

KaziNazrul University

B.A. (Honours)

Multi Media and Mass Communication

SYLLABUS

Semester-I

Course Name: COMMUNICATION, MEDIA and SOCIETY

Course Code: BAHMMMCC101

Course Type: Core(Theoretical)	Course Details: CP-101			L-T-P: 5-1-0	
Credit: 6	Full Marks: 50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		10	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1. Understand the basic concept of communication, relationship between society and media.*
- 2. Understand about different conceptual framework of theories and models.*

Content/ Syllabus:

Unit I Introduction to Communication

- Definition and Processes
- Forms of Communication (verbal, non verbal, paralanguage, iconic, semiotic etc.)
- Levels of Communication (interpersonal, intrapersonal, group, public, mass com)
- Communication as Subversion (silence, satire, subterfuge)

Unit II Determinants and Shifting Paradigms

- Culture and Communication
- Semiotics and Communication
- Ideology and Communication
- Digital Communication (SMS, E mail, Facebook, Whats App)

Unit III Mass Media and Mass Communication

- Normative Theories and the Public Sphere
- Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)
- Encoding and Decoding
- Effective Communication (noise, codes, culture, technology)

Unit IV Uses and Gratification: Four Models

- Publicity Model
- Ritual Model
- Convergence Model
- Reception Model

Course Name: INTRODUCTION TO JOURNALISM

Course Code: BAHMMMCC102

Course Type: Core(Theoretical)	Course Details: CP-102		L-T-P: 5-1-0		
Credit: 6	Full Marks: 50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		10	

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1. Understand about the larger relationship of journalistic practices and its effects on society with special reference to different forms of style.*
- 2. Understand and analyze the news writing techniques, practice of journalistic principles and some theoretical framework.*

Content/ Syllabus:

Unit I Journalism and Society

- Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India
- Media Consumption and News Production; Audience, Readerships, Markets
- Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, page 3.
- Changing Practices: new/alternative media, speed, circulation

Unit II Principles of Journalism

- Social Responsibility and Ethics
- Positioning, Accuracy, Objectivity, Verification, Balance and Fairness
- Defining Spot/Action, Statement/Opinion, Identification/Attribution
- News vs Opinion, Hoaxes

Unit III The News Process: from the event to the reader

- News: meaning, definition, nature
- Space, Time, Brevity, Deadlines
- Five Ws and H, Inverted pyramid
- Sources of news, use of archives, use of internet etc.

Unit IV Language and Narrative of NewsConstructing the story:

- selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline.
- Styles for print, electronic and online journalism
- Robert Gunning: Principles of clear writing
- Rudolf Flesch's Formula- skills to write news

References/ Suggested Readings

- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
- Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
- Flemming, , Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005
- Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: Key Concepts in Journalism Studies, Sage, London, 2005.
- Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.
- King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
- Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York,
- Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York,

- Smith, Jon: 2007, Essential Reporting, Sage, London,
- Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London,
- Watson, Don: 2003, Gobbledygook, Atlantic Books, London,
- Willis, Jim: 2010, The Mind of a Journalist, Sage, London,

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Multi Media and Mass Communication SYLLABUS

Semester-2

Course Name: INTEGRATED MARKET COMMUNICATIONS

Course Code : BAHMMMCC201

Course Type: Core(Theoretical)	Course Dtails : CP-201			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	40	20

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1) *To understand the complete marketing communication cautious scenario in respect of all forms of publicity and promotional elements.*

2)To understand the detailed implications of advertising and public relations and their roles.

Content/ Syllabus

Unit I Understanding Integrated marketing Communication

- Meaning and concept
- Key features, Objectives and components of IMC
- Theoretical Underpinnings and Models of IMC
- Benefits and Barriers

Unit II - Promotional Elements and Tools

- Understanding Promotional mix. IMC tools
 - i. Personal selling
 - ii. Advertising
 - iii. Public Relations
 - iv. Direct and Database Marketing
 - v. Sales promotion
 - vi. Online communication / Interactive marketing

Unit III - Marketing Communication

- The Marketing concept
- Segmentation, Targeting and positioning
- Developing Marketing Strategy- SWOT analysis, Strategic planning process
- Consumer Behaviour

Unit IV - IMC Plan and Campaigns

- Developing IMC Plan / Campaign planning
- Situation analysis, Market research and formulating objectives
- Campaign creation and Production
- Media Planning, selection, budgeting and scheduling

Indicative Reading List

- Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
- Egan J., Marketing Communications, Thomson, 2007.
- Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.

Course Name : Media Ethics and Laws

Course Code : BAHMMMCC202

Course Type: Core(Theoretical)	Course Dtails : CP-202			L-T-P-5-1-0	
Credit: 6	Full Marks:50	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
			10		40

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1) *To Understand the Nuances of ethical media practices.*
- 2) *To Understand the legal implications of different media and media related laws.*

Content/ Syllabus

Unit-I Ethical Framework And Media practice

- Freedom of expression (Article 19(1)(a) and Article 19(1)2)
- Freedom of expression and defamation- Libel and slander
- Right to Information
- Working journalist act
- Contempt of court

Unit 2 Media Technology and Ethical Parameters Live reporting and ethics

- Ethical issues in Social media (ITAct2000, Sec 66A and the verdict of the supreme court)
- Discussion of Important cases- eg; Operation Westend
- Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3- Representation and ethics

- Advertisement and Women Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules1987,
- Protection of Women against Sexual Harassment Bill, 2007, Sec67 of IT Act 2000 and 292 IPC etc

Unit4-Media and Regulation

- Regulatory bodies, Codes and Ethical Guidelines Self Regulation
- Media Content-Debates on morality and Accountability: Taste, Culture and Taboo
- Censorship and media debates, Sting operations – issuesand approaches.
- Paid and fake news,
- Cable TV Regulations Act,
- Plagiarism, IPR,
- Trademark,
- Obtaining satellite license from I&B Ministry

References/Suggested Readings

- Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
- Egan J., Marketing Communications, Thomson, 2007.
- Fill C, Marketing Communications: Interactivity, Communities and content5th ed., FT Prentice Hall, 2009.

- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons,2009.
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.
- Thakurta,ParanjyGuha,MediaEthics,OxfordUniversityPress,2009
- BarriemcDonaldandMichelpetheranMediaEthics,mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press ,2011
- VikramRaghvan,CommunicationLawinIndia,LexisNexisPublication,2007
- IyerVekat,MassMediaLawsandRegulationsinIndia-PublishedbyAMIC,2000
- WilliamMazzarella,Censorium:CinemaandtheOpenEdgeofMassPublicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation fromSeditiontoSeduction
- LindaWilliams,HardCore:Power,Pleasure,andthe"FrenzyoftheVisible"

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Semester-3

Course Name : PRINT MEDIA PRODUCTION

Course Code : BAHMMMCC301

Course Type:Core(Theoretical)	Course Dtails : CP-301			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	40	20

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1.To understand the Scenario of print journalism.*
- 2.To Analyse the current trend of Newspaper Publications.*
- 3. Write Different Leads, The Body Text And Ending.*
- 4.Demonstrate Interviewing and News Gathering Skills.*

Content/ Syllabus

Unit I Trends in Print Journalism

- Agenda setting role of newspapers- Ownership, Revenue, Editorial policy,
- Citizen Journalism, Investigative journalism
- Sting operations and Celebrity/ Page 3 journalism.
- Ethical debates in print journalism - Paid news, Advertorials

Unit II Specialised Reporting

- Business
- Parliamentary
- Agriculture /Rural
- International Affairs
- Entertainment

Unit III Production of a Newspaper

- Planning for print : size, anatomy, grid, design
- Format, typography, copy, pictures, advertisements
- Plotting text: headlines, editing pictures, captions
- Page-making : Front page, Editorial page, Supplements

Unit IV Technology and Print

- Technology and Page making techniques: layout, use of graphics and photographs)
- Printing Processes: Traditional vs modern
- Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc
- The Invention of the Printing Press

Indicative Reading List

- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
- Sarkar, N.N. Principles of Art and Production, Oxford University Press
- Stuart Allan, Journalism: Critical Issues, Open University Press

Course Name : RADIO PRODUCTION

Course Code : BAHMMMCC302

Course Type:Core(Theoretical)	Course Dtails : CP-302			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1)To Understand The Current Radio Journalism Trend.*
- 2)To Understand the implications of radio production.*
- 3)Students Will Be Recognize The Structure And History Of Radio.*
- 4)Students Will Interpret The Challenges And Solutions Of Radio Industry.*

Content/ Syllabus

Unit I Growth of Radio

- What is Radio?
- Evolution of Radio—Amateur and HAM to FM and Digital
- Radio Broadcast in India
- Radio and Democracy- participatory, community-driven, special-needs, development communication, distress and disaster.

Unit II The Grammar & Aesthetics of Radio

- Radio formats (simple and complex)
- Radio features, documentaries & magazines
- Writing for Radio- idiom of the spoken word

Unit III Sound for Radio

- Voice behind the mike –different types of mike Sound –Frequency and Wave length
- Journey of Sound-Analogue and Digital
- Special effects-Menu and Synthesis

Unit IV Production for Radio

- Pre-Production –(Idea, research, RADIO script, storyboarding, proposal writing, budget, floor plans, pilot)
- Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)
- Editing, Creative use of Sound Editing

Indicative Reading List

- Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.
- Luthra ,H.R. Indian Broadcasting, Publication Division.
- Mc Liesh, Robert. Radio Production, Focal Press.
- Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.

Course Name : TELEVISION JOURNALISM

Course Code : BAHMMMCC303

Course Type: Core(Theoretical)	Course Dtails : CP-303			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to)

1. *To Analyse The Television Journalism Details.*
2. *To Understand The Techniques Of Television Production.*
3. *The Students Will Memorise Basic Evolution Of TV Industry.*
4. *Students Will Be Able To Illustrate The Basic Of TV Genres And Essentials Of TV Journalism.*

Content/ Syllabus

Unit I Television in India

- News, Information and Entertainment – Doordarshan
- Audience Segments and Cultural Impact
- Satellite TV and Private TV Channels
- 24 X 7 News

Unit II Television News Gathering

- The Camera - News for TV
- Finding the Story and Sources
- Packaging
- Ethical issues in TV Journalism

Unit III Formats and Types for TV programmes

- Theories of Visual Literacy: Gestalt, Semiotics
- Reporting Skills, Research and Editing
- Use of graphics and special effects
- Positioning the Camera for TV shots

Unit IV The Construction of Real Life

Presenting Reality

- i. News/Debates/ Opinions
 - ii. Breaking News
 - iii. Interviews
 - iv. The Soap Constructing Reality in Reality Shows
- Consuming Television
 - Measurement of Viewership: TAM, TRP etc

Indicative Reading List

- Boyd, Andrew. Broadcast Journalism, Oxford.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc. 1981.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
- Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
- Trevin, Janet, Presenting on TV and Radio, Focal Press.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press.

Course Name : Communication and Disaster Management

Course Code : BAHMMMCSE301

Course Type: Core(Theoretical)	Course Dtails : SEC301			L-T-P-2-0-4	
Credit: 4	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to)

1. Understanding foundations of hazards, disasters and associated natural/social phenomena
2. Methods of community involvement as an essential part of successful DRR

Unit I Introduction

- Disaster and Disaster Preparedness.
- The Politics of Disaster
- The Economy of Disaster
- Response: Rescue, relief and rehabilitation

Unit II Technology and Disaster communication

- Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging;
- Information Communication Technology (ICT) - computer, television, radio, applications like distress communication and deploying bio-surveillance etc. ICT systems are also used for modelling and predicting outcomes based on real data.
- Geo-Informatics Technology (GIT), GIS. GPS

Unit III Natural Disaster and role of Media

- The Nepal Earthquake of April 2015
- The Kashmir Floods Oct 201
- The Orissa Cyclone 2014?
- Uttarakhand Disaster 2013

Unit IV Man-made Disaster and role of Media –a case study

- Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima

Indicative Reading List

- Alexievich, Svetlana, Keith Gessen (translator). Voices from Chernobyl: The Oral History of a Nuclear Disaster, Picador, 1997.
- Benson, Charlotte and Clay, Edward. Understanding the Economic and Financial Impacts of Natural Disasters, World Bank Publications, 2004.
- Carter, W. Nick. Disaster Management A Disaster Manager's Handbook Asian Development Bank.
- Chouhan, L.B, Alvares, Claude. Bhopal - The Inside Story, Apex Press, 2004.
- Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk. ed, 2001.
- Gupta, Harsh K. (Editor) Disaster Management, Universities Press 2003.
- Gopi, Satheesh. Global Positioning System: Principles And Applications Tata McGraw-Hill Education, 2005
- Karim Hassan A.(ed) Big Data: Techniques and Technologies in Geoinformatics, CRC Press 2014.
- Luite, Achyut I Understanding Disaster Management in Practice with reference to Nepal, Practical Action, 2010.
- Mukhopahyaya, Asim Kumar, Crisis and Disaster Management Turbulence and Aftermath, 2009
- Медведев Григорий, Medvedev Grigori. The Truth About Chernobyl, Basic Books, 1979.
- Nomura, Ted. Hiroshima: The Atomic Holocaust: An Illustrated History, Antarctic Press and Mindvision, 2014.
- Rabbany, Ahmed El. Introduction to GPS: The Global Positioning System, Artech House, 2002.
- Sarangi, Aruna. ICTs in Disaster, Neha Publishers and Distributors, 2010.
- Sylves, R. Disaster Policy and Politics: Emergency Management and Homeland Security, CQ Press, 2008.
- Wise, Stephen. GIS Fundamentals, CRC Press, 2013.

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Semester-4

Course Name : DEVELOPMENT COMMUNICATION

Course Code : BAHMMMCC401

Course Type:Core(Theoretical)	Course Dtails : CP-401			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1. To Understand The Role Of Communication In Holistic Development Of Nations.*
- 2. To Analyse The Current Trend Of Development.*
- 3. Students Will Be Able To Distinguish Between Communication And Development Communication.*
- 4. Students Will Be Able To Describe Use Of Different Media In Development Communication.*

Content/ Syllabus

Unit 1 Social Change and Issues in Development

- Global Parameters of Development and India
- Global and Regional Initiatives –Millennium Development Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare
- Communication and Social Change
- Media and Social Marketing

Unit II Strategic Approaches to Development Communication

- Development Support Communication-RTI, Social Audits, Grass-root activism, Whistleblowers, NGOs, other agencies
- Wood's Triangle
- Multi-Media Campaigns, radio, cyber-media, KAP Gap
- Diffusion of Innovation; Magic Multiplier; Empathy

Unit III Paradigms of Development Communication

- Linear Models - Rostow's Demographic transition, transmission
- Non-Linear - World System Theory, Marxist Theory
- Dependency Paradigm – centre-periphery, unequal development, development under development
- Alternative Paradigms –participatory, think local/act global think global/act local

Unit IV Development Communication- Praxis

- Designing the Message for Print
- Community Radio and Development
- TV and Rural Outreach
- Digital Media and Development Communication

Indicative Reading List

- Gupta V.S. Communication and Development, Concept Publication, New Delhi.

- Ganesh S. lectures in Mass Communication, India Publishers, 1995.
- Murthy D V R Development Journalism, What Next? Kanishka Publication, New Delhi.
- Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.
- Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.

Course Name : COMMUNICATION RESEARCH

Course Code : BAHMMMCC402

Course Type: Core(Theoretical)	Course Details : CP-402			L-T-P-5-1-0	
Credit: 4	Full Marks:50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
			10		40

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

1. To Understand The Research As A Whole And To Understand The Implications Of Research In Media Scenario.
2. To Analyse The Research Applications In Digital Media Trend.
3. Explain The Process, Concept And Techniques Of Research.
4. Infer The Impact Of Research In Mass Communication.

Content/ Syllabus

Unit I Introduction to Communication Research

- Definition, Role and Function

- Basic and Applied Research
- Role of Theory in Research
- Ethical Issues and Questions

Unit II Some Research Methodologies

- Quantitative - Qualitative Methods
- Content Analysis
- Archival Methods
- Ethnographic Methods

Unit III The Survey: Readership, Audience, Consumers ,

- Survey: Schedule, Sample
- Focus Groups, Questionnaire Design
- Field work, Telephone Polls, Online Polls
- Primary and Secondary data

Unit IV Presenting Research:

- Writing a proposal – research question, thesis statement
- Tools of Data Collection
- Data Analysis: Statistical-Coding and Tabulation, Non-Statistical Descriptive and Historical
- Bibliography and Citation

Indicative Reading List

- Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.
- Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
- Kothari, C.R , Research Methodology: Methods and Techniques, New age International Ltd. Publishers.
- Wimmer and Dominick, Mass Media Research Thomson Wadsworth.

Course Name : GRAPHIC DESIGNING AND THE VISUAL IMAGE

Course Code : BAHMMMCC403

Course Type:Core(Theoretical)	Course Dtails : CP-403			L-T-P-0-0-12	
Credit: 4	Full Marks:50	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Course Learning Outcomes:

(After the completion of course, the students will have ability to):

- 1. Students Will Be Able To Understand The Importance Of Design Of Media Industry.*
- 2. To Analyse The Visual Communication Details.*
- 3. The Ability To Create And Develop Visual From In Response To Communication Problems, Including And Understanding Of Principles Of Visual Organization / Composition, Information Hierarchy, Symbolic Representation, Typography, Aesthetics, And The Construction Of Meaningful Images.*
- 4. An Understanding Of Tools And Technology.*

Content/ Syllabus

Unit 1 Communication and Graphics

- Principle and Theory of Design and Graphics
- Layout: concepts and types
- Working with color: theory of colors
- Pixel and Resolution : Vector and Bitmap Graphics

Unit 2 Digital Images

- Working with Images
- File Formats of Images
- Editing Images, Morphing and Manipulation
- Creating Special Effects

Unit 3 Working with Software for Visual Imaging

- Adobe Photoshop
- Corel Draw
- Adobe In design
- Using Image for Motion and Video Graphics

Unit 4 Production

- Book Cover
- Posters
- Tabloid
- Preparing Text Graphics/ 2D Graphics

Indicative Reading List

- White Alex W , The Elements of Graphic Design (Second Edition).
- Hearn D. & Baker P. M. Computer Graphics, Prentice –Hall, New Jersey, 2001.
- Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.

Course Name :Theatre and Communication

Course Code : BAHMMMCSE401

Course Type:Core(Theoretical)	Course Dtails : SEC 401			L-T-P-2-0-4	
Credit: 4	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

1. To demonstrate an understanding of the collaborative nature of the theatre arts.
2. Identify and use the tools, materials and equipment used in scenic production, including construction, painting and handling.

Unit 1. Communication and the Public

- ,Orality and Performance : speech, song, dance, visual effects
- Entertainment and Information - jatra, bahrupiya, nautanki,
- Religion and the Theatrical- Ramleela, Krishna Leela
- Theatre as Subversion - Colonial Rule and the Dramatic Performances Act of 1876
- Theatre as Resistance

Unit II Locales and Spectators

- The Marketplace- Commedia dell'arte
- The Street Corner- Nukkad Natak
- The Mobile Tableaux- Jhaki, processions
- The Theatre and its architectonics –Classical Greek, Modern

Unit III Theatrical Techniques as Communication

- Brecht's Alienation Effect
- Dario Fo's Act III
- The Mask in Classical Greek Drama
- Bibek in the Jatra of Bengal
- The Chorus
- The Sutradhar
- The Vidushak and Shakespeare's Clown

Unit IV Theatre as Self-Expression

- Devising a Message
- Writing a Script
- Designing a Set
- Performing a Scene

Indicative Reading List

- Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.
- Bauman, R. Story, Performance and Event: Contextual Studies of Oral Narrative, Cambridge University Press, 1986.
- Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977.
- Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.
- Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.
- Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition. Chicago: The University of Chicago Press, 2006.
- Hansen, Kathryn. Grounds for Play: The Nautanki Theatre of North India , Berkeley: University of California Press, 1992.
- Minchin, Elizabeth. Orality, Literacy and Performance in the Ancient World , Brill Academic Publishers, 2011.
- Sarakāra ,Suśānta , Āhsāna Nājamula . Origin and Development of Jatra Loknatya o Sangskritik Unnayan Kendro, 1994.
- Thorne Gary , Stage Design: A Practical Guide ,Crowood Press, 1999.
- Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.
- Willett, John (edited and translated). Brecht on Theatre the Development of an Aesthetic, Hill and Wang, New York.

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SYLLABUS
Semester-5

Course Name : Media Industry and Management

Course Code : BAHMMMCC501

Course Type:Core(Theoretical)	Course Dtails : CP-501			L-T-P-5-1-0	
Credit: 4	Full Marks:50	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
			10		40

Course Learning Outcomes:

- 1. To Understand The Conglomeration Of Media.*
- 2. To Analyse The Digital Media Influence On World Affairs.*
- 3. Students Shall Be Able To Describe And Explain Current Media Issues As Well As The Major Economic Changes That Have Taken Place.*
- 4. It Will Also Help Develop Students' Powers As Critical, Creative And Active Thinkers.*

Content/ Syllabus

UNIT - 1 Media Management: Concept and Perspective

- Concept, origin and growth of Media Management
- Fundamentals of management

- Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges

- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Changing Ownership patterns
- Government-Media Interface
- Media Management practices followed by Indian and Global Media Organisations

UNIT - 3 Structure of news media organizations in India

- Role, responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

- Understanding Media Economics-Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces
- FDI (policies & Practices)

Indicative Reading List

- Vinita Kohli Khandeka, Indian Media Business, Sage
- Pradip Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method,
- Wiley-Blackwel John M. Lavine and Daniel B. Wackman ,Managing Media Organisations
- Media Organisation Management , by Choudhury Loho Biplap, Unique Books International; First Edition (2008)

Course Name : GLOBAL POLITICS AND MEDIA

Course Code : BAHMMMCC502

Course Type: Core(Theoretical)	Course Dtails : CP-502			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

- 1. To understand the global history and the role media played for propaganda dissemination.*
- 2. To analyse the digital media influence on world affairs.*
- 3. Locate resource on global politics through on-line library resources as well as those available on the world wide web.*
- 4. To be able to analyse media coverage and media outlets.*

Content/ Syllabus

Unit I Media and Globalisation

- Globalisation : barrier–free economy, multinationals and development

- Technological advances, telecommunication
- Globalization of TV formats
- Global networks: information society, network service economy, movement of intangibles

Unit II Media and the Global Market

- Trans-world production chains and BPOs /Call Centres
- Media conglomerates and monopolies: Ted Turner/Rupert Murdoch
- Global and regional integrations: Zee TV as a Pan-Indian Channel
- Entertainment: Local/ Global/Hybrid - KBC/Big Boss/Others?

Unit III Global Conflict and Global Media

- World Wars and Media Coverage-the rise of Radio-propaganda and persuasion
- The Gulf Wars: CNN's satellite transmission, embedded Journalism
- 9/11 and implications for the media
- 26/11 and implications for the media

Unit IV Ideology, Culture and Globalisation

- Cultural politics: media hegemony and legitimation of media driven global cultures, homogenization, the English language
- Rise of Regional Initiatives: Al-Jazeera
- Hacking ; WikiLeaks, Media Executions
- Freedom of Expression debates

Indicative Reading List

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
- Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press.
- Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.
- Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication.

- Patnaik, B.N & Imtiaz Hasnain (ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006.
- Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
- Thussu, Daya Kishan. Continuity and Change , Oxford University Press.

Course Name : REPORTING AND ANCHORING

Course Code : BAHMMMCDSE501

Course Type: Core(Theoretical)	Course Details : DSE501			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes

1. *Write Various Types Of Features For Magazines.*
2. *Write Different Leads, The Body Text And Ending.*
3. *Demonstrate Interviewing And Newsgathering Skills*
4. *Display Editing Skills Including Proof Reading And Headline Writing.*

Content/ Syllabus

Unit I Introduction to Reporting

- Principles of Reporting
- Functions and Responsibilities
- News elements vis-a-vis Reportage
- Qualities of a Reporter

Unit II Reporting Types & Techniques

- News gathering technique
- Reporting- Types of News Reports
- Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education,
- Reporting- Conferences/ Seminars/ Workshops, etc

Unit III Anchoring

- Target audience and research in Public Speaking
- The Voice and the Microphone
 - i. Breathing and articulation
 - ii. Voice and its function
 - iii. Pitch/tone/intonation/inflection/ fluency
- Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos
- Body language, Studio autocue reading & Recording the voice
- Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)

Unit IV Production

- Reporting from the field
- Peace to camera- meaning, importance and use
- Vox Pop- meaning and use
- Techniques of Television Interview

Indicative Reading List

- Herbert Zettl , Television Production Handbook.
- Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.
- News Bulletins in English and Hindi on National and Private Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material)

Course Name : COMPUTER APPLICATIONS

Course Code : BAHMMMCDSE502

Course Type:Core(Theoretical)	Course Dtails : DSE502			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes

1. To Understand The Technicalities Of Software.
2. Design And Develop Applications To Analyse And Solve All Computer Science Related Problems.
3. Communicate Effectively And Present Technical Information In Oral And Written Reports.
4. Apply The Internet Skills With Absolute Focus To Function As An Successful Entrepreneur.

Content/ Syllabus

Unit 1: Ms Office_ Ms Words, Excel, Power point, Photoshop

Unit 2: Quark Xpress/ In Design

Unit 3: Designing Web Page Using HTML Multimedia Concepts and Applications. Page Make Up

Unit 4: Video Editing Software - Editing Process in Adobe Premier/Pinnacle Studio/FCP Sound Forge/Pro Tools, Sound Editing-Process

Course Name : Documentary Production

Course Code : BAHMMMCDSE503

Course Type: Core(Theoretical)	Course Dtails : DSE503			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes:

(After the completion of course, the students will have ability to)

- 2) To have a hands on training to prepare a documentary.*
- 3) To opt for a real life documentary production.*
- 4) Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical knowledge.*

Content/ Syllabus

Unit1:

Understanding the Documentary

Introduction to Realism Debate

Research and Introduction to Shooting styles

Introduction to Editing styles

Structure and scripting the documentary

Unit2- Documentary Production

Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Writing a concept: telling a story, Treatment

Writing a proposal and budgeting

Suggested Practical Exercise- Shooting a documentary (5-6 minutes) and Editing the same.

Indicative Reading List

- Erik Barnow and Krishnaswamy Documentary
- Charles Musser “Documentary” in Geoffrey Nowell Smith ed. The Oxford History of World Cinema Oxford University Press: 1996, 322-333
- Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov. Theorizing Documentary AFI Film Readers, New York and London: Routledge:1993, 1-36
- Trisha Das How to Write a Documentary Double Take by PSBT

Suggested Screenings

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Night mail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Film Collective
- City of Photos by Nishth Jain Films by PSBT

Kazi Nazrul University

B.A. (Honours)

Multi Media and Mass Communication

SYLLABUS

Semester-6

Course Name : Introduction to New Media

Course Code : BAHMMMCC601

Course Type:Core(Theoretical)	Course Dtails : CP-601			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes

- 1. To understand the scenario of digital media.*
- 2. To understand the applications of online media and influences.*
- 3. Students will be able to define important terms of digital world.*
- 4. Students will be able to explain the role of a new media journalist.*

Content/ Syllabus

Unit 1 Key Concepts and Theory

- Defining new media, terminologies and their meanings – Digital media, new media, online media et al
- Information society and new media
- Technological Determinism, Computer- mediated-Communication (CMC)
- Networked Society.

Unit 2 Understanding Virtual Cultures and Digital Journalism

- Internet and its Beginnings, Remediation and New Media technologies, Online Communities,
- User Generated Content and Web2.0,
- Networked Journalism,
- Alternative Journalism;
- Social Media in Context,
- Activism and New Media,
- News portal and e Media,
- e Newspapers and mobile apps

Unit 3 Digitization of Journalism

- Authorship and what it means in a digital age,
- Piracy,
- Copyright,
- Copy left and Open Source
- Digital archives,
- New Media and Ethics

Unit 4 Overview of Web Writing

- Linear and Non-linear writing
- Contextualized Journalism
- Writing Techniques, Linking, Multimedia, Storytelling structures

Indicative Reading List

- Vincent Miller. Understanding digital culture. Sage Publications, 2011
- New Media New Poetics: The Changing Interface, Dr. Buroshiva Dasgupta, Adhyayan Publishers & Distributors, 2017
- Gangopadhyay S ed: Digital Media- Emerging Issues, Suhrid Kolkata 2014
- Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008
- Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K : New media -A critical introduction. Routledge2009
- Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010
- Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006
- K. Thakur –Internet Journalism Dept of Journalism Pune University Pune 2009
- Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007
- Nayar P: An introduction to new media and cyber cultures Wiley Blackwell UK 2010

Course Name : INTRODUCTION TO FILM STUDIES

Course Code : BAHMMMCC602

Course Type:Core(Theoretical)	Course Dtails : CP-602			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes

1. To Understand the Evolution of Moving Media.
2. To Understand the Trend of New Film Technologies.
3. Student Will Be Classify Various Fascinating Aspects of Cinema.
4. Student Will be Able to Define the Crucial Fine Points That Make Cinema.

Content/ Syllabus

Unit 1 - Birth of Cinema

- From magic lantern to moving pictures,
- From Lumière to Griffith ,
- Early Hollywood: - Charlie Chaplin, Hollywood studio system
- Indian cinema: early stage , Brief history of the silent era (1896-1930)
Dada Shaheb Phalke .
- New Theatres, History of Bengali cinema, Hiralal Sen, Madan Theatres, Arora, Nitin Bose, Pramathesh Barua, EIMPA

Unit 2 - Stages of film making

- Pre-production, Production, post-production
- Film Language
- Image and sound, Montage, Mise-en-scenes, different shots and relevance, camera movements

Unit 3 Classification of cinema

- Film genre, Fiction and non-fiction films
- Film and Society
- Film as an art
- Film as a medium of mass communication
- Film society movement in India
- Film Certification – merits and demerits

Unit 4 -Film language

- Shot, scene, sequence, Camera, Lighting , Sound , Editing
- Indian Masters - Satyajit Roy, Ritwik Ghatak, Mrinal Sen

Indicative Reading List

- James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
- Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
- Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2nd Ed.
- Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
- Mast G. & M. Cohen. Film Theory & Criticism:
- Handbook of Film Production. Quick Jon & Tem La Bau , Macmillan,NY,1972
- Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
- Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
- Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
- Renu Saran. History of Indian Cinema. Diamond Books. 2012
- Mr. Rajesh Das & Dr. P. K Bandyopadhyay (ed.), 'Mass Media & Society in Post Globalization Period: Issues & Approaches', Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
- Chalachitrer Ruprekha , Bangla Bohemian 2018 – Edited by Ritabrata Bhattacharya
- Farashi Chalochitrer Ruprekha : Ritobrata Bhattacharya, Saptarshi

Prakashan, Kolkata

- BANGLA CHALACHITTRA R KATHA O KAHINI, (PRATHOM PORBO) ,
edited by Rhitobrata Bhattacharya , Dey Book Store, Kolkata

Course Name : STILL PHOTOGRAPHY

Course Code : BAHMMMCDSE601

Course Type:Core(Theoretical)	Course Dtails : DSE501			L-T-P-4-0-4	
Credit: 6	Full Marks:100	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30	10	20	40

Course Learning Outcomes

1. *To Understand the Photography Technique.*
2. *To Practice Hands On.*
3. *Relate the History of The Medium, Design Storytelling Through This Visual Medium.*
4. *Develop Project That Address Both the Art of The Medium as Well as The Commercial Application.*

Content/ Syllabus

Unit I The Photograph

- Invention and Implications
- Photography, the photograph and culture
- The Black and White, Color and its Impact
- Image and Text- The Captioned Photo

Unit II Photographic equipment, controls & tools

- Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital
- Camera Settings, Menus, Exposure, Shooting modes and their significance
- Photographic Optics: Lenses their use, types & specifications
- Aperture - role & significance in image making
- Kinds of Shutters - significance & application
- ISO settings and their significance
- White Factor

- Depth of field as an image making tool

Unit III Understanding Light and its Uses

- Light: Visible spectrum, Colour temperature, units & significance in photography
- Quality of light: hard light soft light
- Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories
- Lighting ratio
- Types of lights: indoor, outdoor & mixed
- Three point lighting

Unit IV Production

- Photography/ Photoshop
- Cropping, Morphing, Picasa/faststone
- Pixel & Megapixels
- Working with image & text

Indicative Reading List

- Butler, Yvonne V. The Advanced Digital Photographer's Handbook, Focal Press.
- Berger, J. Ways of Seeing, Harmondsworth, Penguin, 1972.
- Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. Langford's Basic Photography: The Guide for Serious Photographers, July 23, 2010, Revised 9th Edition.
- Edwards, Steve. Photography: A Very Short Introduction, Oxford.
- Sontag, Susan. On Photography, London: Penguin, 2008.

Course Name : Community Outreach Programme

Course Code : BAHMMMCDSE602

Course Type: Core(Theoretical)	Course Details : DSE502			L-T-P-0-0-12	
Credit: 6	Full Marks:50	CA Marks		ESE Marks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Course Learning Outcomes

1. *To Understand and Apply Practical Implications for Real Life Projects.*
2. *Greater Understanding of Community.*
3. *Recognize Problems and Gaps in Resources and Envision Solutions for The Future.*
4. *Learning Through Disciplined Reflection.*

Content/ Syllabus

It helps to promote the students to understand the community and to address the contemporary social issues through Communication .

The objective of the paper

- To understand the community and their work
- To develop the social responsibility
- To gains skills in mobilizing community participants

Activities of the program:

Field survey to determine the development program policies of communication.

Developing the data bank of different communities of the selected area

Audio visual documentation of their lives and occupation

Presentation of research project (in written form, word limits within 2000)

Course Name : Dissertation

Course Code : BAHMMMCDSE603

Course Type:Core(Theoretical)	Course Dtails : DSE503			L-T-P-0-0-1-2	
Credit: 6	Full Marks:50	CA Marks		ESE Markes	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Course Learning Outcomes:

- 1. To Understand The Hands On Research Applications.*
- 2. Students Will Be Able To Simplify The Process Of Research And Carry Out Research Methodology With Their Own Intellectual Skills.*
- 3. Students Will Be Criticize The Earlier Conducted Researches By Other Scholar And Give A New Approach To The Same.*
- 4. Students Will Be Able To Comparative Study Of Different Researches On Media And Communication Related Topics.*

Content/ Syllabus

- Word limit- 5000 (min)
- Related with any discipline of Mass communication
- Research problem, methodology, data analysis, observation Bibliography (APA 6th style) Powerpoint presentation followed by VIVA VOCE (conducted by 2 External examiners along with 1 Internal exami

