Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly known as West Bengal University of Technology)

Syllabus of B.Sc. in Media Science

Effective from academic session 2023-2024

Semester 3

Paper: Basics of Broadcast Media: Television & Radio
Course Type: Major (M5)
Paper Code: FYBMS 301
Credit: 3
Objective: This paper will introduce the students to the world of Broadcast Media.
The objective of this paper is to familiarize the students with the growth and development of television & radio in India, working of Television & Radio, appreciate Radio and Television programmes of various genres and also enable the students to write script for various genres of Television & Radio.

Course Outcome

1. **Analyse television and radio as mass communication mediums**
2. **Analyse history of Electronic Media**
3. **Explain various genres of television and radio program**
4. **Analyse different types of broadcasting services**
5. **Explain news reporting for television and radio**
6. **Understanding the writing techniques for television and radio**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Understanding Broadcast Media: Television & Radio** • SWOT Analysis of Television and Radio as mass communication mediums:	12	1,3,4	1

	Unique and common characteristics, merits and demerits • Genres of Radio and Television: News Presentations, News Features, Documentaries, Interactive Programmes, Interviews/Chat Shows/Talk Shows, Panel Discussions & Debate, Dramatic Presentations, Game Shows, Reality Shows Quizzes, Instructional & Educational Programmes, Radio Magazines, Advertisements, Live telecast of sports and other events, Live Programmes versus pre-recorded Programmes • Broadcasting Services: State Broadcasting, Public Service Broadcasting, Commercial Broadcasting, HAM Radio, Community Radio			
2.	**Brief overview of growth and development of Television & Radio in India** • The first two decades of Indian television • The SITE Experiment • Asian Games and forming of National Network • Gulf War and coming of satellite TV • Proliferation of private TV channels • Early years and development of Radio broadcasting in India • Growth and development of FM Radio	8	2	1,
3.	**Understanding Broadcast News: Television & Radio** • Nature and Purpose of Broadcast News • Comparative analysis between Print, Radio and Television News and different approach while reporting for different medium • Components of Television News: Anchor, V/O, Sound Bite, Phone-Ins, Supers/Astons, PTC • Formats of Television News: News Package, VOSOT/ Anchor V/O, Anchor Bite,	18	5	1, 3, 12

	Anchor V/O Bite, Walk Through • Scheduled and Unscheduled News, News vs. Stories • Television News Interview: Bite, VOX-POP, One to One, Group Interview/Chat, SIMSAT • Types of Interview, Purpose and importance of Interview, Preparation for Interview • Television News Reporter and News Anchor: Qualities, Facing the Camera, Reporting Live, Attitude, Presentation Style, Choice of words, Voice Modulation • TV News Bulletin			
4.	**Writing for Broadcast Media: Television & Radio** • Writing for Broadcast Stories: Words and moving pictures – Developing a sense of writing to visuals, Rules for writing Television Script • Rules for writing Radio Script	7	6	1, 10

Suggested readings

- Audio Video Systems by Bali & Bali
- Mass Communication in India by Keval J Kumar
- Audio Visual Journalism by B. N. Ahuja
- Radio and Television Journalism by K M Srivastava
- Television Field Production and Reporting by Fred Shook
- Broadcast Journalism by D K Cholar
- News Reporting and Writing by Melvin Mencher

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Paper: Basics of Broadcast Media: Television & Radio - Practical
Course Type: Major (MP4)
Paper Code: FYBMS 391
Credit: 2
Objective: This paper will introduce the students to the technology of radio and television production. Introduction to Video Camera, Microphones & Video Editing Software are the main features of this paper. This paper will familiarize the students with various equipment required for Radio Production, Video Camera & associated accessories and Video Editing Software (Adobe Premier Pro).

Course Outcome

1. **Understanding audio-visual production process**
2. **Become familiar with the technology of radio and television production**
3. **Become familiar with Video camera**
4. **Develop Skills of taking different shots**
5. **Familiarisation with video editing software such as Premiere and FCP**
6. **Hands on experience on audio-visual production**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Audio-Visual Production Process** • Production Process: Pre-production, Production, Post-production	6	1	1,3
2.	**Video and Audio:** • Understanding Video Camera: Basic functions and Controls, Lenses,	20	2,3,4,5	5, 12

	Accessories • Basics of Visual Language: Shots, Scenes, Sequences • Camera Angles, Camera Movements, Image Sizes • Single and Multi-Camera Shoot: Purpose, advantages and disadvantages • Production/Shooting: Shoot Schedule/Catalogue, Previewing the shoot, Logging the shoot, Raw/Rush footage, File Footage, Archival Footage • Understanding equipment required for Audio production: Microphones, Mixers, Cables, Recorders, Amplifiers, Equalizers, Speakers • Understanding Editing: Definition, purpose and importance • Formats: Linear and Non-linear, Types: Online and Offline • Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions • Editing News stories, Soft stories/Features • Transforming video (basic level: scale, position, rotation, crop) • Using graphics in video, text in video, • Working with key frames for the basic animation • Basic Colour Correction • Using Picture in Picture • Using background music, audio balancing • Exporting in different formats			
3.	**Practical Projects** • Production of Television and Radio News (2-4 students in a group) • Production of a Chat Show with Multi-cam setup (4-6 students in a group)	14	6	5,6,9
	Total Lab hours	40		

	Total self-paced practice hours	10		

Paper: Basics of Integrated Marketing Communication
Course Type: Major (M6)
Paper Code: FYBMS 302
Credit: 5
Objective: To introduce the concepts of Integrated Marketing Communication and provide an overview of different forms of Marketing techniques

Course Outcome

1. **Understand the basic concept of Integrated marketing communication**
2. **Understand the basics of advertising**
3. **Understand Direct marketing and its role in IMC**
4. **Understand the basics of public relation**
5. **Understand selling process**
6. **Understand how IMC evolved**
7. **Understand the role of ethics in marketing**
8. **A brief overview on the current trends of IMC**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Introduction to Integrated Marketing Communication** • Meaning, Evolution of IMC, Reasons for Growth and Features	10	1	1.12

	• Promotional Tools for IMC, IMC Planning Process, Role of IMC in Marketing • Communication Process, Traditional and Alternative Response Hierarchy Models • Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives, Setting Objectives for the IMC Program			
2.	**Advertising** • Features, Role of Advertising in IMC, Advantages and disadvantages, Types of media used for advertising • Sales Promotion- scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages & disadvantages, Types of Sales Promotion • Objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign	10	2	1,12
3.	**Direct Marketing** • Role of direct Marketing in IMC • Objectives and components of direct marketing • Tools of direct marketing-direct mail, catalogue, direct response media, internet, tele marketing, alternative media • Evaluation of effectiveness of direct marketing	8	3	1,9,10,12
4.	**PR & Publicity** • Introduction, role of PR in IMC, advantages & disadvantages • Types of PR, Tools of PR • Managing PR- planning, implementation, evaluation and research, publicity, sponsorship • Essentials of good sponsorships, event sponsorship, cause sponsorship	8	4	1,6,7,9,12

5.	**Personal Selling** • Features, role of personal selling in IMC, advantages and disadvantages • Selling process, importance of personal selling	6	5	1,12
6.	**Evolution Process of IMC** • Message evaluation, advertising tracking research copy testing, emotional reaction test, cognitive neuro science- online evaluation ,behavioural evaluation, sales and response rate, POPAI, toll free numbers, QR Code, FB likes, response cards, internet response, redemption rate, Test markets- competitive response, scanner data, purchase simulation test	8	6	5,6
7.	**Ethics and Marketing communication** • Stereotyping, targeting vulnerable customers, offensive brand messages, legal issues,, commercial free speech, misleading claims, puffery, fraud, questionable B2B practices	5	7	6,8
8.	**Current trends in IMC**	5	8	6,12
	Total teaching hours	60		
	Total tutorial hours	15		

Suggested readings

- Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE) (Author: George E Belch, Michael A Belch, Keyoor Purani, Publisher: McGraw Hill Education)
- Advertising, Promotion, and Other Aspects of Integrated Marketing Communications
- (Author: Terence A. Shimp, J. Craig Andrews, Publisher: South West Cingage Learning
- Advertising Management: Concepts & Cases
- Authors: Mohan, Manendra; Publisher: Tata McGraw Hill (TMH)

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Semester 4

Paper Name: Basics of Film Theory & Practice
Course Type: Major (M7)
Paper Code: FYBMS 401
Credit: 3L
Objective: This paper will introduce and familiarize students with cinema and trace its development from the silent era to the talkies. This paper also helps students perceive and understand cinema as a language and give them a well-rounded approach to the different film movements and styles of cinema around the world.

Course Outcome

1. **Understanding the basics of theoretical approach towards the formation of concepts**
2. **Familiarising oneself with the many modes and perspectives existing in film culture**
3. **To learn about the changing technology, tastes and trends of today's film audiences**
4. **To understand the positioning of Indian cinema within the given context of the module**
5. **Initiative towards bringing out new and unique ways to expand film and allied content**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**What is Cinema** • Technology, aesthetics, relation with other art forms, analysis • Cinema of the Early Period: Persistence of Vision, Eduard Muybridge, Lumiere	9	2,3	1

	brothers, George Melies, Edwin S. Porter, and D.W. Griffith • Hollywood and the Golden Age: Coming of Sound, the Studio System, Classical Hollywood Narrative, and the Three Act & Five Act Structures in film			
2.	**Genres** • Meaning of genre, genre cycle, identifying features of various genres like Film Noir and Science-Fiction; in-depth analysis of three fundamental genres - musicals, westerns, and crime • Analysis of relevant films	6	1,5	10
3.	**Semiotics and Cinema** • Saussure, Metz, Signifier & Signified; Icon, Index, and Symbol as signifiers; Connotation and Denotation; Paradigmatic and Syntagmatic connotations; Film Analysis	8	1,2	4
4.	**World Cinema: Europe** • German Expressionism, Soviet Cinema, Italian Neorealism, Surrealism and French New Wave and Surrealism • Analysis of relevant films	10	2,5	3
5.	**Auteur Theory** • Alexandre Astruc, Francois Truffaut, Andrew Sarris, and Pauline Kael • Study of works of auteurs like Hitchcock, Ray, Kurosawa, Godard,Tarantino • Project: Video essay analysing any auteur	7	4,5	8
6.	**Film Screening and Analysis of recent landmark films** • Project: Video project critiquing any film/series	5	3,5	12

Suggested readings

- How to Read a Film by James Monaco
- Film Art by Bordwel & Thompson
- History of Narrative Film by David Cook
- Film Theory & Criticism (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- Cinemas of India (Pub: Macmillan)
- Directing the Documentary by Michael Rabiger

Paper: Basics of Film Theory & Practice – Practical
Course Type: Major (MP5)
Paper Code: FYBMS 491
Credit: 2
Objective: This paper will help the students understand how a director, with the help of technicians, creates a diegetic world and peoples this world with characters. Students will learn the step by step process of making a non-fiction film and the various stages of scriptwriting.

Course Outcome

1. **Understand the basics of film making and its various stages**
2. **Understand the role of different personnel involved in film making**
3. **Understand the writing techniques for content creation**
4. **Develop an in-depth understanding of the difference between fiction and non-fiction films**
5. **Hands on experience of all related equipment and software required for film making**

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Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Stages of Filmmaking** • Development – pre production – production – post production –distribution • Roles of various personnel: Director & his team, Production designer & his team, DOP & his team, Executive producer, production manager, line producer & others	9	1,2	1
2.	**Writing for non-fiction** • Synopsis, proposal outline, research, treatment and structure, the art of writing narration	9	3	10
3.	**Production of a documentary film of 5 - 10 minutes** **Duration** (In a group of 4-6 students) • Maximum 4 days of shooting and 4 days of editing in total • Knowledge of an editing software	12	5	5, 9
4.	**Writing for fiction** • Filmic space, time, structure; Character & plot development; action, dialogue; • Technique of writing screenplay; shooting script & story board • Production of a short film within 5 minute duration (In a group of 4-6 students) • Production of a 1 – 2 minute duration video on Self	10	4,5	9, 10
	Total lab hours	40		
	Total self-paced practice hours	10		

Suggested readings

- Directing the Documentary by Michael Rabiger,
- A Manual of Film Script Writing by Swain & Swain;
- Alternate Scriptwriting by Ken Dancyger and Jeff Rush Pub: Focal Press
- Screenwriting for the 21st Century by Pat Silver Lasky Pub: Batsford
- The Art of Screenwriting by Syd Field Pub: Penguin
- Writing the Short Film by Pat Cooper, Kan Dancyger, Pub Focal Press
- Making Movies by Sidney Lumet, Pub: Vintage Books

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Paper: Advanced Still Photography & Videography
Course Type: Major (M8)
Paper Code: FYBMS 402
Credit: 2
Objective: This paper will focus on helping students delve into practical experiences. The objective is to help students advance their abilities pertaining to Photography and Videography.

Course Outcome

1. **Recap on basics of photography**
2. **Understand the advanced technology of photography**
3. **Understand advanced lighting in photography**
4. **Understanding on film post-production**
5. **Understanding on usage of colour**
6. **Analysis works of great photographers in the world**
7. **Understand advanced videography**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Techniques of Photography** • Exposure Triangle (Recap): Aperture, Shutter Speed and ISO. • Camera Metering System • Focal Length & Usage (Recap)	6	1,2	1,5

	• Depth of Field & Usage (Recap) • Filters – Types & Usage			
2.	**Lighting** • Indoor and outdoor • Types of lights and accessories • Flashes – Types and Function • White Balance and Colour Temperature • 3 Point Lighting	6	3	1,5
3.	**Darkroom** • An outline on film post-production	2	4	1,5
4.	**Colour Theory & Printing** • Colour Theory & Colour Psychology • An outline on printing – Letterpress, Silkscreen, Offset, Digital	4	4	1,5
5.	**Works of Great Masters** • Observation and Discussion on the works of great photographers: Man Ray, Edward Steichen, Alfred Steiglitz, Paul Strand, Cecil Beaton, Dorothea Lange, Margaret Bourke-White, Annie Leibowitz, Lala DeenDayal, Raghubir Singh, Prabuddha Dasgupta, Dayanita Singh, Danish Siddiqui	4	6	1,5
6.	**Discussion on Genres of Photography** • Portrait Photography, Landscape Photography, Nature Photography, Street Photography	4	6	1,5
7.	**Videography** • Different types of Shots • Camera Angles	4	7	1,5

	• Camera Movement • Videography Lighting			

Suggested readings

- Langford's Basic Photography: The Guide for Serious Photographers by Michael Langfor
- On Photography (Penguin Modern Classics) by Susan Sontag
- The Art of Photography: A Personal Approach to Artistic Expression by Bruce Barnbaum
- Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson
- Magazine: Better Photography

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Paper: Advanced Still Photography & Videography Practical
Course Type: Major (MP6)
Paper Code: FYBMS 492
Credit: 2
Objective: This paper will focus on helping students delve into practical experiences. The objective is to help students advance their abilities pertaining to Photography and Videography.

Course Outcome

1. **Practical application of camera metering**
2. **Practical application of different filters**
3. **Practical application of advanced lighting**
4. **Practical application on advanced digital post-production**
5. **Execution of a photography assignment**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Practical** • Practical applications of all theory modules by using digital camera – still & video	20	1,2,3	1,5
2.	**Practical** • A photography assignment on any one discussed genre according to one's choice	8	5	1,5
3.	**Practical**	12	4	1,5

	• Adobe Photoshop (Photo Editing)			
	Total lab hours	40		
	Total self-paced practice hours	10		

Paper: Writing Across Media
Course Type: Major (M9)
Paper Code: FYBMS 403
Credit: 4
Objective: The aim of this paper is to equip all the students of Media Studies with the writing skills that the industry requires across various categories. This paper will focus on the tools, techniques to equip the students to write for Media across all platforms (mainstream and allied) so that when the students are to take up internships or job, they know and have the skill set to begin their assignments with ease and confidence.

Course Outcome

1. **Analyse the writing style for various platforms of news like print, audio-visual and digital**
2. **In-depth knowledge on writing for newspapers**
3. **In-depth knowledge on writing for audio-visual and digital media**
4. **Writing style alive media like advertising and public relations**

Course Content

Module	Content	Teaching Hours	CO	PO
1.	**Writing for Print**	10	1	10

	• Editorial- Writing Editorial (Editorial, Post Editorial) • Column-Writing Column, Types and Techniques • Reviews-Writing Reviews: Types and Techniques • Letters to the Editor-Techniques and Elements • Creative Writing-Techniques and Types • Photo Caption-Techniques and importance • Writing obituaries • Writing instruction manual • Writing advertisement copy and tagline **Assignments: Analysing personal styles of columnists like Khushwant Singh, Shobha De, Bachhi Karkaria, Jug Suraiya, Vir Sanghvi** **Editing a clumsily written instruction manual** **Writing the advertisement copy of a hypothetical product**			
2.	**Writing for Radio** • Radio Talk-Techniques of Writing a Radio Talk • Radio News-How to write Radio News • Radio Feature-Techniques of Writing Radio Feature • Radio Interviews-Techniques of Writing Radio Interview • RJ scripts: Techniques and styles • Techniques of Writing Radio Script (Radio Advertisement, Radio plays, Community Based Shows) • Assignments: Writing a radio jingle or script for a radio advertisement • Writing a radio play: Original play or adaptation of a short story	10	3	10
3.	**Writing for Television & Film**	10	3	8

	• Writing to visuals: For news and documentaries • The art of sub titling • The art of para dubbing • Writing the script for a TV anchor or VJ for different genres of programmes • Introducing a guest in a TV Interview **Assignments: Writing the script for a stand-up comedy** **Analysing dialogue sequences of films and comparing with dialogue sequences of TV soaps** **Writing a dialogue between two characters** **Writing a parody of a popular TV show or film sequence**			
4.	**Business communication, Public Relations and Advertising** • Writing emails for selection, rejection, seeking appointment, invitation to be guest of honour, invitation to be a part of the celebration, making a business proposal • The art of saying 'No' • Techniques of Writing Press Rejoinder • Techniques of Writing Corporate Proposal (Especially Media Industries) • Writing synopsis of a film in 100 words • Techniques of Writing House Journal **Assignment: Write the synopsis of a TVC for a hypothetical product. Write the tagline for the product**	8	4	10
5.	**Writing for social media** • Tweets • Status updates	7	3	8

	• Announcements of events • 100 word reviews of films, books, restaurants			
6.	**Total teaching hours**	45		
7.	**Total tutorial hours**	15		

Suggested reading

- The Technique of Clear Writing – Robert Cunning
- Articles & Features – R. P. Nelson
- The Art of Modern Journalism – J. J. Astor
- Feature Writing for Newspaper – D. R. Williams
- Modern Journalism – C. G. Miller