic writing skills required for the same
- To build sociological outlook to the media practices
- To map and document the historical turns in Media
- To inculcate research inquiries in media and formulate Methodological framework
- Enable the students to take up jobs in the media industry- both in the print, broadcast and the new media.

Scheme of UG Complementary Courses in Journalism

BA - FIRST SEMESTER							
Course Code	Course title	Credits	Duration	CA Marks	SEE Marks	Total	Page Number
BJL1 C01	INTRODUCTION TO COMMUNICATION AND JOURNALISM	2		10	40	50	9
BA - SECOND SEMESTER							
BJL2 C02	NEWS REPORTING AND EDITING	2		10	40	50	12
BA - THIRD SEMESTER							
BJL3 C03	HISTORY OF MASS MEDIA	2		10	40	50	14
BA - FOURTH SEMESTER							
BJL4 C04	CORPORATE COMMUNICATION AND ADVERTISING	2		10	40	50	16
	TOTAL	8		40	160	200	

UG Complementary Courses in Journalism

SEMESTER I

BJL1 C01: INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2 CREDITS)

COURSE OBJECTIVE

- The objective is to initiate a basic understanding of the communication process and characteristics of various types of media of mass communication.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the communication process and relate various communication models relate to everyday communications.
- Critically analyse various aspects of print media and the print media industry.
- Critically analyse various aspects of electronic media and broadcast media industry.
- Understand and utilize potential possibilities of new media.

Module I

Fundamentals of communication: definitions of communication - elements of communication - basic communication models: Indian communication models, models of Aristotle, Shannon and Weaver, Lasswell, Schramm, and Berlo -types of communication - functions of mass communication and types of mass media.

Module II

Print media: types of print media - advantages and limitations of print media - role and responsibilities of a journalist - principles of journalism, Indian print media industry.

Module III

Electronic media and film: characteristics and functions of radio and television – strengths and limitations of radio and television – film as a medium. Indian broadcast media.

Module IV

New media: characteristics of new media – internet - news portal – blog - online newspapers- citizen journalism - social media - social media as a political and educational tool – potential and limitations of new media.

Module V

Freedom of the press: freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation - Right to Information Act - ethics of journalism, Freedom and Privacy: Ethical Concerns.

Books for Reference

1. Joseph A Devito :Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail :McQuail’s Mass Communication Theory, VistaarPublications, New Delhi, 2005.
4. Melvin L. Defleur : Fundamentals of Human Communication.
5. Denis McQuail and Sven Windahl : Communication Models.
6. Agee, Ault &Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
7. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
8. Oxford : International Encyclopedia of Communications.
9. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppaswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.

5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.
9. Y.K. D'souza : Freedom of the Press, Constitution and Media Responsibility.

SEMESTER II

BJL2 C02: NEWS REPORTING AND EDITING

(2 CREDITS)

COURSE OBJECTIVE

- To help students know different styles of news writing.-Introduce them to essential concepts in newspaper reporting.
- Ensure that they have a thorough understanding of types of news and jargons in Print.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Find a space for themselves in mainstream print media journalism
- Develop a good understanding of the facets of print journalism.
- Critically analyse various contents of newspaper and produce them their own.
- Report and edit news content according to journalistic principles.

Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy - departmental chart - responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors, Reader's editor

Module II

Contents of a newspaper: news - definitions of news - types of news - news values; features - definition and types of features – articles – middles –editorials –interviews – reviews – profiles, columns, travelogues.

Module III

Reporting practices: organizational hierarchy of a news bureau - chief reporter, special correspondent, foreign correspondent - news story structure – headlines - lead and body -inverted

pyramid style - hour glass style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources - national and international news agencies - investigative journalism - sting operation, data journalism, precision journalism, Embedded Reporting.

Module IV

Process of editing: general principles of editing, types of headlines, writing headlines subheads and captions - design and pagination.

Books for Reference

1. Shrivastava, K.M., '**News reporting and editing**', Sterling publishers Pvt. Ltd, NewDelhi, 2003.
2. Kamath M.V., '**Professional Journalism**', Vikas publishing House, New Delhi.1980.
3. VirBalaAggarwal, '**Essentials of Practical Journalism**', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. '**News Writing and Reporting for Today's Media**', McGraw Hill, New Delhi, 2003.
5. Julian Harris, Kelly Leiter, Stanley, Johnson, '**The Complete Reporter**', MacmillanPublishing Co, New York.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S.,'**The Art of Editing**,' Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, **News Editing**.
9. M.L. Stein. and Susan F Paterno,,'**The News Writer's Hand book**,' Surjeet Publications, New Delhi, 2003.
10. George A Hough,' **News Writing**', Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., '**Outline of Reporting**', Anmol Publications, News Delhi, 2002.
12. Franklin, et al., '**Key Concepts in Journalism Studies**', Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder,'**News Reporting and Editing**',AnmolPublications,NewDelhi,1998
14. Donglas. A Anderson, News Writing and Reporting
15. George A Hongh, News Writing

SEMESTER III

BJL3 C03: HISTORY OF MASS MEDIA

(2 CREDITS)

COURSE OBJECTIVE

- To provide a comprehensive history of various mass media.
- To walk students through the evolutionary trajectory of various mass media in the world, India and Kerala.
- To provide insights about the contribution of various legends to the media landscape.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the evolution and growth of Indian press.
- Create historic overview about Malayalam press.
- Have an idea about legends of journalism and their contributions.
- Understand the major milestones in the history of broadcast media and film.

Module I

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India – professional media organizations - genesis of internet - new and social media.

Module II

History of Malayalam press: - *Rajyasamacharam* – *Paschimodayam* - *GnanaNikshepam* – *Deepika* - *Malayala Manorama* - *Kerala Mitram* – *Kerala Patrika* – *Mathrubhumi* - *Kerala Kaumudi* - *Al-Ameen* – *Deenabhandu* – *Prabhatham* - Malayalam press during the Freedom Struggle - current trends in Malayalam journalism - history of magazine journalism.

Module-III

Legends of journalism: Herman Gundert – Kandathil Varughese Mappilai, Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai - K. P. Kesava Menon - C.V. Kunjiraman - Pothan Joseph - cartoonist Sankar, and Raghu Rai - other doyens in the field of Indian journalism.

Module IV

History of broadcasting: Radio broadcasting in India - types of radio programmes – FM Radio - growth of television broadcasting in India – SITE - broadcast code and Prasar Bharati.

Module V

Films – genesis of documentaries and short films - evolution of film making in India – brief history of Malayalam cinema and great masters of world cinema.

Books for Reference

1. RangaswamiParthasarathy, '**Journalism in India**'.
2. Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
3. GNS Raghavan, '**The Press in India**'.
4. Robin Jeffrey, '**India's Newspaper Revolution**'.
5. PuthupallyRaghavan, '**Kerala PathrapravarthanaCharithram**'.
6. M.V.Thomas, '**BharathiyaPathrucharithram**', Bhasha Institute.
7. MehraMasani, '**Broadcasting and the People**'.
8. G.C.Aswathy, '**Broadcasting in India**'.
9. Keval J. Kumar, '**Mass Communication in India**'.
10. Vijayakrishnan, '**Malayala Cinimayudekatha**'.
11. Amanas Ramachandran Nair, '**ChalachithraPadhanagal**'.

SEMESTER IV

BJL4 C04: CORPORATE COMMUNICATION AND ADVERTISING (2 CREDITS)

COURSE OBJECTIVE

- To familiarise Public Relation as emerging field of professional employment.
- To provide insights about various aspects of corporate world and its communication strategies.
- To introduce about advertisement and its types and enable students to write advertisement copies.
- To create awareness about the ethical constraints in the advertisement industry.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Explore public relation as a new career opportunity.
- Understand corporate communication and examine its various branding strategies.
- To write good advertisement copies by analysing various types of advertisements.
- Understand the significant of ethical standards while creating advertisements.

Module I

Introduction to PR: definitions, origin and evolution of public relations - role and functions of PR - PR tools: external and internal publics -house journal - qualities of a PRO - PRSI, code of ethics for PR - PR Campaign.

Module II

Corporate communication - definition and scope of corporate communication – corporate identity – key concepts of corporate identity - corporate identity planning - corporate image - corporate personality - branding the corporate - corporate functions and corporate tools.

Module III

Advertising – definition - evolution of advertising - functions and effects of advertising - types of ads - structure and functions of advertising agencies - ASCI and DAVP - Ad. Campaign: Case studies.

Module IV

Copywriting practices - ad copy - elements of copy: illustration, slogan, display, text, logo and caption - copywriting for broadcast commercials - ad films - jingles and internet ads.

Module V

Effects of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Sandeep Sharma & Deepak Kumar, '**Advertising, Planning, Implementations and Control**', Mangal Deep Publications, Jaipur.
2. Sanjay Kaptan & Akhilesh Acharya, '**Advertisement in Print Media**', Book Enclave, Jaipur.
3. S.A Chunawalla, '**Advertisement an Introductory Text**', Himalaya Publishing,
4. Chunnawallaetal, '**Advertising Theory and Practice**', Himalaya Publishing, New Delhi.
5. Otto Klepner, '**Advertising Procedures**', Atlanta Books.
6. Scott M Cutlip and Allan H. Centre, '**Effective Public Relations**', Pearson Education Ltd. Delhi.
7. Sam Black, '**Practical Public Relations**', UBS Publishers Distributors Pvt Ltd.
8. D.S. Mehta, '**Handbook of PR in India**'.
9. Joseph Fernandez, '**Corporate Communications A 21st Century Primer**', Response, Books, New Delhi.

Books for Further Reading

1. Sanjay Tiwari, '**The Uncommon sense of Advertising**', Response Books ,New Delhi.
2. John Philip Jones, '**How Advertising works**', Sage Publishers, New Delhi.
3. J.V Vilanilam, '**Advertising Basics**',
4. Anil Basu, '**Public Relations: Problems and Prospects with case studies**'.
5. Allan H. Center and Frank E. Welsh, '**Public Relations Practices**'.
6. Rannani, '**Corporate Communications - The Age of Image**'.

MARKS FOR EACH PAPER

- I. Continuous Assessment: 10 Marks**
Class Tests, Media Assignments, seminars, online content, editing etc
- II. Semester End Examination: 40 Marks**
- III. Total: 50 marks**

Scheme of UG Complementary Courses in Journalism

ELECTRONIC MEDIA

BA - FIRST SEMESTER							
Course Code	Course title	Credits	Duration	CA Marks	SEE Marks	Total	
BJL1 C05	Introduction to Electronic Media	2		10	40	50	20
BA- SECOND SEMESTER							
BJL2 C06	Radio and Television	2		10	40	50	22
BA - THIRD SEMESTER							
BJL3 C07	Fundamentals of Cinema	2		10	40	50	24
BA - FOURTH SEMESTER							
BJL4 C08	Introduction to New Media	2		10	40	50	26
	TOTAL	8		40	160	200	

UG Complementary Courses in Electronic Media

SEMESTER I

BJL1 C05: INTRODUCTION TO ELECTRONIC MEDIA

(2 CREDITS)

COURSE OBJECTIVE

- The objective is to initiate a basic understanding of the communication process, nature and characteristics of broadcast media.
- To expose to the fundamentals of Communicating through the Electronic media
- Provide a comprehensive understanding about the broadcast media and emerging trends in it.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the concept of mass communication in general and broadcast media in particular.
- Know about the characteristics, scope, limitations and evolution of various broadcast media- Radio and Television.

Module I

Communication: definition, elements and types of communication - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module II

Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission - new trends in broadcasting., Indian Broadcast industry.

Module III

Radio: characteristics, scope and limitations - brief history of radio.

Module IV

Television: characteristics, scope and limitations - origin and development of television.

Module V

News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

Books for Reference

1. Joseph A Devito: Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick: The Dynamics of Mass Communication, McGrawHill, New Delhi.
3. Agee, Ault & Emery: Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump: Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford: International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian: The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd: Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Books for Further Reading

1. Uma Joshi: Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar: Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta: Mass Communication and Journalism in India.
6. Dr. J V Vilanilam: Mass Communication in India.
7. Andrew Beck & Peter Bennet: Communication Studies.
8. Rogers and Singhal: India's Communication Revolution.

SEMESTER II

BJL2 C06: RADIO AND TELEVISION

(2 CREDITS)

COURSE OBJECTIVE

- To introduce about broadcast media and its types and working structure.
- To expose to the fundamentals of Communicating through the Electronic media.
- Nature of Broadcast and Techniques of Writing News Stories and other format

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand structural pattern and types of broadcast medium.
- Write for broadcast medium in accordance with its unique principles.

Module I

Organisational structure of radio station -types of radio stations: AM and FM – Radio Programme Formats: talk, news and music formats.

Module II

Writing for the ear - radio news writing - radio script writing - radio drama –documentary – feature – commentary - talk - magazine programmes – radio interviewing techniques, -news reading - Radio jockeying - online radio –Podcast, new trends.

Module III

Characteristics of television as a medium - organizational structure of a television station - cable TV - home video – DTH - television programme formats.

Module IV

Scripting for television programmes - TV interviewing - structure of TV news – TV news gathering - news writing - news anchoring, -video jockeying – new trends.

Fieldwork: Visit any broadcast media station and understand the process of content production.

Books for Reference

1. Joseph R.Dominick-‘**The Dynamics of Mass Communication**’. McGraw Hill, New Delhi.
2. John Vivian - ‘**The Media of Mass Communication**’ Allyn and Bacon.
3. Arul Aram and Nirmaldasan, ‘**Understanding News, Media**’-Vijay Nicole Imprints Pvt.Ltd. Chennai.
4. Robert McLeish-‘**Radio Production**’. Focal Press London.
5. Giraud Chester et.al-‘**Television and Radio**’-Prentice Hall.
6. Herbert Zettl, ‘**Television Production Handbook**’-Wadsworth, USA.
7. Andrew Boyd,’ **Broadcast Journalism, Techniques of Radio and Television News**’ Focal Press London.
8. Ted White, ‘**Broadcast News: Writing, Reporting and Producing**’, Focal Press London
9. P.K Ravindranath ,‘**Broadcast Journalism**’-Author Press, New Delhi.

SEMESTER III

BJL3 C07: FUNDAMENTALS OF CINEMA

(2 CREDITS)

COURSE OBJECTIVE

- To introduce to the History of Cinema - from silent to talkies.
- To expose to the popular film movement and its characteristics.
- To bring awareness about the Indian Cinema.
- To devise working knowledge in the film making process.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Create understanding about the historic trajectory of Global cinema and Indian Cinema.
- Interpret classical works of worlds popular film movements
- Create film by their own, following the stages of film production.

Module I

Cinema; Characteristics and types

Cinema: a brief history, Lumiere brothers. Characteristics of cinema- potentials, scope and limitations of cinema -types of films: feature film, documentary.

Module II

Major film movements:

German expressionism- Cabinet of Dr. Caligari by Robert Wiene.

Soviet montage - Battleship Potemkin by Sergei Eisenstein.

Italian neo realism - Bicycle thieves by Vittorio de sica.

A few Great masters: Charlie Chaplin - Alfred Hitchcock - Akira Kurosawa, Kim Ki Duk and Mohsen Makhmalbaf.

Module III

Indian Cinema: New wave and commercial cinema - Satyajith Ray – RitwikGhatak-AnandPatwardhan – AdoorGopala Krishnan - John Abraham.

Module IV

Film Making: Steps in film making: Pre Production, Production and post-production, Visual language-Basics of cinematography: types of shots, camera movements, camera angles, camera viewpoints - Lighting- three point lighting techniques.

Books for Reference

1. Bernard F Dick,'**Anatomy of Film**' –St. Martin Press, New York.1978.
2. John Russo,' **Making Movies**'-Dell Trade, 1989.
3. Susan Hayward, '**Key concept in Cinema studies**', Routledge, New York, 2004.
4. Louis Giannetti, '**Understanding Movies**', A Simon and Schuster company, USA.
5. Nathan Abrams,Ian Bell and Jan Udriş, '**Studying film**'.
6. J.Dudley Andrew, '**Major Film Theories an Introduction**'.
7. Tom Holden, '**Film making**'.
8. Brain Brown, '**Cinematography, Theory and Practice**'.
9. Stanley J. Baran, '**Introduction to Mass Communication**'.
10. Keval J. Kumar, '**Mass Communication in India**', Jaico Publishing House, NewDelhi.
11. Jill Nilmes: '**An Introduction to Film Studies**', Routledge, London, 1996.
12. Bruce Mamer: '**Film Production Technique**', Thomson Wadsworth, USA.

SEMESTER IV

BJL4 C08: INTRODUCTION TO NEW MEDIA

(2 CREDITS)

COURSE OBJECTIVE

- To introduce students to the role of digital media in shaping contemporary societies.
- To expose to popular new media tools.
- To provide hands on experience in writing and editing aspects of online journalism.
- To persuade the students to follow the ethical standards of online journalism.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Create an understanding about the paradigmatic changes in the mediated society.
- Understand about the popular social media tools and its potentials.
- Write and edit content for online audience.
- Understand the significance of following ethical standards on online journalism.

Module I

Internet as a medium of communication: history and evolution of internet – characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia - new media aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks. Web 2.0 and Web 3.0

Module II

Blogs: Blogosphere – vlog – podcast - search engines and social media.

Module III

Online reporting: language and style of online journalism - tools for news gathering – news determinants in cyberspace - dos and don't s of online reporting.

Module IV

Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining - website design

Module V

Ethics in new media: obscenity and privacy - copyright and libel - cyber laws, proliferation of fake news.

Books for Reference

1. Tapas Ray, '**Online Journalism – A Basic Text**', Foundation Delhi, 2006.
2. Jason Whittaker, **The New Media Handbook –The Cyberspace Handbook** .
3. Sunil Saxena , '**Broadcasting News: The craft and technology of online Journalism**'.
4. Jason Whittaker, '**Web Production for writers and journalists**'.
5. Anna Evertt, John T. Caldwell, '**NewMedia:Theories and practice of Digitexuality**'.
6. Stephen Quinn, '**Digital Sub editing and Design**'.
7. NaliniRajan (ed.), '**21st Century Journalism in India**', Sage, 2007.
8. AravindSinghal& Everett M. Rogers, '**India's Communication Revolution**'.

Books for Further Reading

1. **Media and Power** – James Curran.
2. **Media, Technology and Society** – Brian Winston.
3. **Journalism Online** – Mike Ward.
4. **Managing Media Convergence** – Kenneth C. Killebrew.

MARKS FOR EACH PAPER

IV. Continuous Assessment: *10 Marks*

Class Tests, Media Assignments, seminars, online content, editing etc

V. Semester End Examination: *40 Marks*

VI. Total: *50 marks*

UG Complementary Courses for BAMC (LRP)

SEMESTER I

BMM1C01 – INTRODUCTION TO COMMUNICATION

(3 CREDITS)

COURSE OBJECTIVE

- The objective is to initiate a basic understanding of the communication process and characteristics of various types of media of mass communication.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the communication process and relate various communication models relate to everyday communications.
- Critically analyse various aspects of print media and the print media industry.
- Critically analyse various aspects of electronic media and broadcast media industry.
- Understand and utilize potential possibilities of new media.

Unit 1

Evolution of human communication, definition and elements of communication, context, source, message, channels, receiver, noise, feedback.

Unit 2

Communication process; forms of communication – Intrapersonal, Interpersonal, Group, Mass communication, verbal and non-verbal communication.

Unit 3

Communication process; models of communication – Aristotle model, SMCR model, Shannon and Weaver model; Frank Dance model, Schramm model, Gate-keeping model.

Unit 4

Functions and effects of communication, Agenda setting theories. Uses and gratifications theory; selectivity in communication.

Books for Reference

1. Joseph A Devito: *Communicology: An Introduction to the study of Communication*, Harper and Row, New York, 1985.
2. Joseph R. Dominick: *The Dynamics of Mass Communication*, McGraw Hill, New Delhi.
3. Denis McQuail: *McQuail's Mass Communication Theory*, Vistaar Publications, New Delhi, 2005
4. Melvin L. Defleur: *Fundamentals of Human Communication*
5. Denis McQuail and Ven Windall: *Communication Models*

SEMESTER I

BMM1C02 – INTRODUCTION TO ELECTRONIC MEDIA

(3 CREDITS)

COURSE OBJECTIVE

- The objective is to initiate a basic understanding of the communication process, nature and characteristics of broadcast media.
- To expose to the fundamentals of Communicating through the Electronic media
- Provide a comprehensive understanding about the broadcast media and emerging trends in it.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the concept of mass communication in general and broadcast media in particular.
- Know about the characteristics, scope, limitations and evolution of various broadcast media- Radio and Television.

Unit 1

Mass communication - nature, characteristics, functions and dysfunctions of mass communication, mass media - types of media: print, radio, TV, film and new media

Unit 2

Radio: characteristics, scope and limitations - brief history of radio, Types of radio stations: AM, FM.

Unit 3

Television: characteristics, scope and limitations - origin and development of television, Cable TV, Satellite TV, DTH

Unit 4

AIR, DD, Private FM stations and News Channels. Broadcast code and Prasar Bharati.

Books for Reference

1. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
2. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
3. Mean Rumo : International Encyclopedia of Communications, Oxford.
4. Oxford: International Encyclopedia of Communications
5. John Vivian: the media of Mass communication, Allyn and Bacon

SEMESTER II

BMM2C03 – MEDIA LAWS & ETHICS

(3 CREDITS)

COURSE OBJECTIVE

- To cover basic legal concepts and a gamut of media jurisprudence in India Indian constitution.
- To make students explore the various facets of media law in India.
- To enable students to draw clear picture of how media functions against the backdrop of legalities.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand the basic legal concepts in Indian constitution.
- Explore the various facets of media laws in India.
- Draw clear picture of how media functions against the backdrop of legalities.
- Follow code of ethics and other legal solutions after understanding the ethical issues related to media.

Unit 1

Basic Legal concepts - fundamental rights; directive principles. Freedom of the press - freedom of speech and expression in Indian Constitution: article 19 (1) (a) and reasonable restrictions

Unit 2

Defamation – libel, slander and defenses of media professional

Unit 3

Press Laws: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person's Harmful Publication Act, Indecent Representation of Women's Act, Drug & Magic Remedies Act, Film Certification Rules, Intellectual Property Rights, Right to Information Act. POCSO act (2012) and its implications. Child rights acts in the context of journalistic activities

Unit 4

Media Ethics and Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation

Books for Reference

1. Naresh Rao & Suparna Naresh, 'Media Laws, an appraisal', Premier Publishing Company, Bangalore.
2. Kundra.S, 'Media Laws & Indian Constitution', Anmol Publications Ltd, New Delhi.
3. Nalinin Rajan, 'Practising Journalism', Sage Publications.
4. Karen Sandars, 'Ethics & Journalism', Sage Publication..
5. Neelamalar, ' Media law and Ethics', PHI Learning pvt. Ld

SEMESTER II

BMM2C04 – RADIO AND TELEVISION

(3 CREDITS)

COURSE OBJECTIVE

- To introduce about broadcast media and its types and working structure.
- To expose to the fundamentals of Communicating through the Electronic media.
- Nature of Broadcast and Techniques of Writing News Stories and other format

COURSE OUTCOME

Successful completion of the program will enable students to:

- Understand structural pattern and types of broadcast medium.
- Write for broadcast medium in accordance with its unique principles.

Unit 1

Radio programmes- news bulletin, radio newsreel, radio documentaries, current affairs programme, talks, discussions, musical programmes, radio drama, docudrama, phone-in programmes, radio bridge, jingles, radio magazine programmes

Unit 2

Role of radio broadcaster -announcer, disc jockey, radio host; ‘on-air’ techniques - performance, art of interviewing, speed, breathing, emphasis and pitch, writing for the ear. Writing News for Radio.

Unit 3

TV programmes – features, talks and magazine programmes; TV interviewing; structure of TV news; TV newsgathering; news anchoring; video jockeying, reality TV, soap operas.

Unit 4

Writing News for Television. Broadcast Language- Clarity, Brevity, & Simplicity,
Gate keeping & Credibility. Writing for visuals.

Field work: Visit and broadcast media and understand the content making process.

Books for Reference

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition..
4. Andrew Boyd. Television news , Cremer, Krierstrad & Yoaknam ,
5. Broadcast, cable, the internet and beyond; Dominick, Sherman & Messere

SEMESTER III

BMM3C05 – REPORTING AND EDITING

(3 CREDITS)

COURSE OBJECTIVE

- To help students know different styles of news writing
- Introduce them to essential concepts in newspaper reporting.
- Ensure that they have a thorough understanding of types of news and jargons in Print.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Find a space for themselves in mainstream print media journalism
- Develop a good understanding of the facets of print journalism.
- Critically analyse various contents of newspaper and produce them their own.
- Report and edit news content according to journalistic principles.

Unit 1

Organizational structure of a newspaper – business, Mechanical and editorial departmental chart responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: Bureau chief- chief reporter – reporters, stringers and freelancers.

Unit 2

Content of a newspaper- news – definitions – types of news – news determinants (values) features – types of features – articles – middles – advertorials – editorials – interviews – reviews – profiles – columns – travelogues – cartoons.

Unit 3

News story structure – lead -types of lead - body –inverted pyramid and hour glass, principles of news writing.

Unit 4 (a)

Reporting practices – basics of reporting – on the spot, arm chair reporting – beats, Principles of reporting – news sources – news agencies – interviews.

Unit 4 (b)

Editing for newspapers – general rules of editing – headlines – writing Headlines – layout principles

Field work: Visit any print media and observe the news making process.

Books for Reference

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Harold Evans, Newsman’s English, Handling Newspaper Text, News Headlines,
3. Pictures on a Page, Newspaper Design (*A Five-Volume Manual of English,*
4. *Typography and Layout*) London: National Council for the Training of Journalists, 1984.
5. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
6. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
7. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
8. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
9. Smith, John Essential Reporting Spark, David, Practical Newspaper Reporting

SEMESTER III

BMM3C06 – INTRODUCTION TO CINEMA

(3 CREDITS)

COURSE OBJECTIVE

- To introduce to the History of Cinema - from silent to talkies.
- To expose to the popular film movement and its characteristics.
- To bring awareness about the Indian Cinema.
- To devise working knowledge in the film making process.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Create understanding about the historic trajectory of Global cinema and Indian Cinema.
- Interpret classical works of worlds popular film movements
- Create film by their own, following the stages of film production.

Unit 1

A brief history - Lumiere Brothers, the era of silent movies, evolution of sound films

Unit 2

The major cinema movements – German expressionism, Soviet montage, Italian neo-realism, French new wave, Hollywood cinema, and Indian cinema.

Unit 3

Film terminology; characteristics, potentials and limitations of cinema; types of films feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and south India. Defining film and film language – shot, scene, sequence, screenplay; cuts and transitions, mis-en-scene and montage.

Unit 4

Films – Brief history of Malayalam cinema and great masters of Indian cinema – Dadasaheb Phalke, Satyajith Ray, Ghatak, Adoor Gopalakrishnan, Mani Kaul, Shyam Benegal.

Books for Reference

1. Producing and Directing the Short Film and Video, 3rd Edition – David K Irving and Peter W. Rea.
2. Studying Film – Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career
4. Frederick Levy. Major Film Theories, An Introduction – J. Dudley Andrew.
5. Beginning Film Studies, Andrew Dix Companion to film theory , Miller

SEMESTER IV

BMM4C07 – ADVERTISING

(3 CREDITS)

COURSE OBJECTIVE

- To introduce about advertisement and its types and enable students to write advertisement copies.
- Introduce the students to the concepts of integrated media planning.
- To bring in the importance of major tools and techniques in media with special focus on Advertising
- To create awareness about the ethical constraints in the advertisement industry.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Gain a comprehensive understanding about advertising and its types.
- Understand media planning and examine its various strategies.
- To write good advertisement copies by analysing various types of advertisements.
- Understand the significant of ethical standards while creating advertisements.

Unit 1

Definition, features, evolution and functions of advertising – kinds of advertising structure and functions of advertising agencies.

Unit 2

Media planning – market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning. Ad campaign

Unit 3

Copy writing practices – ad copy – elements of copy: Principles of illustration, slogan, display, text, logo and caption. Internet ads.

Unit 4

Effects of advertising – ethical issues of advertising – professional organizations and code of ethics.

Fieldwork: Do a case study on any advertising campaign done by any advertising agency by visiting them.

Books for reference

1. S.A. Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: National Book Trust.
3. J.V. Vilnilam and A.K. Varghese, Advertising Basics: A Resource Guide for Beginners, NewDelhi: Sage Publications.
4. Frank Jefkins, Advertising Prentice Hall
5. Gerald J Tellis Effective advertising: understanding when, how and why advertising wakes 2004. Response Books New Delhi.

SEMESTER IV

BMM4C08 – ONLINE JOURNALISM

(3 CREDITS)

COURSE OBJECTIVE

- To introduce students to the role of digital media in shaping contemporary societies.
- To expose to popular new media tools.
- To provide hands on experience in writing and editing aspects of online journalism.
- To persuade the students to follow the ethical standards of online journalism.

COURSE OUTCOME

Successful completion of the program will enable students to:

- Create an understanding about the paradigmatic changes in the mediated society.
- Understand about the popular social media tools and its potentials.
- Write and edit content for online audience.
- Understand the significance of following ethical standards on online journalism.

Unit 1

Introduction to World Wide Web, Origin and development of the Web. Online Journalism– definition, origin, development, and contemporary relevance

Unit 2

Web broadcasting- user generated content, blogs, social media, facebook, twitter, youtube, Wikipedia. Features of online journalism- differences from traditional journalistic practices- interactivity, hypertextuality, multimediality, personalization, digitization and convergence.

Unit 3

Online reporting- Trends in online reporting- participatory journalism, crowd sourcing, open source reporting, annotative reporting. Writing for the Web – principles, limitations and new trends, Mobile journalism, Citizen Journalism, Social media and journalism.

Unit 4

Security issues on the Internet- social, political, legal and ethical issues- Cyber crimes. Future of online journalism.

Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook – Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hill
5. Vakul Sharma, 'Handbook of Cyber Laws', Macmillan, 2002.
6. The Online Journalism Handbook, Paul Bradsha and Liisa Rohuma

MARKS FOR EACH PAPER

- I. Continuous Assessment: 15 Marks**
Class Tests, Media Assignments, seminars, online content, editing
etc
- II. Semester End Examination: 60 Marks**
- III. Total: 75 marks**



**UNIVERSITY OF
CALICUT**

Abstract

General and Academic - Faculty of Journalism - Syllabus of General Courses for Group V LRP Programmes, viz., BA Multimedia, BA Visual Communication, BA Film and Television, and BA Graphic Design & Animation w.e.f 2019 Admn. onwards - Implemented- Orders Issued

G & A - IV - B

U.O.No. 1666/2020/Admn

10.02.2020

Dated, Calicut University.P.O,

*Read:-*1. U.O.No. 4368/2019/Admn Dated 23.03.2019

2. Joint meeting of the Boards of Studies in Multimedia and Audiovisual Communication convened on 01.07.2019
3. Remarks of the Dean Faculty of Journalism dated 03.02.2020

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS - Regular and SDE/Private Registration with effect from 2019 Admission has been implemented vide paper read first above wherein the subjects under Language Reduced Pattern (LRP) (Alternative Pattern) are grouped into five and it has been specified that the General Courses I, II, III & IV of these programmes shall be the same for each group and that these General Courses shall be designed by the group of boards concerned. The Group V of LRP Programmes consists of BA Multimedia, BA Visual Communication, BA Film and Television and BA Graphic Design & Animation Programmes.

The joint meeting of the Boards of Studies in Multimedia and Audio Visual Communication convened on 01.07.2019, vide paper read second above, has approved the syllabus of the General Courses for BA Multimedia, BA Visual Communication, BA Film and Television and BA Graphic Design & Animation w.e.f 2019 Admn. onwards.

The Dean, Faculty of Journalism, vide paper read third above, has approved the syllabus of the General Courses for BA Multimedia, BA Visual Communication, BA Film and Television, and BA Graphic Design & Animation w.e.f 2019 Admn onwards.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of the General Courses for Group V LRP Programmes, viz, BA Multimedia, BA Visual Communication, BA Film and Television, and BA Graphic Design & Animation

w.e.f 2019 Admn. onwards, subject to ratification by the Academic Council.

The Scheme and Syllabus of the General Courses for Group V LRP Programmes, viz, BA Multimedia, BA Visual Communication, BA Film and Television and BA Graphic Design & Animation

w.e.f 2019 Admn. onwards in accordance with CBCSS UG Regulations 2019 is therefore implemented with effect from 2019 Admission onwards.

Orders are issued accordingly (Syllabus appended).

Biju George K

Assistant Registrar

To

Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/JCE VII/DoA/GA I F/CHMK
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Section Officer

Scheme of UG General Courses for Multimedia

Course Code	Course title	Credits	Duration	CA Marks	SEE Marks	Total
BA- THIRD SEMESTER						
BMM3 A11	Basic Mathematics for Media Arts	4		20	80	100
BMM3 A12	General Informatics and Instrumentation	4		20	80	100
BA - FOURTH SEMESTER						
BMM4 A13	Media Management	4		20	80	100
BMM4 A14	Evolution of Media Technology	4		20	80	100
	TOTAL	16		80	320	400

DETAILED SYLLABUS

SEMESTER III

BMM3 A11 – BASIC MATHEMATICS FOR MEDIA ARTS

(4 CREDITS)

Module 1: Area and parameter: Triangles and types of triangles, rectangle, square, parallelogram, circle and polygon.

Module 2: Volume and surface area: Cube, cylinder, sphere, semi sphere, cone and pyramid

Module 3: Introduction to statistics: Meaning and definition of statistics, scope and limitations, statistical enquires, scope of the problem, method to be employed, types of enquires, presentation of data by diagrammatic and graphical method, formation of frequency distribution.

Module 4: Measures of central tendencies, variation and standard: Measures of central tendencies, Arithmetic Mean, Median, Mode, Geometric and Harmonic Mean- Measures of Variation and standard, man and quartile deviation.

SEMESTER III

BMM3 A12 – GENERAL INFORMATICS AND INSTRUMENTATION (4 CREDITS)

UNIT 1: Basics of Information technology- Information- IT and its Components- IT and Internet- IT Applications- E-Governance- Emerging Trends in IT- EDI- Mobile Computing- SMS, MMS- Wireless Applications- Blue Tooth- GPS- Infra Red Communication- Smart Card- DNA Computing- Cloud Computing

UNIT 2: Knowledge Skills for Higher Education- Data, Information and Knowledge- Knowledge Management- Internet as a Knowledge Repository-Academic search Techniques- Academic Websites- Basic Concepts of IPR- Use of IT in Teaching and Learning- Academic Service- INFLIBNET-NICENET-BRNET

UNIT 3: Social Informatics- IT and Society- Issues and concerns- Digital Divide- Free Software Movement- IT and Industry- Opportunities and Threats- Cyber Ethics- Security, Privacy Issues- Cyber Laws- Cyber Addictions- Information overload- Guidelines for Proper Usage of Computers and Internet- E-Waste & Green Computing- Unicode-IT & Regional Languages

UNIT 4: Major Components of Computer Hardware- Different Types of Computer Cases- Desktop Case and Tower Case- Common Motherboard from factors- AT, ATX, Mini ATX, Micro ATX- SMPS, RAM-SRAM, DRAM- Types of HardDisks- PATA, SATA, SCSI,SSD- Types of Adapter Cards- Video, Ethernet, Wireless Network, Sound, TV tuner, Video Capture- Common External Ports/Slots- Cable System- PATA, SATA, MOLEX Connector, BIOS of a Computer- Connecting and installing printer, camera, scanner, and othergadgets.

SEMESTER IV

BMM3 A13 – MEDIA MANAGEMENT

(4 CREDITS)

Unit 1: Management-definition and functions, groups and teams, leadership quality, managing and leading for high performance, personality and attitudes, communication skills and Decision Making. Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Levels of management –Henry Fayal’s Principles of management. Functions of Management: Planning -Steps in planning – Organizing - Types of organization – Line, Staff and Functional- Centralization Vs decentralization - Authority Vs responsibility - Staffing – Elements of Staffing - Directing - Leadership - Leadership styles - Controlling - Steps in controlling.

Unit 2: Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Functions of an entrepreneur - Difference between entrepreneur and manager – Micro, Small and Medium Enterprises, Definition, Registration procedure of Sole proprietorship and partnership units

Unit 3: What is Media Management? Four functions of media management: Plan, organize, direct, control, public relations, tools for PR, goal of public relations, difference between PR and Advertisement.

Unit 4: Techniques of television and radio production and broadcasting management, film Production, distribution and exhibition management, nature and scope of PR, public opinion, private and public company, duties and responsibilities of PRO, community service. CSR (Corporate Source Responsibility).

SEMESTER IV

BMM3 A14 – EVOLUTION OF MEDIA TECHNOLOGY

(4 CREDITS)

UNIT 1: History of Communication: The Age of Signs and signals- The Age of Speech and Languages- The Age of Writing- Pictography- Phonetic and Alphabetical writings- Cuneiform Scripts- The Age of Print

UNIT 2: The Development of Printing Technology: Movable Types- Types of Printing: Offset Lithography- Engraving- Thermography- Reprographics- Digital Printing- Flexography- Gravure. Printing Processes: - Relief Printing- Letter Press Printing- Planography- Screen Printing- Digital/Desktop Printing- Typography- Characteristics of Paper

UNIT 3: The Development of Broadcast Technology: Major inventions towards the development of Sound Recording and Radio Broadcasting- Major inventions towards the development of Television Broadcasting- Evolution of various recording formats: Films, Cassettes, CDs, Digital storage devices- Terrestrial and Satellite Broadcasting Technologies- Current technologies of Radio and Television Broadcasting: DAB- Podcasts- IPTV- DTH- Live streaming

UNIT 4: Digital Media Technologies- Audio and Video Content in websites and social media- MoJo- AV content sharing digital platforms in internet- Instant Messaging Services- From Desktop AV editing to Smart Phone friendly Editing Tools- Influence of Communication Technology on the process of Communication.
