

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**  
**Syllabus for BSc. Media Science Programme**  
**(Effective from 2021-22 Admission Session)**  
**Choice Based Credit System**

**CBCS Course Structure BSc. Media Science**

**AIM**

Aim of the program is to create skilled professionals in Media Science with high level of technical expertise, creativity, sensitivity towards art, ethical behaviour and commitment towards development of the society.

**OBJECTIVES or PROGRAM EDUCATIONAL  
OBJECTIVES (PEO)**

1. Graduates of Media Science will be able to excel in Media industry.
2. Graduates of Media Science will be able to excel in Higher education in Media Science.
3. Graduates of Media Science will be able to be innovators and entrepreneurs in Media Science and allied fields.
4. Graduates of Media Science will be responsible citizen of the society and contribute to the development of society through ethical behaviour and ethical practice of their profession.

**PROGRAM OUTCOMES (PO)**

Media Science graduates on completion of the program will be able to:

- 1. Apply Media knowledge:** Apply the knowledge of Media Science fundamentals to the solution of complex animation and media problems.
- 2. Problem analysis:** Identify, formulate, review research literature and analyze complex Media Science problems and decision-making models.
- 3. Design/develop solutions:** Design solutions for Media Science problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety and the cultural, societal and environmental considerations.
- 4. Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data and synthesis of the information to provide valid conclusions.
- 5. Use Modern tools:** Create, select and apply appropriate techniques, resources, and modern media tools including prediction and modelling to complex animation activities with an understanding of the limitations.
- 6. Be responsible towards society:** Apply reasoning informed by the contextual knowledge to assess cultural issues and the consequent responsibilities relevant to the professional practice.

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**7. Maintain Environment and sustainability:** Understand the impact of the professional animation and film impacts in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

**8. Practice Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the educational practice.

**9. Excel in Individual and team work:** Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.

**10. Excel in Communication:** Communicate effectively on complex filmmaking and animation activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions

**11. Apply Project management and finance concepts:** Demonstrate knowledge and understanding of the media and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**12. Practise Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological and social changes.

CBCS course structure & Credit Distribution

Subject type	Abbreviation	Number of courses	Credit Point	Total Credit	Credit Distribution
Core Course	CC	14	6	84	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Discipline Specific elective	DSE	4	6	24	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Generic elective or Interdisciplinary	GE	4	6	24	(Theory 4+Practical2) or (Theory 5+Tutorial1)
Ability Enhancement course	AECC	2	2	4	Theory 2 No Practical or Tutorial
Skill Enhancement course	SEC	2	2	4	Theory 2 No Practical or Tutorial
		26		140	

Semester-wise distribution of courses

Subject type	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
CC	C1, C2	C3, C4	C5, C6, C7	C8, C9, C10	C11, C12	C13, C14
DSE					DSE1, DSE2	DSE3, DSE4
GE	GE1	GE2	GE3	GE4		
AECC	AECC1	AECC2				
SEC			SEC1	SEC2		
	4 (20)	4 (20)	5 (26)	5 (26)	4 (24)	4 (24)

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**Total Credit: 140**

**Semester I**

SL. No	Type of Paper	Paper Name	PaperCode	Contact Period per week			Total Course Hours	Credits
				L	P	T		
<b>Theory</b>								
1	Core (C1)	Introduction to Media and MassCommunication	BMS 101	5		1	60	6
2	Core (C2)	Introduction to Photography andDesign I	BMS 102	4			40	4
<b>Practical</b>								
1	Core (CP1)	Introduction to Photography and Design I- Practical	BMS 191		2		20	2
<b>Elective Courses</b>								
<b>General Eective</b>								
<b>Theory</b>								
	GE 1	Computer Basics and Multimedia Software	BMSGGE 103	4			40	4
<b>Practical</b>								
	GEP1	Introduction to MS tools, presentations, online tools	BMSGEP 193		2		20	2
<b>Ability Enhancement Courses (Compulsory)</b>								
<b>Theory</b>								
1	AECC1	English Grammar and Literature	BMSAECC 104	2			20	2

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**Semester II**

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
<b>Theory</b>								
1	Core (C3)	Introduction to Journalism 1-Print and New Media	BMS 201	4			40	4
2	Core (C4)	Introduction to Photography and Design II	BMS 202	4			40	4
<b>Practical</b>								
1	Core (CP 3)	Introduction to Journalism 1-Print and New Media- Practical	BMS 291		2		20	2
2	Core (CP 4)	Introduction to Photography and Design II- Practical	BMS292		2		20	2
<b>Elective Courses</b>								
<b>General Electives</b>								
<b>Theory</b>								
1	GE 2	Laws and Ethics in Media in Current Perspective	BMSG E 203	5		1	60	6
<b>Ability Enhancement Courses (Compulsory)</b>								
<b>Theory</b>								
1	AECC2	Overview of world and Indian History	BMSAECC2 04	2			20	2

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**Semester III**

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
<b>Theory</b>								
1	Core (C5)	Introduction to film studies- In current perspective	BMS 301	4			40	4
2	Core (C6)	Introduction to consumer behaviour, marketing and advertising	BMS 302	4			40	4
	Core (C7)	Journalism 2- Electronic Media	BMS 303	4			40	4
<b>Practical</b>								
1	Core (CP5)	Introduction to film studies- In current perspective- Practical	BMS 391		2		20	2
2	Core (CP6)	Introduction to consumer behaviour, marketing and advertising- Practical	BMS 392		2		20	2
3	Core (CP7)	Journalism 2- Electronic Media- Practical	BMS 393		2		20	2
<b>Elective Courses</b>								
<b>General Electives</b>								
<b>Theory</b>								
1	GE 3	Story telling for audio and video production	BMSG304	4			40	4
<b>Practical</b>								
1	GEP3	Story telling for audio and video production- Practical	BMSGEP394		2		20	2
<b>Ability Enhancement Courses (Compulsory)</b>								
<b>Theory</b>								
1	SEC 1	Current affairs in political and economic perspective	BMSSEC305		2		20	2

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**Semester IV**

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
<b>Theory</b>								
1	Core (C8)	Film Studies II	BMS 401	4			40	4
2	Core (C9)	Public Relations, Corporate Communication, and Social Media Management	BMS 402	4			40	4
3	Core (C10)	Digital Media and its Marketing	BMS 403	4			40	4
<b>Practical</b>								
1	Core (CP8)	Film Studies II- Practical	BMS 491		2		20	2
2	Core (CP9)	Public Relations, Corporate Communication, and Social Media Management- Practical	BMS492		2		20	2
3	Core (CP10)	Digital Media and its Marketing	BMS 493		2		20	2
<b>Elective Courses</b>								
<b>General Electives</b>								
<b>Theory</b>								
1	GE4	Overview of theatre and folk media	BMAGE404	4			40	4
<b>Practical</b>								
1	GEP4	Overview of theatre and folk media- Practical	BMSGEP494		2		20	2
<b>Ability Enhancement Courses (Compulsory)</b>								
<b>Theory</b>								
1	SEC 2	Personality development and soft skills	BMSSEC 405		2		20	2

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**Semester-V**

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week			Total Course Hours	Credits
				L	P	T		
<b>Theory</b>								
1	Core (C11)	Media Management and Entrepreneurship	BMS 501	4			40	4
2	Core (C12)	Communication Research and Data Analysis	BMS 502	4			40	4
<b>Practical</b>								
1	Core (CP11)	Media Management and Entrepreneurship-Practical	BMS 591		2		20	2
2	Core (CP12)	Communication Research and Data Analysis-Practical	BMS 592		2		20	2
<b>Elective Courses</b>								
<b>Discipline Specific Elective</b>								
<b>Theory</b>								
1	DSE 1	Basic Fundamentals of Journalism	BMSDSE 503A	4			40	4
		Advertising and Event Management Theory	BMSDSE 503B	4			40	4
		Audio Visual Production- Non-Fiction Theory	BMSDSE 503C					
		Graphic Design- Theory	BMSDSE 503D	4			40	4
2	DSE 2	Advanced Journalism-Theory	BMSDSE 504A	4			40	4
		Public Relations and Corporate Communication	BMSDSE 504B	4			40	4
		Audio Visual Production- OTT and Television-Theory	BMSDSE 504C					
		Graphic Design and Animation	BMSDSE 504D	4			40	4

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<b>Practical</b>							
1	DSEP 1	Basic Fundamentals of Journalism-Practical	BMSDSEP 593A		2	20	2
		Advertising and Event Management- Practical	BMSDSEP 593B		2	20	2
		Audio Visual Production- Non-Fiction Practical	BMSDSEP 593C		2	20	2
		Graphic Design-Practical	BMSDSEP 593D		2	20	2
2	DSEP 2	Advanced Journalism-Practical	BMSDSEP 594A		2	20	2
		Public Relations and Corporate Communication-Practical	BMSDSEP 594B		2	20	2
		Audio Visual Production- OTT and Television- Practical	BMSDSEP 594C		2	20	2
		Graphic Design and Animation- Practical	BMSDSEP 594D		2	20	2

**Semester VI**

SL. No	Type of Paper	Paper Name	Paper Code	Contact Period per week	Total Course Hours	Credits
<b>Theory</b>						
1	Core (C13)	Environment and Development Communication	BMS 601	4	40	4
2	Core (C14)	New Media Products and related software programs	BMS 602	4	40	4
<b>Practical</b>						
1	Core (CP13)	Environment and Development Communication-Practical	BMS 691	2	20	2
2	Core (CP14)	New Media Products and related software programs	BMS 692	2	20	2
<b>Elective Courses</b>						
<b>Discipline Specific Elective</b>						
<b>Theory</b>						
1	DSE 3	Multimedia Journalism	BMSDSE 603A	4	40	4

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		<b>Digital Marketing</b>	<b>BMSDSE 603B</b>	<b>4</b>			<b>40</b>	<b>4</b>
		<b>Audio Visual Production- Fiction</b>	<b>BMSDSE 603C</b>	<b>4</b>			<b>40</b>	<b>4</b>
		<b>Digital Media Graphics</b>	<b>BMSDSE 603D</b>	<b>4</b>			<b>40</b>	<b>4</b>
<b>Dissertation/ Project</b>								
	<b>DSE 4</b>	<b>Specialization A</b>	<b>BMSDSE 694A</b>				<b>60</b>	<b>6</b>
		<b>Specialization B</b>	<b>BMSDSE 694B</b>					
		<b>Specialization C</b>	<b>BMSDSE 694C</b>					
		<b>Specialization D</b>	<b>BMSDSE 694D</b>					
<b>Practical</b>								
		<b>Multimedia Journalism- Practical</b>	<b>BMSDSE P 693A</b>		<b>2</b>		<b>20</b>	<b>2</b>
		<b>Digital Marketing- Practical</b>	<b>BMSDSE P 693B</b>		<b>2</b>		<b>20</b>	<b>2</b>
		<b>Audio Visual Production- Fiction- Practical</b>	<b>BMSDSE P 693C</b>		<b>2</b>		<b>20</b>	<b>2</b>
		<b>Digital Media Graphics- Practical</b>	<b>BMSDSE P 693D</b>		<b>2</b>		<b>20</b>	<b>2</b>

<b>Specializations</b>	<b>Code</b>
<b>Journalism Across Media (Print, Broadcast, Digital)</b>	<b>A</b>
<b>Marketing Communication (Advertising, Public Relations, Event Management, and Digital)</b>	<b>B</b>
<b>Film and Entertainment Media Production</b>	<b>C</b>
<b>Animation-Multimedia Graphics</b>	<b>D</b>

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**Semester I**

**Paper: Introduction to Media and Mass**

**Communication Course Type: Core (C1)**

**Paper Code: BMS 101**

**Contact Hours/Week: 5L + 1 T Credit: 6**

**Objective: To introduce the concepts of communication and mass communication. To provide an overview of different forms of media**

**Course Outcome**

**CO1: Explain the role of communication and its types in daily life**

**CO2: Analyse barriers in communication**

**CO3: Analyse role of Mass communication in India and Worldwide**

**CO4: Explain various models and theories of human communication**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>Communication and its process, 7C's of Communication</li> </ul>	10	1	1	2
	<ul style="list-style-type: none"> <li>Types of Communication – Verbal and Non-verbal Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication, Public Communication and Mass Communication</li> </ul>		1	1	3
	<ul style="list-style-type: none"> <li>Noise in Communication: Semantic, Psychological, Physical,</li> <li>Technical, Environmental, Cultural</li> </ul>		2	2	4
2	<ul style="list-style-type: none"> <li>Mass Communication: Definition, Characteristics, Functions</li> </ul>	8	1	1	2
	<ul style="list-style-type: none"> <li>Types: Traditional (Print and Electronic), New Media Strength and weaknesses of traditional media.</li> </ul>		1	1	2
3	<ul style="list-style-type: none"> <li>New Media – Very brief history of the internet, Development of online communication – web1.0, web2.0, web3.0</li> </ul>	8	4	5	4
	<ul style="list-style-type: none"> <li>Concepts – Information Society, Technological Determinism, Media Convergence, Participatory Culture, Networked Society, Digital Divide</li> </ul>		3	5	4
4	<ul style="list-style-type: none"> <li>Traditional Folk Media – Characteristics. Different Forms – Chhau, Tamasha, Pawada, Nautanki, Jatra, Ramlila and Raslila, Importance of Folk Media</li> </ul>	8	3	1	2
5	<ul style="list-style-type: none"> <li>Models of Mass Communication – Aristotle, Laswell, Osgood, Shannon and Weaver, New Comb Model</li> </ul>	8	4	1	3

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6	<ul style="list-style-type: none"> <li>• Theories of Mass Communication–Hypodermic Needle Theory, Agenda Setting Theory, Cultivation Theory, Two Step and Multi Step Theory, Uses and Gratifications, Normative Theories of the Press</li> </ul>	10	4	6	3
7	<ul style="list-style-type: none"> <li>• Global Media: Globalization, Media Conglomerates</li> </ul>	8	3	1	4

**SUGGESTED READINGS:**

*Mass Communication Theory and Practice* by Uma Narula

*Handbook of Journalism and Communication* by Vir Bala Aggarwal

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**Paper Name: Introduction to Photography and Design I:**

**Theory Course Type: Core (C2)**

**Paper Code: BMS 102**

**Contact Hours/Week:**

**4LCredit: 4**

**Objective: This paper will give a general introduction to the basics of Photography and Design. The objective is to help students build a proper foundation regarding the concepts of Photography and Design**

**Course Outcome**

**CO1: Analyse historical perspective of photography**

**CO2: Analyse nature & scope of photography**

**CO3: Develop framing and composition sense**

**CO4: Explain Mechanism of DSLR**

**CO5: Develop idea about depth of field**

**CO6: Differentiate between natural light and artificial light**

**CO7: Explain contribution of various eminent personalities in the field of photography**

**Course Content**

<b>Module</b>	<b>CONTENT</b>	<b>TEACHING HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	<b>Introduction to Photography</b> Photography- Definition & concept History of Photography General discussion on different photographs	6	1	1	2
2.	<b>Techniques of Photography</b> Composition, Framing, and Angles. Brief introduction to Shutter Speed, Aperture and ISO. Lenses and their uses including Depth of Field, Using a DSLR. Evaluation through projects and practice sessions.	6	5, 4	5	3
3.	<b>Basics of Lighting</b> Characteristics of Light, Natural Light & Artificial Light Hard Light & Soft Light, light metering Evaluation: through practice and flipped classrooms.	6	6	5	3
4.	<b>Photographers</b> Observation and Discussion on the works of important photographers: Ansel Adams, Robert Capa, Henri Cartier Bresson and Raghu Rai and Homai Vyrawalla. Discussions through flipped classrooms.	10	7	6	1
5.	<b>Aesthetics of Image</b> Balance, Emphasis, Proportion, Rhythm, Unity, Motifs Meaning and mood of colour: Colour Principles Understanding colour in different media; Concepts of RGB and CMYK, Perspective, Atmospheric perspective, movement (With examples from paintings, sculpture, cartoons, photographs, fresco, graffiti, logo, motif, symbols, icons)	6	2	3	5

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6.	<b>Design Basics</b> An introduction to the various aspects of design and their application as per usage. An introduction to online design resources that will inspire and enrich student's education throughout the Module. Typography & Font Face	6	3	3	3
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**SUGGESTED READINGS:**

- Basic Photography: Michael Langford: Focal Press; 5th Revised edition (1 September 1986)*  
*Langford's Basic Photography: The Guide for Serious Photographers 9th Edition The Mind's Eye:*  
*Writings on Photography and Photographers by Henri Cartier-Bresson*  
<https://digital-photography-school.com/digital-photography-tips-for-beginners/>  
 • *Sight Sound Motion, Applied Media Aesthetics by Herbert Zettl (Course Book) □ Online*  
*Tools: Coolers.co (Free Online) Canva (Free Online)*

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**Paper Name: Introduction to Photography and Design I: Practical**

**Course Type: Core**

**(CP1) Paper Code:**

**BMS 191 Contact**

**Hours/Week: 2PCredit:**

**2**

**Objective: This paper will enable them to have a basic level of skill in competently utilizing photography as a tool to tell stories. The objective is to help students build a proper foundation regarding the concepts of Photography and Design and help them learn the basic tools involved including common application software like Adobe Photoshop.**

**Course Outcome**

**CO1: Develop a sophisticated use of photography-related vocabulary and concepts necessary to engage within a studio environment**

**CO2: Demonstrate appropriate techniques in an advanced photographic practice as well as studio habits beyond the classroom studio**

**CO3: Demonstrate ability to meet deadlines with proper time management and craftsmanship**

**CO4: Prepare portfolios for professional presentation**

**CO5: Become familiar with softwares like adobe Photoshop, ILLUstrator, Flash**

**CO6: Edit photos**

**CO7: Create Logo & Vector designs**

**CO8: Do basic animations**

**Course Content**

<b>Module</b>	<b>CONTENT</b>	<b>TEACHING HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	<b>Practical: Using a DSLR and Lighting Practice</b>	6	2	5	3
	Evaluation through practical exercises		3	5	5
2.	<b>Practical: A photo essay on any relevant topic</b>	4	4	4	6
3.	Aesthetics of Printed Page Points, Lines, Space, Texture, Colour, Typography, Logo (with examples from newspaper, magazines)	4	1	10	3
4.	<b>Using Adobe Photoshop</b>	6	5	5	3
	Designing a poster		6	3	6

**SUGGESTED VIEWING:**

From Netflix:

Abstract

- Ep-1: Christoph Niemann (Illustration)
- Ep-7: Platon (Photography)
- Ep- 6: Paula Scher (Graphic Design)
- Day in the life of Graphic Design

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[https://www.youtube.com/watch?v=f9bEok\\_7nAI](https://www.youtube.com/watch?v=f9bEok_7nAI)

**Sites to look at**

- Artstation (Design & Illustration): <https://www.artstation.com/>
- Behance (Design & Illustration): <https://www.behance.net/>
- Dribbble (Design & Illustration): <https://dribbble.com/>
- 500px (Photography): <https://500px.com/>
- deviantart (all): <https://www.deviantart.com/>

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**Paper: Computer basics and multimedia software: MS Tools, Presentations, Online tools:**  
**Theory Course Type: GE 1**  
**Paper Code: BMSG**  
**103 Contact**  
**Hours/Week: 4L**  
**Credit: 4**

**Objective: To understand the basic online and offline tools of information technology and implementation of them in contemporary industry requirement. Giving students a basic idea about Computer, Operating Systems, Ms Word, Excel, and Google tools alongside the knowledge and skills for making good presentations using MS Office or similar.**

**Course Outcome**

- CO1: Analyse the historical perspective of computer**
- CO2: Classify different types of computer**
- CO3: Explain the principles of computer fundamentals**
- CO4: Develop basic knowledge of computers**
- CO5: Develop computer hardware and software knowledge**
- CO6: Analyse different application of computers**
- CO7: Explain methods of creating various documents and media files**
- CO8: Analyse overall architecture of a computer system**

**Course Content**

Module	Content	Teaching Hours	CO	PO	LO
1	• Data and Information: Analog Vs Digital	20	1, 2	1	2
	• Types of computer memory		3,5	5	3
	• Operating System: Windows, iOS, Android, Linux		4,7	5	3
2	• Basic Computer Language.	20	6,8	10	4

**SUGGESTED READINGS:**

*Computer Basics and C Programming, V Rajaram*  
*HTML 5.0 For Beginners, Vinod Kumar*  
*Murugesan*

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**Paper: Computer basics and multimedia software: MS Tools, Presentations, Online tools**  
**Course Type: GEP 1**  
**Paper Code: BMSGEP 193**  
**Contact Hours/Week: 2P Credit: 2**

**Objective: To understand the basic online and offline tools of information technology and implementation of them in contemporary industry requirement. Giving students a basic idea about Computer, Operating Systems, Ms Word, Excel, and Google tools alongside the knowledge and skills for making good presentations using MS Office or similar.**

**Course Outcome**

- CO1: Develop a knowledge for Microsoft tools**  
**CO2: Develop basic knowledge of presentation software like PowerPoint**  
**CO3: Explain the principles of online tools**  
**CO4: Develop the skill of basic writing, editing and design assignment**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>MS Package: word, power point, excel, outlook</li> </ul>	5	1,4	5	2
	<ul style="list-style-type: none"> <li>Networking and email: LAN, MAN, WAN, Baseband, Broadband.</li> </ul>		3	9	4
2	<ul style="list-style-type: none"> <li>Basics of HTML</li> </ul>	5	3	3	6
	<ul style="list-style-type: none"> <li>Google tools: docs, slides, spreadsheets, forms, drive.</li> </ul>		3	5	2
3	<ul style="list-style-type: none"> <li>Data Base Management System (DBMS).</li> </ul>	10	1,4	5	2

**SUGGESTED READINGS:**

*Computer Basics and C Programming, V Rajaram*

*HTML 5.0 For Beginners, Vinod Kumar*

*Murugesan*

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**Paper: English Grammar and Literature**  
**Course Type: AECC 1**

**Paper Code: BMSAECC**

**104 Contact Hours/Week:**

**2L Credit: 2**

**Objective: To revisit basic grammar skills and official correspondence. To analyse prose and poetry**

**Course Outcome**

**CO1: Implement accurate voices and tenses for basic communication practices**

**CO2: Write formal letters**

**CO3: Demonstrate the role of adjective and grammar in English**

**CO4: Write application for job**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<b>Remedial Grammar</b> <ul style="list-style-type: none"> <li>• Verbs, Tenses, Agreements, Narrations, Voice, Phrases, Synonym,</li> <li>• Antonym, Sentence Making, Prepositions, Transformation of sentences</li> <li>• Puns, Figures of Speech (metaphors, similes) Idioms, Proverbs</li> </ul>	10	1,3	10	3
	<b>Writing</b> <ul style="list-style-type: none"> <li>• Official Correspondences: Proposal Writing, Letters of Enquiry,</li> <li>• Circulars, Letters connected with sales, Letters for financial</li> <li>• Letters of invitation, Complaint letters, etc.</li> <li>• (ii) Report writing: Basic format of reports, miscellaneous reports connected with industry</li> <li>• (iii) Writing a resume</li> <li>• (iv) Writing for meetings: Agenda, minutes</li> <li>• (v) Email writing</li> </ul>		2,4	12	6

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2	<p><b>Textual Analysis, Reading and Comprehension</b></p> <ul style="list-style-type: none"> <li>• Proposed Texts (any two/ three):</li> <li>• <i>The Princess and the Puma</i>: O'Henry</li> <li>• Selections from <i>Malgudi Days</i>: R K Narayan</li> <li>• Toba Tek Singh: <i>Saadat Hasan Manto</i>(English Translation)</li> <li>• <i>Tintin in the Congo</i>: Herge (English Translation)</li> <li>• <i>Lamb to the Slaughter</i>: Roald Dahl</li> <li>• <i>Ravi Paar</i>: Gulzaar</li> <li>• <i>Sparrows</i>: Khwaja Ahmed Abbas</li> <li>• <i>The Right to Die</i>: English Translation of ‘_Atmahatya Adhikaar’ by Manik Bandopadhyay</li> <li>• <i>Susanna's Seven Husbands</i>: Ruskin Bond</li> </ul>	10	3	2	2
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**SUGESSTED READINGS:**

*Wren & Martin High School English Grammar and Composition Book (Regular Edition)*  
*Practical English Usage: Michael Swan's guide to problems in English*

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**Semester II**

**Paper: Introduction to Journalism I- Print and New**

**Media Course Type: Core (C3)**

**Paper Code: BMS 201**

**Contact Hours / Week: 4**

**LCredit- 4**

**Objective: To acquaint students with various aspects of print and cyber media industry.**

**Course Outcome**

**CO1: Write news reports, features and headlines**

**CO2: Design the structures of Newspaper, newsletter & magazine**

**CO3: Apply the theories of reporting to prepare a new report from inception to publication**

**CO4: Analyse and editing reports for publication**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• History of print media in global and Indian context</li> </ul>	2	5	6	5
2	<b>Journalism defined</b> <ul style="list-style-type: none"> <li>• Canons and Ethics of Journalism</li> <li>• Departments of a newspaper</li> <li>• Types of Print media- newspaper, magazine, books, newsletters, posters, brochure, etc</li> </ul>	6	3	10	3
3	<ul style="list-style-type: none"> <li>• What is news, elements of news</li> </ul>	6	1	2	5
	<ul style="list-style-type: none"> <li>• Hard news, soft news, human interest stories</li> </ul>		1	4	5
	<ul style="list-style-type: none"> <li>• Structure of a news story</li> </ul>		2	3	3
	<ul style="list-style-type: none"> <li>• Inverted pyramid style of writing</li> </ul>		1	1	3
	<ul style="list-style-type: none"> <li>• Lead, types of leads</li> </ul>		1	1	2
	<ul style="list-style-type: none"> <li>• Headline, types of headlines</li> </ul>		1	1	2
	<ul style="list-style-type: none"> <li>• Elements of News</li> </ul>		4	1	2
	<ul style="list-style-type: none"> <li>• Sources of News</li> </ul>		4	1	2
4	<b>Reporting</b> <ul style="list-style-type: none"> <li>• Reporting for Print media- types of reporting, types of reporters, qualifications and duties of a news reporter The Editor, News Editor, The Chief Sub- editor, Sub Editor</li> <li>• The Leader Writer, The Rewrite man Cartoon and the cartoonist</li> <li>• The art of interviewing</li> </ul>	6	1	2	3
5	<b>Design</b> <ul style="list-style-type: none"> <li>• Design and layout of a newspaper- principles of design and make-up of a newspaper, dummyming of apage</li> </ul>	4	2	3	6
6	<ul style="list-style-type: none"> <li>• History of internet and its application in media in global and Indian context</li> </ul>				

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		2	5	1	6
7	<ul style="list-style-type: none"> <li>• Introduction to new media</li> <li>• Information superhighway</li> <li>• Information revolution</li> <li>• The cross and interdisciplinary nature of digitaljournalism studies</li> </ul>	2	5	1	3
8	<ul style="list-style-type: none"> <li>• Reporting for cyber media</li> <li>• Mobile Journalism, citizen journalism</li> <li>• Digital journalism platforms- mobile apps, websiteand social media</li> </ul>	4	3	5	4
9	<ul style="list-style-type: none"> <li>• Role of social media in digital journalism</li> <li>• Gender and race representation in digital media andits impact</li> </ul>	2	5	7	5
10	<ul style="list-style-type: none"> <li>• Design and layout of web pages and mobile newsapplications</li> </ul>	4	3	3	6

**SUGGESTED READINGS:**

*Essentials of Practical Journalism* by VirBala Aggarwal  
*Handbook of Reporting and Communication Skills* by V.S. Gupta  
*News Reporting and Editing* by K M Srivastava  
*Professional Journalism* by M V Kamath  
*Basic News Writing* by Melvin Mencher  
*Theory and Practice of Journalism* by B N Ahuja  
*News Editing Theory and Practice* by Sourin Banerjee  
*Editing and Design* by Harold Evans  
*The Art of Modern Journalism* by J J Aster  
*Professional Journalists* by John Hohenberg  
*Journalist's Handbook* by M V Kamath  
*What Is Digital Journalism Studies* by Steen Steensen and Oscar Westlund

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**Paper: Introduction to Journalism I- Print and New Media Practical**

**Course Type: Core**

**(CP3) Paper Code: BMS**

**291 Contact Hours /**

**Week: 2PCredit- 2**

**Objective: To produce a hands-on print and web publication**

**Course Outcome**

**CO1: Write news reports, features and headlines**

**CO2: Design the structures of Newspaper, newsletter & magazine**

**CO3: Apply the theories of reporting to prepare a new report from inception to publication**

**CO4: Analyse and editing reports for publication**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	Group project on creating a newsletter	10	2, 4	3	6
2	Group project on creating a news blog	10	1, 3	11	6

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**Paper Name: Introduction to Photography and Design II:**

**Theory Course Type: Core (C4)**

**Paper Code: BMS202**

**Contact Hours/Week:**

**4LCredit: 4**

**Objective: This paper will focus on an advanced knowledge about photography and the different genres and application of the same. The objective is to help students advance their abilities pertaining to Photography and Design and help them learn the basic tools involved.**

**Course Outcome**

**CO1: Analyse historical perspective of photography**

**CO2: Analyse nature & scope of photography**

**CO3: Develop framing and composition sense**

**CO4: Explain Mechanism of DSLR**

**CO5: Develop idea about depth of field**

**CO6: Differentiate between natural light and artificial light**

**CO7: Explain contribution of various eminent personalities in the field of photography**

**Course Content**

<b>Module</b>	<b>CONTENT</b>	<b>TEACHING HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	<b>Basics of Photography</b> Analogue Photography and chemical processes Functioning of SLR Digital Photography – Exposure – Aperture, Shutter Speed and Sensitivity (ISO) Metering System Different Camera Modes Lens – Types and Functions (Including specialized lenses like Tilt Shiftlens) Filters – Types and Functions History of Cameras and formats	8	2	2	4
2.	<b>Lighting – Indoor and outdoor</b> <b>Types of lights and accessories</b> <b>Flashes – Types and Function</b> White Balance and Colour Temperature	6	5	2	5
3.	<b>Masters of Photography</b> Ansel Adams, Man Ray, Edward Steichen, Alfred Steiglitz, Paul Strand, Robert Capa, Henri Cartier Bresson, Cecil Beaton, Dorothea Lange, Margaret Bourke-White, Annie Leibowitz, Lala Deen Dayal, Raghu Rai, Raghubir Singh, Homai Vyarawalla, Prabuddha Dasgupta, Dayanita Singh. Flip classes	8	1, 6	1	2
4.	<b>Genres of Photography</b> Portrait Photography, War Photography, Fashion Photography, Street Photography, Press Photography, Wildlife Photography, Food	10	2	1	4

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	Photography, Product Photography				
<b>5.</b>	<b>Layout and Design</b> What is Layout? History of Layout Design The purpose and principles of Layout Design Kinds of Layout Design Elements of a Layout	8	3	3	3

**SUGGESTED READINGS:**

- The Guide for Serious Photographers by Michael Langford
- On Photography by Susan Sontag
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson

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Paper Name: Introduction to Photography and Design II:

Practical Course Type: Core (CP4)

Paper Code: BMS 292

Contact Hours/Week:

2PCredit: 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 Design and help them learn the basic tools involved including common application software like Adobe Creative Cloud.

Course Outcome

**CO1:** Develop a sophisticated use of photography-related vocabulary and concepts necessary to engage within a studio environment

**CO2:** Demonstrate appropriate techniques in an advanced photographic practice as well as studio habits beyond the classroom studio

**CO3:** Demonstrate ability to meet deadlines with proper time management and craftsmanship

**CO4:** Prepare portfolios for professional presentation

**CO5:** Become familiar with softwares like adobe Photoshop, ILLUstrator, Flash

**CO6:** Edit photos

**CO7:** Create Logo & Vector designs

**CO8:** Do basic animation Perspective

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1.	Using a DSLR in combination with different lighting conditions Evaluation through practical exercises	4	1	5	4
2.	Project: A photography assignment on any two genres according to one's choice.	4	1	4	4
3.	Introduction to Adobe Illustrator	6	3,5,6,7,8	3	2
4.	Project: Content creation - design and publication of a newsletter.	6	2, 4	3	6

**SUGGESTED READINGS:**

- The Guide for Serious Photographers by Michael Langford
- On Photography by Susan Sontag
- The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson
- Editing and Design – Harold Evans
- Modern Newspaper Design – E C Arnold

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**Paper: Laws and Ethics of Media**  
**Course Type: GE 2**  
**Paper Code: BMS GE 203**  
**Contact Hours/Week: 5L + 1**  
**TCredit: 6**

**Objective: In this paper, students will study laws that govern the media industry and also make them aware about the ethical practices of a media professional.**

**Course Outcome**

- CO1: Create awareness regarding ethical practices for a media professional**  
**CO2: Create awareness regarding the laws that govern the media industry.**  
**CO3: Explain the laws for defamation**  
**CO4: Explain the laws for Intellectual Property Rights**  
**CO5: Explain Cable TV act**  
**CO6: Analyse historical perspective of Press council of India and Press Information Bureau**  
**CO7: Create awareness regarding Cyber Crime**  
**CO8: Explain Cyber law**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• Introduction to Law and Ethics – Definition of Law and Ethics, Differences between law and ethics</li> <li>• Concepts in Media Ethics – Truth, Accuracy, Objectivity, Fairness;</li> <li>• Code of Ethics: AINEC Code of Ethics, PCI code of Ethics, Code of Ethics in Advertisement</li> <li>• Ethical issues in Reality TV and Sting Operations</li> </ul>	10	2	8	6
2	<ul style="list-style-type: none"> <li>• Freedom of the Press</li> <li>• Freedom of Speech and Expression Article 19 (1) (a); Constitutional Restrictions</li> <li>• Challenges to freedom of Press</li> </ul>	5	1	6	6
3	<ul style="list-style-type: none"> <li>• Defamation – Libel and Slander</li> <li>• Sedition, Blasphemy</li> <li>• Contempt of Court</li> <li>• Official Secrets Act 1971</li> <li>• Press Council Act</li> <li>• IPR and Copyright Act</li> <li>• Indecent Representation of Women Act</li> <li>• Young Person’s Harmful Publications Act</li> <li>• Drugs and Magic Remedies Act</li> <li>• Parliamentary Proceedings (Protection of Publications) Act</li> </ul>	10	3, 4	8	3
4	<ul style="list-style-type: none"> <li>• Press and Registration of Books Act</li> <li>• Delivery of Books and Newspaper Act</li> <li>• Indian Telegraph Act, Working Journalist Act</li> </ul>	10	6	8	4

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5	<ul style="list-style-type: none"><li>Right to Information Act, Right to Privacy, Cable TV Regulation Act, Prasar Bharti Act, Information Technology Act, Different Types of Cyber Crime</li></ul>	10	5	8	3
6	<ul style="list-style-type: none"><li>Intermediary Guidelines and Digital Media Ethics Code, 2021</li></ul>	5	7,8	8	6

**SUGGESTED READING:**

*Media Law and Ethics by M Neelamalar*

*Media Ethics: Truth Fairness and Objectivity by*

*ParanjyGuhathakurataJustice and Journalist: Debanjan Banerjee*

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**Paper: Overview of World and Indian**

**History Course Type: AECC 2**

**Paper Code: BMSAECC**

**204 Contacts Hours /**

**Week: 2L Credits: 2**

**OBJECTIVE: To create awareness about major developments in World and Indian History.**

**Course Outcome**

**CO1: Apply the concepts in Exploring local history of different media**

**CO2: Implement the theories for correlating growth of media to socio economic political factors**

**CO3: Interpret the emergence of New Media in comparison to the traditional media platforms.**

**CO4: Apply the information to document the evolution of media**

**Course Content**

Module	Content	Teaching hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>• Europe: Renaissance, Reformation, Age of exploration, Scientific Revolution, Industrial</li> <li>• Revolution, Age of Colonization, Feudalism, Capitalism, Colonialism. The world Wars and Cold War, Gulf War, Iran &amp; Iraq war.</li> </ul>	8	2	1	3
2.	<ul style="list-style-type: none"> <li>• Major developments in Ancient and Medieval India related to politics, culture and society</li> </ul>	4	4	3	3
3	<ul style="list-style-type: none"> <li>• Independence Movement</li> <li>• Post-Independence political developments and the economic growth plans</li> </ul>	8	1, 3	9	3

**SUGGESTED READINGS:**

*Chandra, B., Mukherjee, M., Mukherjee, A., Panikkar, K. N., & Mahajan, S. (2016). India's struggle for independence. Penguin UK.*

*Roberts, J. M., & Westad, O. A. (2013). The history of the world. Oxford University Press, USA.*

*Thapar, R. (1990). A history of India. Penguin UK.*

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**Semester III**

**Paper Name: Introduction to Film Studies-In current perspective:**

**Theory Course Type: Core (C5)**

**Paper Code: BMS 301**

**Contact Hours/Week:**

**4LCredit: 4**

**Objective: This paper will introduce and familiarize students with cinema and trace its development from silent era to talkies. The objective of this paper is to make the students appreciate cinema and give them a well-rounded approach to the different schools and styles of cinema.**

**Course Outcome**

**CO1: Analyze historical perspective of world cinema**

**CO2: Analyze historical perspective of Indian cinema**

**CO3: Explain various genres of cinema**

**CO4: Explain Golden era of Hollywood**

**CO5: Analyze history of Italian Neorealism, French New Wave**

**CO6: Explain Surrealism**

**Course Content**

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1.	<b>History of Cinema and the silent era-</b> Persistence of vision, Eduard Muybridge's experiment, invention of the cinematograph and kinetoscope, Lumiere brothers, Melies, Porter, Griffith.	6	1	1	4
2.	<b>What is cinema –</b> Technology, aesthetics, relation with other art forms, film analysis.	2	3	2	2
3.	<b>Hollywood:</b> Coming of sound, the Studio System, Classical Hollywood Narrative, Three Act Structure, Five Act Structure	6	4	1	2
4.	<b>World Cinema: Europe</b> German Expressionism, Soviet cinema, Italian Neorealism, Surrealism and French New Wave Analysis of relevant films	10	1, 5, 6	1	4
5.	<b>Auteur Theory:</b> Alexandre Austruc, Francois Truffaut, Andrew Sarris, debate between Andrew Sarris and Pauline Keal Study of works of auteurs like Hitchcock, Ray, Kurosawa, Bimal Roy, Tarantino <b>Project:</b> Video essay analysing any auteur	6	5	1	4
6.	Film Screening and Analysis of recent landmark films <b>Project:</b> Video project critiquing any	10	2	9	4

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	film/series				
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**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,

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**Paper Name: Introduction to Film Studies - In current perspective:**

**Practical Course Type: Core (CP5)**

**Paper Code: BMS 391**

**Contact Hours/Week:**

**2PCredit: 2**

**Objective: This paper will help the students understand how a director, with the help of technicians, creates a diegetic world and populates 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**

**CO1: Analyse the stages of filmmaking**

**CO2: Explain various roles of personnel involved in film production**

**CO3: Develop an understanding of intellectual requirements for script writing**

**CO4: Develop an in-depth understanding of the difference between fiction and non-fiction films**

**Course Content**

Module	CONTENT	Teaching Hours	CO	PO	BTL
1.	<b>PRACTICAL: Stages of Filmmaking:</b> 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	4	1	9	5
2.	<b>PRACTICAL: Writing for non-fiction:</b> Synopsis, proposal outline, research, treatment and structure, the art of writing narration	4	3	5	6
3.	<b>PRACTICAL: Production of a documentary film of maximum 5 minutes duration.</b> Maximum 3 days of shooting and 4 days of editing in total, Knowledge of editing software.	6	1,2,3,4	9, 10	5,2, 6
4.	<b>PRACTICAL: Writing for fiction:</b> Filmic space, time, structure; Character & plot development; action, dialogue; Technique of writing screenplay; shooting script & story board	6	4	5	6

**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: Introduction to Consumer Behaviour, Marketing and Advertising**  
**Course Type: Core (C6)**

**Paper Code: BMS 302**

**Contact Hours/Week:**

**4LCredit: 4**

**Objective: To give an understanding of consumer needs and aspirations; To explain the basic concepts of marketing; To introduce the concepts of advertising.**

**Course Outcome**

**CO1: Develop Skills of Marketing a product**

**CO2: Create brand strategy**

**CO3: Analyse strategy to fix a price of a product**

**CO4: Explain the role of Advertising**

**CO5: Analyse the role of advertising agencies**

**CO6: Demonstrate the creative aspects of advertising Copywriting Design & Layout**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• Consumer Behaviour: Definition, Concept, and Implementation.</li> <li>• Theories of consumer behaviour: types of buyers, buying habits, and analysing buying behaviour.</li> </ul>	10	1	11	5
2	<ul style="list-style-type: none"> <li>• Marketing: 4 Ps of Marketing, Market Segmentation, Maslow's hierarchy of needs.</li> <li>• Product, Services, and Brand: Product Life Cycle (PLC), Products versus Service, Definition of Branding, Brand Positioning, Brand Identity, and Brand Equity.</li> </ul>	6	1, 2	11	5
3	<ul style="list-style-type: none"> <li>• Pricing: Types and strategies.</li> <li>• Marketing trends in the digital age.</li> </ul>	4	3	11	4
4	<ul style="list-style-type: none"> <li>• Advertising: Introduction, definition, and history.</li> <li>• Advertising Media: Print, Radio, Tv, Digital.</li> <li>• Advertising Types: Media-based, Sector-based.</li> <li>• Advertising Research and Apex bodies</li> </ul>	8	4	6	2
5	<ul style="list-style-type: none"> <li>• Models of Advertising: AIDCA, Hierarchy of Effects. <ul style="list-style-type: none"> <li>• Copywriting.</li> </ul> </li> <li>• Ad Agency: definition, types and structure</li> </ul>	12	5, 6	1	4

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**SUGGESTED READINGS:**

*Decoding the New Consumer Mind: How and Why We Shop and Buy, Kit Yarrow*

*Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearsonby S. Ramesh Kumar*

*Advertising and Integrated Marketing Communications, by Kruti Shah | 1 July*

*2017Confessions Of An Advertising Manby David Ogilvy | 1 September 2011*

*Marketing Management Fifteenth Edition, Kevin Lane Keller, Philip Kotler*

*ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE,*

*George Belch, Michael Belch*

*Consumer Behaviour 11/e By Schiffman/ Kumar*

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**Choice Based Credit System**

**Paper: Introduction to Consumer Behaviour, Marketing and Advertising**  
**Type: Core (CP6)**

**Paper Code: BMS392**

**Contact Hours/Week:**

**2PCredit: 2**

**Objective: To give an understanding of consumer needs and aspirations; To explain the basic concepts of marketing; To introduce the concepts of advertising.**

**Course Outcome**

**CO1: Plan live Event**

**CO2: Do Budget for event**

**CO3: Make strategy for advertising**

**CO4: Make PR Campaign**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>Consumer Behaviour Analysis tools: Google Analytics, Google Webmasters, YouTube Analytics, Facebook Audience Insights, Similar Web, Google Trends, and Social Rank</li> </ul>	5	3	5	3
2	<ul style="list-style-type: none"> <li>Budget Allocation Decisions in Marketing: Planning and budgeting a marketing campaign for a product/service.</li> </ul>	5	2	11	4
3	<ul style="list-style-type: none"> <li>Media Planning: Concept and implementations.</li> <li>Ad Campaign: Planning and budgeting</li> <li>Project: Design an Ad Campaign for a product to be launched for different media based on uses and gratification.</li> </ul>	10	1, 4	3	6

**SUGGESTED READINGS:**

*Decoding the New Consumer Mind: How and Why We Shop and Buy, Kit Yarrow*  
*Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearsonby S. Ramesh Kumar*

*Advertising and Integrated Marketing Communications, by Kruti Shah | 1 July*

*2017Confessions Of An Advertising Manby David Ogilvy | 1 September 2011*

*Marketing Management Fifteenth Edition, Kevin Lane Keller, Philip Kotler*

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**Paper: Journalism 2: Electronic**  
**Media Course Type: Core (C7)**  
**Paper Code: BMS 303**  
**Contact Hours/Week:**  
**4LCredit: 4**

**Objective: To explain to the student the growth and development of radio and television in India. To familiarize students with different genres of radio and television programmes, making a radio programme and television news.**

**Course Outcome**

- CO1: Analyse history of Electronic Media**  
**CO2: Explain Broadcasting technology**  
**CO3: Explain various genres of radio program**  
**CO4: Analyse radio as mass communication medium**  
**CO5: Analyse historical perspective of television**  
**CO6: Explain news reporting for television program**  
**CO7: Explain the emergence of cyber media**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• Growth and Development of Radio in India</li> <li>• AIR – Popular Programmes</li> <li>• FM Channels in India – Leading Players</li> <li>• Community Radio and Its importance</li> <li>• Ham Radio, Internet Radio</li> </ul>	7	1,4	10	4
2	<ul style="list-style-type: none"> <li>• Writing for Radio – Radio News Scripts, Teasers, Promos, Commercials Writing and Editing Radio News, Elements of a radio news story</li> </ul>	7	2	2	2
3	<ul style="list-style-type: none"> <li>• Radio Programmes:</li> <li>• Talk Shows, Interviews, Radio Documentary, Radio Drama, Radio Magazine, News Features – Characteristics of each and Production Process</li> </ul>	5	3	10	2
4	<ul style="list-style-type: none"> <li>• Growth and Development of Television in India – Initial years, SITE, the Asian Games 1982, Satellite Boom</li> </ul>	5	5	9	4
5	<ul style="list-style-type: none"> <li>• Television Programmes – Fiction and Non - Fiction</li> </ul>	2	3	9	2
6	<ul style="list-style-type: none"> <li>• Television News Room – Roles and Functions of Producer, News Editor and other key players</li> </ul>	5	6	4	2
7	<ul style="list-style-type: none"> <li>• Television News Bulletin – News Capsule, Interview Bytes, Vox Pop, Piece to Camera</li> <li>• Roles of Studio anchor and field anchor</li> <li>• Qualities of a Television Reporter and a Television News Anchor</li> </ul>	3	6	4	2

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8	• Basic Camera Shots and Camera Movement	2	7	9	2
9	• Writing for Television – Television News, Television News Documentary	4	2	8	2

**SUGGESTED READING**

*Stay Tuned The Story of Radio in India by Pankaj*

*Atahwale India on Television by Nalin Mehta*

*Television News A Handbook of Reporting, Writing, Shooting, Editing and Producing by Teresa Keller*

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**Paper Name: Journalism 2: Electronic Media**

**Practical Course Type: Core (CP7)**

**Paper Code: BMS 393**

**Contact Hours/Week:**

**2PCredit: 2**

**Objective: This paper will help the students understand the operations within a television studio, learn the basics of camera and editing in the lab. Students will also produce a news bulletin/television chat show using multi camera set up.**

**Course Outcome**

**CO1: Become familiar with the technology of radio and television production**

**CO2: Become familiar with Video camera**

**CO3: Develop Skills of taking different shots**

**CO4: Familiarisation with video editing software such as Premiere and FCP**

**Course Content**

<b>MODULE</b>	<b>CONTENT</b>	<b>TEACHING HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>1.</b>	Familiarization with Video Camera, its accessories and their functions Framing and composition Lenses Parts of a video camera colour temperature and white balance Types of shots and camera movements Basics of Visual Language: Shots, Scenes, Sequences Camera Angles, Camera Movements, Image Sizes  Exercise: Students work in pairs to record short interviews	7	2	10	2
<b>2.</b>	Familiarization with video editing software (Adobe Premiere Pro/ FCP10) Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions Basic Cut to Cut editing for making Television News  Exercise: Groups of 4 students produce a news capsule. All newscapsules are put together to produce a news bulletin	7	4	3	5
<b>3.</b>	Group of four – six students record a chat show in the studio using multi camera set up	6	1, 3	9	5

**SUGGESTED READINGS:**

1. Video Production Techniques Theory and Practice from Concept to Screen by Donald LDiefenbach Anne E Slatton
2. Television Production by Jim Owens

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**Paper: Story Telling for Audio and Visual**

**Production Course Type: GE 3**

**Paper Code: BMSGE**

**304 Contact**

**Hours/Week: 4L**

**Credit: 4**

**Objective: To explain the basic elements of storytelling; To explain the fundamental role of storytelling across media**

**Course Outcome**

**CO1: Analyse the concept of Narrative**

**CO2: Concept of Telling a Good Story**

**CO3: Social Media Marketing Storytelling**

**CO4: Developing tools for storytelling**

**Course content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>Introduction to Narratology</b>	<ul style="list-style-type: none"> <li>• What is a narrative</li> <li>• Linear narrative and interactive narrative</li> <li>• Immersive narrative and immersive spaces- AR,VR</li> <li>• Narratology</li> <li>• Structure of a narrative- plot, action, story</li> <li>• define time and space</li> </ul>	6	1	1	4
<b>The Art of Telling a Good Story</b>	<ul style="list-style-type: none"> <li>• History of storytelling</li> <li>• Contemporary forms of storytelling</li> </ul>	4	2	3	4
<b>Interactive Storytelling</b>	<ul style="list-style-type: none"> <li>• What Is Interactivity?</li> <li>• Interactivity as a Conversation</li> <li>• What Happens to the Audience?</li> <li>• The User, the Author, and Interactivity</li> <li>• Types of Interactivity</li> <li>• How Interactivity Impacts Content</li> </ul>	6	4	10	5
<b>Storytelling and Marketing</b>	<ul style="list-style-type: none"> <li>• Data Storytelling</li> </ul>	2	3	11	6
<b>Tools for Storytelling</b>	<ul style="list-style-type: none"> <li>• Importance of characters</li> <li>• Dialogue</li> <li>• Emotion</li> </ul>	4	4	5	4

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	<ul style="list-style-type: none"> <li>• Works of Non-Fiction Using Social Media</li> <li>• Narratives in the Media Convergence Era: The Industrial Dimensions of Medium Specificity</li> <li>• Economic Specificity in Narrative Design: The Business of Television Drama Storytelling</li> <li>• Audience Specificity in Narrative Design: Comic-Book</li> <li>• Storytelling in the Inclusivity Era</li> <li>• Technological Specificity in Narrative Design: Story-Driven Videogame Series in an Upgrade Culture</li> <li>• Transmedia storytelling</li> <li>• A Darker Social Media Story</li> <li>• Other Approaches to Social Media Storytelling</li> <li>• Social Media Games</li> <li>• Does Humor Have Any Role to Play in Social Media?</li> </ul>	12	4	10	4
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**SUGGESTED READINGS:**

- Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* by Lorena Clara Mihăeș et al
- An Introduction to Narratology* by Monika Fludernik
- Digital Storytelling: A creator's Guide to Interactive entertainment Fourth Edition* by Carolyn Handler Miller
- Storytelling Industries: Narrative Production in the 21<sup>st</sup> century* by Anthony N. Smith
- The Power of Data Storytelling* by Sejal Vora
- Handbook of interactive Storytelling* by Jouni Smed et al

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**Paper: Story Telling for Audio and Visual Production**

**Practical Course Type: GE 3**

**Paper Code: BMSG394**

**Contact Hours/Week: 2 P**

**Credit: 2**

**Course Outcome**

**CO1: Analyse the concept of Narrative**

**CO2: Concept of Telling a Good Story**

**CO3: Social Media Marketing Storytelling**

**CO4: Developing tools for storytelling**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>I</b>	Story ideation and writing, character establishing, group discussion for  i. Short story ii. Copy writing iii. Campaign Both in audio and video format	20	1,2,3,4	9	6

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**Paper: Current Affairs in Political and Economic Perspective**  
**Course Type: SEC 1**  
**Paper Code: BMSSEC 305**  
**Contact Hours/Week: 2L**  
**Credit: 2**

**Objective: To provide an overview of the contemporary economic and political situations.**

**Course Outcome**

**CO1: Apply the concepts in Exploring local history of different media**

**CO2: Implement the theories for correlating growth of media to socio economic political factors**

**CO3: Interpret the emergence of New Media in comparison to the traditional media platforms.**

**CO4: Apply the information to document the evolution of media**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>Basic Concepts and Contemporary Issues: State, Sovereignty, Power/Hegemony, Anarchy, Civil Society, Citizenship, Identity, Gender, Cosmopolitanism, Globalisation, Green Politics</li> </ul>	6	1	1	3
	<ul style="list-style-type: none"> <li>Basic Theories: Realism, Liberalism, Marxism, International Society.</li> </ul>	4	2	2	3
2	<ul style="list-style-type: none"> <li>Contemporary issues and development of the Indian economy: GDP, PPP, Import, Export, GST</li> </ul>	5	3	11	2
	<ul style="list-style-type: none"> <li>Government Economic Policies: India's economy after liberalization, public ownership and privatisation.</li> </ul>	5	4	8	3

**SUGESSTED READINGS:**

<https://www.gktoday.in/>

*Democratic Politics-II, NCERT*

<https://www.khanacademy.org/economics-finance-domain/macroeconomics/macro-basic-economics-concepts>

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**Semester IV**

**Paper Name: Film Studies II: Theory**

**Course Type: C8**

**Paper Code: C8 BMS**

**401 Contact**

**Hours/Week: 4L**

**Credit: 4**

**Objective: This paper helps students perceive and understand the language of cinema the various genres involved. It familiarizes the students with Indian cinema from early sound era to present days. The paper also tries to broaden their understanding of cinema by studying the works of different kinds of filmmakers and understanding new developments in cinema.**

**Course Outcome**

**CO1: Analyse historical perspective of world cinema**

**CO2: Analyse historical perspective of Indian cinema**

**CO3: Explain various genres of cinema**

**CO4: Explain Golden era of Hollywood**

**CO5: Analyse history of Italian Neorealism, French New Wave**

**CO6: Explain Surrealism**

**Course Content**

<b>MODULE</b>	<b>CONTENT</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	<b>Genres</b> Meaning of genre, genre cycle, identifying features of various genres like Film Noir and Sci fi ; in depth analysis of three fundamental genres - musicals, westerns, crime. Analysis of relevant films	8	3	1	2
2.	<b>Semiotics and Cinema</b> Saussure, Metz, Signifier, signified; icon, index, symbol as signifiers; connotation and denotation; paradigmatic and syntagmatic connotations; Film Analysis	4	2	1	3
3.	<b>Indian Cinema I:</b> Silent era, the Talkies, Studio era: New Theatres, Prabhat Studio, Bombay Talkies, Rise of individuals: Bimal Roy, Raj Kapoor, Guru Dutt, The Angry Young Man phenomenon, Globalization and Bollywood	8	4	10	4
4.	<b>Indian Cinema II:</b> Parallel cinema: Satyajit Ray, Ritwik Ghatak, Mrinal Sen, The Indian New Wave and Auteurs: Mani Kaul,	10	4	10	4

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	ShyamBenegal, Govind Nihalani				
5.	<b>International auteurs:</b> Wong Kar-wai, Alejandro González Iñárritu, Rituporno Ghosh, Mira Nair, Bong Joon-ho  <b>Project: Video Essay on any auteur</b>	6	5	11	4
6.	<b>Cinema, series and OTT platforms:</b> A look at the changing landscape of audio visual narrative with the rise in popularity of OTT platforms. <b>Project: Students can perform a detailed analysis of any 3 films/short-films/web series of their choice.</b>	4	6	9	6

**SUGGESTED READINGS:**

- How to Read a Film by James Monaco
- Film Art by Bordwel & Thompson
- History of Narrative Film by David Cook
- Film Language: A Semiotics of Cinema – C. Metz
- The Imaginary Signifier – C. Metz
- Major Film Theories by Dudley Andrew
- Film Theory & Criticism (Anthology of essays) Ed. Leo Braudy, Marshal Cohen
- Cinemas of India (Pub: Macmillan)
- THE ART OF CINEMA by B.D Garga;
- Mother India, Gayatri Chatterjee, BFI;
- Gayatri Chatterjee, Awara, BFI
- Darius Cooper, In Black and White: Bollywood and the Melodrama of Guru Dutt, Seagull Books
- Ed. Raminder Kaur, Ajay J Sinha, Bollyworld: Popular Indian Cinema through Transnational Lens, Sage Publications

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**Paper Name: Film Studies II:**

**Practical Course Type: CCP8**

**Paper Code: C8 BMS**

**491 Contact**

**Hours/Week: 2P 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 fiction film.**

**Course Outcome**

**CO1: Convert an idea to a story**

**CO2: Demonstrate the role a production team**

**CO3: Write Script & Screenplay for films**

**CO4: Tell story through presentation**

**CO5: Create a documentary**

**Course Content**

Module	CONTENT	Teaching Hours	CO	PO	BTL
1.	<b>PRACTICAL: Advanced camera and lighting exercises</b> The lens as a narrative element Camera movements and accessories required for these movements: Rigs, gimble	3	2	9	2
2.	<b>PRACTICAL: Location sound recording and audio post production</b> Recording dialogues during shooting Recording sound effects and ambience Dubbing Track laying and mixing Mixing for stereo	3	1	11	3
3.	<b>PRACTICAL:</b> Advanced editing exercises (Adobe premiere Pro / FCP 10): Exercises in continuity editing, Filmic space and time through editing, graphic and rhythmic editing, editing a trailer of a film	3	4	5	6
4.	<b>PRACTICAL: Pre-production for a fiction film:</b> Story, screenplay, location hunting, production design	4.5	5	11	6
5.	<b>PRACTICAL: Production of a fiction film of maximum 10 minutes duration:</b> Max 3 days of shooting	4.5	3	9	5
6.	<b>PRACTICAL: Post production of the fiction film: Max 4 days of edit</b>	2	1	9	3

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**SUGGESTED READINGS:**

- Movies & Methods (2 vols.), Pub: Seagull Books
- The Technique of Film Editing – L. Reisz & G. Millar
- Oxford History of World Cinema
- A History of Narrative Film – David Cook
- How to read a film – James Monaco
- The Oxford Guide to Film Studies
- Film Theory & Criticism – Ed. Leo Braudy & Cohen
- Non-Fiction Film: A Critical History – R. M. Barsam
- Documentary: A History of Non-Fiction film – E. Barnou

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**Paper: Public Relations, Corporate Communications and Social Media Management**  
**Course Type: CC9**

**Paper Code: BMS 402**

**Contact Hours/Week:**

**4LCredit: 4**

**Objective: To explain the theory and tools of Public Relations; To give an over view of Corporate Communication; To explain the role and methods of social media management.**

**Course Outcome**

**CO1: Analyse historical perspective of Public Relations**

**CO2: Explain models and theories of marketing and advertising**

**CO3: Explain the role of In house PR**

**CO4: Analyse External communication**

**CO5: Analyse internal communication**

**CO6: Handle crisis management**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• Meaning and Definition of PR, History of PR- American and Indian perspectives.</li> <li>• Pioneers of PR: Edward Bernays, Ivy Lee, Dorman Eaton, HS Adams, Walter Lippmann, Anne Williams Wheaton.</li> <li>• Models of PR: Publicity, Public Information, Two-way Asymmetric, and Two-way Symmetric</li> </ul>	10	1	1	2
2	<ul style="list-style-type: none"> <li>• Publics in PR: Internal and External, Stakeholders, Shareholders.</li> <li>• In-house Vs Agency PR: Definition, structure, scope, role, and function.</li> <li>• Tools of PR: Press Release, House Journals, Brochures, Digital Posters.</li> </ul>	10	2, 3	10	4
3	<ul style="list-style-type: none"> <li>• Introduction to Corporate Communication: Definition, role, and function.</li> <li>• Corporate Communication strategies and tools: Investor Relation, Corporate Governance, Crisis Communication, Corporate Identity, and Corporate Reputation Management.</li> </ul>	8	4, 5	10	5
4	<ul style="list-style-type: none"> <li>• Social Media: Definition and platforms</li> <li>• Establish your presence: Establish your presence on Facebook, Instagram, YouTube.</li> <li>• Social Media Content: Role of texts, images, and videos.</li> </ul>	12	6	5	5

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**SUGGESTED READING:**

*The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, NewsReleases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott*  
*Corporate Communication: Principles and Practice by Jaishri Jethwaney | 15 September 2018*  
*Social Media Campaigns: Strategies for Public Relations and Marketing by Carolyn Mae Kim | 30 December 2020*

**Paper: Public Relations, Corporate Communications and Social Media Management**  
**Course Type: CC9**

**Paper Code: CC9 BMS**

**492 Contact Hours/Week:**

**2P Credit: 2**

**Objective: To explain the theory and tools of Public Relations; To give an over view of Corporate Communication; To explain the role and methods of social media management.**

**Course Outcome**

**CO1: Do social media promotion**

**CO2: Create Brand Strategy for marketing**

**CO3: Do social media promotion with Twitter, Instagram, Youtube**

**CO4: Earn revenues from social media platforms**

**CO5: Develop and maintain a business account**

**CO6: Create professional profile for marketing**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"><li>PR Campaign: Briefs, pitch, account management, budgeting, and evaluation of campaign.</li><li>Project: Design a PR campaign based on RACE (Research, Action, Communication, Planning).</li></ul>	7	1, 2	10	3
2	<ul style="list-style-type: none"><li>Practical Approaches of Corporate Communication: Events, Sponsorships, Trade Shows, and Corporate Advertising.</li><li>Project: Design a corporate advertisement of 5 minutes for the digital platform.</li></ul>	5	2	3	6
3	<ul style="list-style-type: none"><li>Anatomy of Social Media posts: Facebook and Instagram.</li><li>Management of social media content: Topic identification, storyboarding, content calendar</li><li>Evaluation of social media content: Facebook page insights, Instagram insights, YouTube analytics.</li></ul>	8	1,3,4,5,6	6	5

**SUGGESTED READING:**

*The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile*

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*Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott*

*Corporate Communication: Principles and Practice by Jaishri Jethwaney | 15 September 2018*

*Social Media Campaigns: Strategies for Public Relations and Marketing by Carolyn Mae Kim | 30 December 2020*

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**Paper: Digital Media & Marketing:**

**Theory Course Type: CC 10**

**Paper Code: CC 10 BMS**

**403 Contact Hours / Week:**

**4L Credits: 4**

**OBJECTIVE: To make students understand and appreciate the true scope and potential of digital media and also acquaint them to Digital marketing as an essential marketing strategy by brands and businesses.**

**Course Outcome**

**CO1: Analyze emergence of new media**

**CO2: Explain basic concepts of World Wide Web**

**CO3: Demonstrate cyber law, copyright & Plagiarism**

**CO4: Develop Content for the digital media**

**CO5: Explain Cyber Journalism and its scopes**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>1</b>	<b>Digital Media</b> <ul style="list-style-type: none"> <li>• Introduction to Digital Media</li> <li>• What is new about new media: Difference between new and traditional media; Convergence of media: Meaning &amp; Types</li> <li>• Digital Divide ICT Globalization and new media</li> </ul>	3	1	1	4
<b>2</b>	<ul style="list-style-type: none"> <li>• World Wide Web: Basic concepts</li> <li>• WWW: Web page- website- home pages- web standards- URL- URI- Search engines- ISP-IP address</li> <li>• Domains and Portals Browsers and Search Engines Hyperlinks and Deeplinks</li> <li>• Social and Professional Networking Sites</li> </ul>	2	2	5	2
<b>3</b>	<ul style="list-style-type: none"> <li>• Cyber Laws and Ethics</li> <li>• Cyber space and cyber culture</li> <li>• Cyber Laws in India</li> <li>• Cyber Crime</li> <li>• Copyright, IPR and Copyleft</li> <li>• Piracy</li> </ul>	2	3	8	4
<b>4</b>	<ul style="list-style-type: none"> <li>• Digital Broadcasting Industry</li> <li>• Content creation and production</li> <li>• Content aggregation and packaging</li> </ul>	5	4	5	6
<b>6</b>	<b>Digital Marketing</b> <ul style="list-style-type: none"> <li>• Web 2.0 Web 3.0</li> <li>• Fundamental Concept: Definition, RACE</li> <li>• Digital vs Traditional Marketing Communications</li> <li>• Applications &amp; Benefits</li> </ul>	8	1	5	4

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	<ul style="list-style-type: none"> <li>• Digital Marketing Platforms</li> <li>• Digital Marketing Strategy: Structure &amp; Implementation</li> <li>• Online Marketplace Analysis</li> <li>• Differentiation of Media Assets – Paid, Owned Earned</li> <li>• Different forms of Online Presence</li> </ul>				
<b>7</b>	<ul style="list-style-type: none"> <li>• Key Types of Digital Marketing Channels</li> <li>• Benefits of Digital Communications</li> <li>• Key communication concepts for digital marketing</li> <li>• Digital Marketing Environment</li> <li>• Research tools for assessing digital markets</li> <li>• Online Consumer Behavior and Buying Process</li> <li>Relationship Marketing using Digital Platforms</li> <li>Search Engine Optimization – What is SEO</li> </ul>	3	5	5	1
<b>8</b>	<ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>• Organic reach</li> <li>• Social media channels as distribution channels</li> <li>• Different types of social media marketing tools</li> </ul>	3	4	5	5
<b>9</b>	<ul style="list-style-type: none"> <li>• Other Digital Channels</li> <li>• Online reputation management</li> <li>• Email Marketing</li> <li>• Affiliate marketing Referral marketing Influencer marketing</li> <li>• Case Study on Email Marketing, Affiliate marketing, Referral marketing, Influencer marketing</li> </ul>	6	5	5	1

**SUGGESTED READINGS:**

- *Journalism in the Digital Age: Theory and practice for broadcast, print and online media* by John Herbert
- *Lev Manovich, The Language of New Media*
- *Online News gathering: Research and Reporting, Quinn & Lamble*
- *Convergent Journalism : An Introduction, Quinn & Filak*
- *Digital Marketing: Strategy, Implementation & Practice - Dave Chaffey & Fiona Ellis- Chadwick*
- *New Media and Online Journalism: Handbook for Media Studies/First Edition/By Pearson Paperback – 31 March 2021*
- *Digital Broadcasting: An Introduction to New Media (Bloomsbury New Media Series) Paperback – 18*

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**Paper: Digital Media & Marketing:**

**Practical Course Type: CCP 10**

**Paper Code: CCP 10 BMS**

**493 Contact Hours / Week:**

**2 P Credits: 2**

**OBJECTIVE: To make students understand and appreciate the true scope and potential of digital media and also acquaint them to Digital marketing as an essential marketing strategy by brands and businesses.**

**Course Outcome**

**CO1: Create various layout**

**CO2: Develop expertise in InDesign**

**CO3: Create digital newspaper**

**CO4: Develop a basic Webpage**

**CO5: Become familiar with Dreamweaver**

**CO6: Stylize a basic webpage with CSS**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"><li>Designing, Developing content for a broadcast/news site</li></ul>	10	1,4	5	6
2	<ul style="list-style-type: none"><li>Designing a digital marketing campaign using RACE framework</li></ul>	10	2, 3,5	5	6

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**Paper: Overview of Theatre and Folk**

**Media Course Type: GE4**

**Paper Code: GE4 BMS**

**404 Contact**

**Hours/Week: 4L Credit:**

**4**

**Objective: To understand and study the aspects, characteristics, forms, and perspectives of theatre and folk media.**

**Course Outcome**

**CO1: Analyse historical perspective of Indian theatres**

**CO2: Analyse the role of folk media in society**

**CO3: Explain the contribution of renowned directors in Indian theatre**

**CO4: Explain different styles of acting**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• History and Development of Indian Theatre</li> <li>• Stage Vs Screen: Script, story, cast, and crew.</li> <li>• Natyashastra</li> <li>• Theatre forms: First Theatre, Proscenium Theatre, Third Theatre, Street Theatre, Intimate Theatre, Black Box Theatre.</li> </ul>	10	1	1	4
2	<ul style="list-style-type: none"> <li>• Poetics by Aristotle</li> <li>• Aesthetics: Concept, Role of aesthetics in theatre</li> <li>• Rasas and Bhavas</li> <li>• Types of Acting Method</li> <li>• Project: Review of a play in terms of aesthetics and poetics elements.</li> </ul>	12	1, 4	1	4
3	<ul style="list-style-type: none"> <li>• Drama- Definition, and types.</li> <li>• Renowned Theatre Personalities: Utpal Dutt, Girish Karnad, Sombhu Mitra, Badal Sarkar, Habib Tanveer, Manav Kaul, Ratan Thiyam, Rudraprasad Sengupta.</li> <li>• Socio-political-economical aspects of theatre</li> </ul>	8	3	6	2
4	<ul style="list-style-type: none"> <li>• Folk Media: Jatra, Pala, Leela, Yakshagana, Tamasha, Nautanki, Puppetry, Chhou.</li> <li>• Role of folk media in society.</li> </ul>	10	1, 2	1	4

**SUGGESTED READINGS:**

*Technical Theatre for Nontechnical People, Drew*

*Campbell Stage Management: The Essential Handbook,*

*Gail Pallin*

*Traditional Folk Media In India : Practice & Relevance,*

*Dr. aghavendra Mishra*

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**Paper: Overview of Theatre and Folk**

**Media Course Type: GE4**

**Paper Code: GE4 BMS**

**494 Contact**

**Hours/Week: 2P Credit:**

**2**

**Objective: To understand and study the aspects, characteristics, forms, and perspectives of theatre and folk media.**

**Course Outcome**

**CO1: Plan for a stage production**

**CO2: Develop the abilities of direction**

**CO3: Understand theatrical logistics**

**CO4: Design a stage production**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"><li>• Stage Management and Design: Role and responsibilities of the stage manager, documenting, recording, and calling a production.</li><li>• Stage Production Planning: Role of director, set, light, sound, costume, and make-up.</li></ul>	10	1,3,4	9	3
2	<ul style="list-style-type: none"><li>• Folk media in the digital age: survival, implementation, and monetisation</li><li>• Project: Production of a Folk Theatre</li></ul>	10	1,2,4	9	3

**SUGGESTED READINGS:**

*Technical Theatre for Nontechnical People, Drew*

*Campbell Stage Management: The Essential Handbook,*

*Gail Pallin*

*Traditional Folk Media In India : Practice & Relevance,*

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**Paper: Personality Development and Soft Skills**  
**Course Type: SEC 2**  
**Paper Code: SEC 2**  
**BMS405 Contacts Hours / Week: 2LCredits: 2**

**OBJECTIVE: To create self-awareness and inculcate soft skills to make students ready for the professional world**

**Course Outcome**

- CO1: Develop skills in professional and inter-personal communications**  
**CO2: Develop time management skills**  
**CO3: Develop personality**  
**CO4: Gain positive thinking in life**  
**CO5: Develop sense of humour in communication**  
**CO6: Maintain ethics and Etiquette**

**Course Content**

<b>MODULE</b>	<b>CONTENT</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>1</b>	<ul style="list-style-type: none"> <li>• Self-Assessment; Identifying Strength &amp; Limitations.</li> <li>• Habits, Will-Power and Drives.</li> <li>• Developing Self-Esteem and Building Self-Confidence, Significance of Self-Discipline.</li> </ul>	6	1, 3	12	6
<b>2.</b>	<ul style="list-style-type: none"> <li>• Motivation and Achieving Excellence; Self-Actualisation Need; Goal Setting, Life and Career Planning;</li> <li>• Branding of Self, Body language</li> </ul>	4	4, 5	8	6
<b>3</b>	<ul style="list-style-type: none"> <li>• Professional Skills</li> <li>• Social and Cultural Etiquettes, Email skills, Conducting Meetings, Writing Minutes, Sending Memos and Notices.</li> <li>• Social media etiquette, Effective listening and communicating</li> </ul>	4	2,6	11	6
<b>4.</b>	<ul style="list-style-type: none"> <li>• Resume Building</li> <li>• Interview skills</li> <li>• Group Discussions</li> </ul>	6	1	9	6

**SUGGESTED READINGS:**

*Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013.*  
*Mitra, Barun. Personality Development and Soft Skills: Oxford University Press, 2016*

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**Semester V**

**Paper: Media Management and Entrepreneurship**

**Course Type: CC 11**

**Paper Code: CC 11 BMS 501**

**Contact Hours/Week: 4L**

**Credit: 4**

**Objective: To equip students with an understanding of management principles for media organizations; To give an understanding of monetizing a media venture.**

**Course Outcome**

**CO1: Develop Skills of Marketing a product**

**CO2: Create brand strategy**

**CO3: Analyse strategy to fix a price of a product**

**CO4: Explain the role of Advertising**

**Course Content**

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>• Introduction to Management: Concepts of management, theory X, Y, and Z, Fayol's Principles of Management.</li> <li>• Media Management: product, organisation, integration, mergers and acquisitions of media firms.</li> </ul>	10	1	1	5
2	<ul style="list-style-type: none"> <li>• Corporatisation of Mass Media after globalisation.</li> <li>• Human Relations Management Concepts: Competitors-Competitive strategies for media organisations.</li> </ul>	10	2	11	6
3	<ul style="list-style-type: none"> <li>• Ownership Patterns: proprietor, partnership, cross-media, media conglomerate.</li> <li>• Organisational Structure: Print, Tv, Radio, Digital</li> </ul>	10	4	11	2
4	<ul style="list-style-type: none"> <li>• Media Entrepreneurship: start-up, ideation, and pitching.</li> <li>• Organisational Anatomy: Human Recourses, Finance, Marketing, Admiration.</li> </ul>	10	3	11	4

**SUGESSTED READINGS:**

*Media Management Matters*

*Challenges and Opportunities for Bridging Theory and Practice,*

*Ulrike Rohn, Tom Evens*

*The Media Economy, Alan B. Albarran*

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**Paper: Media Management and Entrepreneurship**

**Course Type: CC 11**

**Paper Code: BMS 591**

**Contact Hours/Week: 2P Credit: 2**

**Objective: To equip students with an understanding of management principles for media organizations; To give an understanding of monetizing a media venture.**

**Course Outcome**

**CO1: Do social media promotion**

**CO2: Create Brand Strategy for marketing**

**CO3: Do social media promotion with Twitter, Instagram, Youtube**

**CO4: Earn revenues from social media platforms**

**CO5: Develop and maintain a business account**

**CO6: Create professional profile for marketing**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"> <li>• Media Managers: Rational decision-making process and decision report.</li> <li>• Case Study: to analyse the situation, problem statement, option, criteria of evaluation, recommendation, and contingency plan.</li> </ul>	6	2,4	4	6
2	<ul style="list-style-type: none"> <li>• Managing Media Content: Organising, Communicating, Coordinating, Planning, Scheduling, Budgeting, and Production</li> <li>• Project: Organise and Manage media content for an online audio-visual programme.</li> </ul>	6	1,3	11	3
3	<ul style="list-style-type: none"> <li>• Starting-up an online portal: entertainment, news, education, information</li> <li>• Project: Create a blog/website on WordPress/Wix/Blogger.</li> </ul>	8	5,6	5	6

**SUGESSTED READINGS:**

*Media Management Matters*

*Challenges and Opportunities for Bridging Theory and Practice,*

*UlrikeRohn, Tom Evens*

*The Media Economy, Alan B. Albarran*

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**Paper: Communication Research and Data Analysis**

**Course Type: CC 12**

**Paper Code: BMS 502**

**Contact Hours/Week: 4 L**

**Credit: 4**

**Objective: To understand the basics of research; to apply the research tools for a research project**

**Course Outcome**

**CO1: Use concepts for both market and academic research**

**CO2: Perform analysis of content, DATA and materials available for a topic**

**CO3: Prepare questionnaires for surveys**

**CO4: Write inferences, executive summaries based on research on a particular topic**

**Course Content**

Module	Topic	Teaching Hours	CO	PO	BTL
1	<b>Understanding Research</b> <ul style="list-style-type: none"> <li>• What is research? Purposes of research</li> <li>• Types of research: Descriptive and analytical, Applied and fundamental, Quantitative and qualitative, Conceptual and empirical, Inductive and Deductive research</li> <li>• Variables: dependent, independent, extraneous</li> </ul>	4 hours	1	1	3
2	<b>Concepts in research</b> <ul style="list-style-type: none"> <li>• Population, Sample, Sample Error, Pilot survey, Nonresponse</li> <li>• Measurement Scales- Types</li> </ul>	4 hours	1	1	3
3	<b>Research Methodology:</b> <ul style="list-style-type: none"> <li>• Internet tools for research (research gate/ INFLIBNET/ India Stat/</li> <li>• UNDP data banks/ World Bank data banks), how to use Google</li> <li>• for research/ using Google scholar effectively</li> <li>• Using Word for references, end note, foot note adding Types</li> <li>• of Research Design:</li> <li>• Qualitative Research Types</li> <li>• Quantitative Research Types</li> </ul>	2 hours	2	5	3
4	<b>Steps in research process:</b> <ul style="list-style-type: none"> <li>• What is research problem? Literature Review, hypothesis/research</li> <li>• questions, data collection, data analysis, research ethics, report</li> <li>• writing</li> </ul>	4 hours	2	1	3
5	<b>Data Sources</b> <ul style="list-style-type: none"> <li>• Types- primary, secondary, quantitative, qualitative</li> <li>• Types of Market Segmentation - Demographics,</li> <li>• Psychographics, Socio-economic</li> </ul>	4 hours	3	9	3

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	<ul style="list-style-type: none"> <li>• Primary sources - Interviews, Observations, Questionnaires, Focus</li> <li>• Group</li> </ul>				
6	<p><b>Interviews</b></p> <ul style="list-style-type: none"> <li>• Interview: Types - structured and unstructured, interviews and schedules</li> <li>• Interview format - Open-ended and close ended, organization of questions, pro forma design</li> <li>• Conducting Interviews</li> </ul>	2 hours	3	10	3
7	<p><b>Observations</b></p> <ul style="list-style-type: none"> <li>• Types - structured and unstructured, participant and nonparticipant</li> <li>• Content Analysis</li> </ul>	4 hours	4	9	3
8	<p><b>Focus Group</b></p> <ul style="list-style-type: none"> <li>• How to carry out a focus group, advantages and disadvantages of a focus group, role of the moderator</li> </ul>	2 hours	3	10	3
9	<ul style="list-style-type: none"> <li>• <b>Sampling and types of sampling</b></li> </ul>	2 hours	2	9	3
10	<p><b>Survey</b> - Purpose of Surveys, Framing a questionnaire, Ethics of</p> <ul style="list-style-type: none"> <li>• Surveys</li> <li>• Hypothesis, Statistics</li> </ul>	2 hours	3	9	3
11	<p><b>Report Writing</b></p>	2 hours	4	2	3
12	<ul style="list-style-type: none"> <li>• Concepts in Print Media Research: Readership Research, Circulation Research, Typography and Makeup Research</li> <li>• Television Research: Ratings and non-ratings research</li> </ul>	4 hours	4	2	3
13	<p><b>Research Applications</b></p> <ul style="list-style-type: none"> <li>• Research in Print Media</li> <li>• Research in Electronic Media</li> <li>• Research in Advertising</li> <li>• Research in Public Relations</li> </ul>	4 hours	1	2	3

**SUGGESTED READINGS:**

*Research Methodology by C.R. Kothari*

*Mass Media Research : an Introduction by Roger D. Wimmer and Joseph R. Dominic*

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**Paper: Communication Research and Data Analysis Practical Course Type: CCP 12**

**Paper Code: CCP 12 BMS 592 Contact Hours/Week: 2 P Credit: 2**

**Objective: To acquaint students with the practical aspects of scientific research**

**Course Outcome**

**CO1: Use concepts for both market and academic research**

**CO2: Perform analysis of content, DATA and materials available for a topic**

**CO3: Prepare questionnaires for surveys**

**CO4: Write inferences, executive summaries based on research on a particular topic**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	<ul style="list-style-type: none"><li>• SPSS</li><li>• Introduction to Statistics</li><li>• Data cleaning</li><li>• Visualisation of data</li><li>• Content analysis</li><li>• Excel Spread Sheet</li><li>• Graphical Representation</li></ul>	20	1,2,3,4	9, 10	3

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**Paper: Basic Fundamentals of Journalism**

**Paper Code: BMSDSE 503A**

**Contact Hours/Week: 4L Credit: 4**

**Objective: To revisit basic skills required in Journalism**

**Course Outcome**

**CO 1: Understanding basic concepts in news**

**CO 2: Developing writing skills for print media**

**CO 3: Developing writing skills for radio and television**

**CO 4: Understanding cyber journalism**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	What is news, elements of news, Hard news, soft news, human interest stories - Structure of a news story -Inverted pyramid style of writing - Lead, types of leads -Headline, types of headlines -Elements of News -Sources of News-Robert Gunning’s Principle of News Writing-Paid News, Importance of News Agency, Advertorials	10	1	4	2
2	Reporting for Print media- types of reporting - Investigative, Interpretative Reporting, Breaking News and Follow Up stories, types of reporters, qualifications and duties of a news reporter The Editor, News Editor, Chief Subeditor, Sub Editor	5	2	1,4	3
3	Writing for Print - Editorials, Features, Book Review, Film Reviews, Editorial Writing articles, Feature, Column, & Obituary	10	2	3	6
4	Writing for Radio – Radio News Scripts, Teasers, Promos, and Commercials Writing, and Editing Radio News, Elements of a radio news story	5	3	1,4	6
5	Television News Bulletin – News Capsule, Interview Bytes, Vox Pop, Piece to Camera -Writing for Television –Television News, Television News Documentary	5	3	1,4,10	6
6	Reporting for cyber media - Mobile Journalism, citizen journalism -Digital journalism platforms- mobile apps, website, and social media	5	4	5,10	2

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Paper Name: Basic Fundamentals of Journalism- Practical

Paper Code: DSEP 593A

Contact Hours/Week: 2P Credit: 2

Objective: This paper will familiarize the students with different aspects of media writing

Course Outcome

CO 1: Demonstrate the ability to independently report and write news

CO2: Apply design software for layout

CO3: Apply design software for layout

CO4: Understanding the basic principles of design

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1	Production of a News Magazine	10	1, 2	3,5,9	3
2	Production of an Entertainment Magazine	10	1,2	3,5,9	3

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**Paper Name: Advertising & Event Management Theory**

**Paper Code: BMSDSE 503B**

**Contact Hours/Week: 40 - 4L**

**Credit: 4**

**Objective: This course aims to enhance students' understanding of the concepts and methods of Advertising and Event management. The aim is to orient learners toward the practical aspects, tools, and techniques of Advertising and Events, and develop versatile communication professionals who have cultivated a knack for creativity, strategic thinking, critical analysis, and innovation.**

Course Outcome

**CO 1: Understanding fundamentals of Advertising, Marketing and Events and identifying linkages with consumers.**

**CO 2: Understanding Consumer Behaviour, Markets, Products, Media vehicles and Brands**

**CO 3: Applying strategic thinking, research skills and creative skills to designing and defining solutions to problems**

**CO 4: Analysing and Evaluating Advertising Campaigns and Events**

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1.	Fundamentals of Marketing: Elements of the marketing mix; 4 Ps, Product life cycle, The process of formulating marketing strategies and developing a marketing plan; Competition analysis and strategic options; STP	3	1,2	1	2
2.	Fundamentals of Consumer Behaviour: Buyer characteristics; customer value: want, need, satisfaction; Perspectives on Buyer Behavior Consumer empowerment, insights, and behavioral strategies	3	1	2	2
3	Branding: Positioning, brand identity, and images; company as a brand vs. product as a brand; narrow vs. broad branding; Brand equity: a strategic decision; brand identity and sustaining it over the long term; Brand architecture, Brand extensions, and related strategies; Brand Evaluation.	5	1	1,2	2
4.	Advertising Design and Creative Strategy: Production Techniques; Copy Writing; Art Direction; Creative for print advertisements; digital advertisements; Story Boards for TV commercials, Scripts for radio commercials.	5	1,2,3	3	3

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5.	Account Planning: Account planning and Research process; Research design; Questionnaire design and evaluation; Data collection, Secondary vs. Primary data; Statistical and qualitative tools and techniques; Research applications for Advertising. Preparation of research reports for client briefs.	4	2,3,4	3	3
6.	Media Planning and Strategy: Identification and differentiation of target audience; Audience measurement & calculation; Selecting the target audience; Constructing a media plan; Positioning Strategy; Media vehicle measurement; Media buying & budgeting	4	9,10,11	4	3
7	Advertising Campaign management	5	9,10,11	4	4
8	Budgeting and Evaluation	2	11	4	5
9	Digital, Mobile & Alternative Marketing	3	9,10	1	2
10	Event Management: Typology of Events, Role of event manager, Planning & Research/SWOT analysis, target audience analysis. Ideation Event checklist, recce, trial, Marketing an event Post event follow-up, Budgeting Event documentation, monitoring post-event coverage	5	9,10,11	1	2
11	Ethical, Social & Regulatory Aspects	1	6,7,8	1	2

**SUGGESTED READINGS:**

- 1) Kazmi S.H.H. and Batra, S. Advertising & Sales Promotion, Excel Books, New Delhi.
- 2) Belch, G.E. and Belch, M.A. Advertising and Promotion, Irwin / McGraw-Hill.
- 3) Vilanilam, J.V. and Varghese, A.K Advertising Basics, Response Books
- 4) Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald Baack, Second Edition, Prentice Hall of India.
- 5) Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall. Latest Edition.
- 6) Jethwaney and Jain: Advertising Management, Oxford Publishers, New Delhi. Latest Edition.
- 7) Purple Cow: Transform Your Business by Being Remarkable by Seth Godin
- 8) Truth, Lies & Advertising: The Art of Account Planning by Jon Stee
- 9) Positioning: The Battle For Your Mind by Al Ries and Jack Trout
- 10) How to Write an Inspired Creative Brief by Howard Ibach
- 11) Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn
- 12) Media Planning: A Practical Guide by Jim Surmanek
- 13) Media planning workbook by William Goodrich and Jack Scissors
  
- 14) Advanced media planning by John R Rossiter, Peter J Danaher
- 15) Advertising Media planning by Jack Scissors and Roger Baron
- 16) Online Marketing: A customer-led approach by Ri Rita Esen.
- 17) Digi Marketing, The Essential Guide to New Media and Digital Marketing by Kent Wertime and Ian Fenwick

**Paper Name: Advertising & Event Management- Practical**

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(Effective from 2021-22 Admission Session)

Choice Based Credit System

Paper Code: BMSDSEP 593B

Contact Hours/Week: 20 - 2L

Credit: 2

**Objective: To understand the dynamics and various intricacies in advertising and event management and help students develop creativity, strategic thinking, critical analysis, and innovation skills.**

Course Outcome

**CO 1: Students should be able to execute an event based on their understanding of managing and planning communications and projects. Also learn to effectively evaluate and reassess post completion.**

**CO 2 : Students should be able to execute an advertising campaign based on their understanding of managing and planning communications and projects on the traditional and digital domain. Also learn to effectively evaluate and reassess post completion.**

Course Content

Module	Topics	Teaching Hours	CO	PO	BTL
1.	Planning & Conducting an Event: Post Event Evaluations, Event Metrics, Response Monitoring	10	9,10,11	1	3
2.	Campaign Planning and Execution: Data Analytics, Measurement of Outputs, Metrics and Effectiveness with a Digital Ad Campaign and Radio Advertisements -Jingle based	10	9,10,11	2	3

**SUGGESTED READINGS:**

1. **Successful Event Management – Anton Shone and Bryn Parry**
2. **Professional Event Coordination – Julia Rutherford Silvers**
3. **Belch, G.E. and Belch, M.A., 1998. Advertising and Promotion, Irwin / McGraw-Hill.**

Syllabus for BSc. Media Science (Honours) Programme

(Effective from 2021-22 Admission Session)

Choice Based Credit System

**Paper Name: Audio Video Production: Non-Fiction Theory**

**Paper Code: BMS 503C**

**Contact Hours/Week:**

**4L Credit: 4**

**Objective:** This paper will familiarize the students with global non-fiction and develop an appreciation for non-fiction genres through viewing, critiquing, and hands-on production.

**Course Outcome**

**CO1: Understand the various forms and genres of non-fiction films.**

**CO2: Develop an idea about the evolution of non-fiction films and the work filmmakers**

**CO3: Understand how to budget for, gather funds for and how to pitch for non-fiction films**

**CO4: Understand the process of creating relevant educational films.**

**CO5: Recognize critical stances and approaches to film, including the student's own opinion on aesthetics and criticism.**

**Course Content**

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>An overview of non-fiction genres</b> Actuality, documentary, corporate, promotional film, propaganda film, training film, educational film News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	10	1,5	1	2
2.	<b>The evolving language of documentaries</b> from Nanook of the North to today Focus on Flaherty, Grierson, Bert Hanstraa, Basil Wright, Anand Patwardhan, Michael Moore, Werner Herzog and Errol Morris. Leni Refensthal should also be discussed and debated.	15	2,5	1	2
3.	<b>Budgeting &amp; funding a documentary film</b> Budgeting a documentary; Funding options in India and international forums, Proposal & budgeting formats for international forums; Pitching a documentary film	7	3	10	3
4.	<b>Educational and training films</b> Types of educational films, scripting for an educational film, scope of educational films in today's scenario of self-learning, critical evaluation of some educational and training films found on the internet; appropriating internet resources to make an educational film, copyright issues	8	4	3	4

**SUGGESTED READINGS:**

- 1) Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
- 2) Directing the Documentary by Michael Rabiger
- 3) Documentary by Eric Barnow, Publisher: OUP

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Choice Based Credit System

**Paper Name: Audio Visual Production: Non-Fiction Practical**

**Paper Code: BMSDSEP593 C**

**Contact Hours/Week: 2P**

**Credit: 2**

**Objective: This paper will familiarize the students with global non-fiction and develop an appreciation for non-fiction genres through viewing, critiquing, and hands-on production.**

Course Outcome

**CO1: Develop proficiency in audio-visual production techniques and collaboration and teamwork skills.**

**CO2: Develop critical thinking and research abilities, storytelling and narrative development skills**

**CO3: Developing and understanding technical proficiency in filmmaking, effective communication through audio-visual mediums and professional presentation and critiquing skills**

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>Production of a short educational video or a corporate film</b> (Group exercise) One day of shooting, 3 days of editing	4	1	5	2,6
2.	<b>Production of a documentary film of 10 to 15 minutes duration</b> (Group exercise)	16	2,3	11	4,6

**SUGGESTED READINGS:**

- 1) Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
- 2) Directing the Documentary by Michael Rabiger
- 3) Documentary by Eric Barnow, Publisher: OUP

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Choice Based Credit System

Paper Name: Graphic Design

Paper Code: BMSDSE 503D

Contact Hours/Week: 40 - 4L Credit: 4

**Objective:** This course aims to enhance students' understanding of knowledge and the concepts and methods of Design. The aim is to give an overall idea of the history of Art and Design and how it evolved

through different periods to develop their perceptions in an organized way.

**Outcome:**

**CO1:** Identify, utilize design history and criticism from different perspectives

**CO2:** Analyse, synthesize and utilize design processes and design strategy from concept to delivery to creatively solve communication problems

**CO3:** Understanding of core design aesthetics

**CO4:** Develop idea about the whole evolution of visual arts

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Design principles Design Methodology and Process, Introduction to basic Design Theories in the Context of Design. Need finding, Affinity mapping. Introduction to ideation and conceptualization. Mind mapping, idea development and solution exploration	3	1	2	1
2.	Understanding Design Aesthetics (includes factors such as balance, colour, pattern, shape, and visual weight)	6	3	1	2
3.	Logo Design principles, analysis	3	2	4	4
4.	Composition, Layouts, and Typography	12	1	1	3
5.	Overview of Art and Design History (the study of the ways design has changed over the course of history)	10	1	8	4
6.	Evolution of Visual Arts (Realism to Contemporary)	6	4	2	2

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Suggested Reading

- 1) Design, Visual Communication and Branding (Cambridge 2022) Edited by Daniel Raposo
- 2) Typography and Motion Graphics: The 'Reading-Images' (Routledge 2019) by Michael Betancourt

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Choice Based Credit System

Paper Name: Graphic Design – Practical

Paper Code: BMSDSEP 593D

Contact Hours/Week: 20 – 2

Credit: 2

**Objective: To understand the visual ideology and apply various elements to create aesthetically pleasing visuals in depth.**

Course Outcome

**CO1:** Utilize appropriate tools and technology

**CO2:** Create and reproduce visual messages

**CO3:** Ability to create any type of brochures for companies

**CO4:** Understanding of Communications through Fonts

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Creating unique Logos (variations) from scratch to final presentation, Understanding of Communications through Fonts	10	2, 4	2	2
2.	Creating Brochure design for chosen brands (Tri-fold) and taking printouts to check the functionality	10	1, 3	3	6

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Choice Based Credit System

Paper Name: Advance Journalism Theory

Paper Code: BMSDSE 504A

Contact Hours/Week: 40 - 4L

Credit: 4

**Objective:** This course aims to inspire students to consider how journalism has changed and evolved in order to build a critical understanding of its different and potential futures.

Course Outcome

**CO1: Define different genres of journalism**

**CO2: Compare the changing role of journalism**

**CO3: Analyze the issues in different genres of journalism**

**CO4: Demonstrate an understanding of the different issues**

**CO5: Evaluate the effectiveness of different forms of journalism**

Course Content

MODULE	CONTENT	HOURS	CO	PO	BTL
1	Overview of different genres of Journalism in India;	4	1	2	1
2	Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate; Functions of Journalism: Credible-Informational Journalism and Critical-Investigative, Adversarial Journalism; Journalism: Issues and Contemporary Debates Types of Journalism	4	1,2,8	5	4
3	Sports Journalism: The importance of sports journalism; The beginnings of sports and sports journalism on TV; Researching for sports journalism; Writing and reporting sports news and features.	4	3,4	3	2
4	Economy and Finance Reporting: Overview of economic reporting, Forms of Economic Reporting, Financial Reporting and Markets; Terminologies used in financial markets such as NIFTY, SENSEX, commodities, derivatives, exchange-traded funds, BSE, NSE, and several financial instruments; Knowledge of world markets such as NIKKEI, NASDAQ, NYSE, Wall Street, etc.; Macroeconomics: Concept of GDP, Growth and Inflation, Constituents of GDP, depreciation, etc.; Microeconomics with a focus on development economics like agriculture, education, health, etc. National Budget; Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector	4	3,4,5	3	1
5	Media and Entertainment Journalism	4	3,4,5	3	2

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	Development journalism: Education and Health as Political Issues: Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights; Agricultural workers and Farmers in India; Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth	6	3,4,5	3	4
6	Citizen Journalism: Concept, Case studies.: Blogging: a brief history of blogs, blogs as narratives, bloggers as Journalists, and ‘opinion-makers’.	4	2 3, 4	2,4	3
7	Overview of Public Health Communication; Characteristics of Health Communication; Barriers to Effective Health Communication; Strategies to Improve Health-communication; Ethics and Values of Health Journalism/Communication; Research in Health Journalism	3	3,4,5	4	2
8	Journalism and Emerging Technologies; Storytelling and immersive journalism; Artificial Intelligence, Internet of things; Chat GPT; Blockchain technology, chatbots, Virtual reality; Google news labs-Digital tools; Fact-checking and online verification; Information Technology Act vis a vis Cyber Laws, Crimes; Ethics of Online Journalism, Ethical Hacking.	5	2, 3, 4	2	3
9	Entrepreneurial Journalism/ Innovation and Small Business Management; Concept of Entrepreneurial Journalism; New Business Models for News/ Journalism/ Media Organizations	2	2,3,4	11	3

**SUGGESTED READINGS:**

- 1) Ford, H., & Hutchinson, J. (2019). Newsbots that mediate journalist and audience relationships. *Digital Journalism*, 1–19.
- 2) Newsrooms must learn how to use AI: “Trust in journalism is at stake.” Retrieved from Journalism.co.uk website: <https://www.journalism.co.uk/skills/lessons-learned-in-thelast-four-years-of-using-artificial-intelligence-at-the-associated-press/s7/a731760/>
- 3) John V. Vilanilam, “The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, from Contemporary Television: Eastern Perspectives by David French and Michael Richards (Ed) Sage
- 4) Journalism in India from the Earliest to the Present Day by Rangaswami Parthasarthy
- 5) D V R Murthy : Development Journalism, What Next? Kanishka Publication,
- 6) Dreze, J.& Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- 7) Rogers Everett M (2000) Communication and Development- Critical Perspective, Sage, New Delhi,
- 8) Sainath, P.(1996).Everybody loves a good drought: stories from India’s poorest districts, Penguin Books, Delhi.
- 9) Uma Narula (1995) Development communication - Theory and Practice, Har Anand Publication
- 10) Online Journalism, A Critical Primer , Pluto Press, London Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
- 11) Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington Ward, M.(2002). Journalism Online, Focal Press
- 12) Joshi, Y.; Thakur, K.; & Pandit, M.– ( 2022 ) Fundamentals of Digital Journalism
- 13) Ava Seave , Bill Grueskin , et al The Story So Far: What We Know About the Business of Digital

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Journalism (Columbia Journalism Review Books)

14) B Singh Chouhan, H C Rawal, et al. Sports Journalism and Mass Media (2021)

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**Choice Based Credit System**

**Paper: Advance Journalism Practical**

**Paper Code: BMSDSEP 594A**

**Contact Hours/Week: 20L**

**Credit: 2**

**Objective: To develop skill sets regarding different areas of journalism.**

**CO1: Demonstrate the special nature of different sectors of journalism**

**CO2: Create different media products in the different areas of journalism**

**Course Content**

<b>MODULE</b>	<b>Course Content</b>	<b>Practical Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	Creating a news site/magazine based on any of the above areas	10	1	3	3
2.	Submission of 2-3 video feature news with Mobile	10	2	3	3

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**Choice Based Credit System**

**Paper: Public Relations and Corporate Communication**  
**Paper Code: BMSDSE 504B**  
**Contact Hours/Weeks: 40-4L**  
**Credits: 4**

**Objective: To create an understanding of the fundamental principles of Public Relations and Corporate Communication**

**Course Outcome**

- CO1: To introduce students to the basics of Public Relations as a communication tool**  
**CO2: To create an understanding towards various forms and usage of Persuasive Communication in terms of Public Relations**  
**CO3: To give an insight on the structure of a PR Agency and also make them understand the role of corporate communication.**  
**CO4: Introduce students to various case studies on PR and Corporate Communication**

**Course Content**

Module	Content	Hours	CO	PO	BTL
1	Process of Public Relations: Definition of Public Relations (PRSA), Developing a PR Campaign (RACE): Problem Statement, Media Strategy, and Evaluation of Results. PR Tools: Press Release, House Journals, Rejoinders etc.	5	1	1	2
2	Persuasive Communication and Public Relations: Definition of Persuasion, Manipulation Vs Persuasion, Formation of Public Opinion	4	2	4	3
3	PR Organisation: Structure, PR Policy, Consultancy Agency System. PR Research: Importance of Research in PR Management, Purpose and Forms of Research- Formative Research and Evaluation Research, PR Budget.	6	3	1	3
4	Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, Media Tracking and Coverage, PR Campaign Management: Case Studies	5	2	2	4
5	Corporate Communication: Importance of Corporate Communication, communicating with the stakeholders, Creating Corporate Identity, Managing Cross-Cultural and Internal Communication, Case Studies.	6	3	1	2
6	Crisis Communication: Communicating Corporate Reputation, Sustainable Relationship Management, Investor Relations, Laws and Ethics of Corporate Communication, Case Studies.	6	2	6	3
7	CSR and Public Affairs: Case Studies	4	4	6	3
8	PR in the Digital World: Case Studies	4	1	3	4

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Suggested Readings:

- 1) Public Relations Strategies and Tactics, Dennis L. Wilcox, Glent T. Cameron
  - 2) Managing Public Relations and Brand Image through Social Media A volume in the
  - 3) Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series, Prof. Asha Kaul
  - 4) Corporate Reputation Decoded: Building, Managing and Strategizing for Corporate Excellence, Prof. Asha Kaul, Prof. Avani Desai
  - 5) The Public Relations Handbook, Alison Theaker
  - 6) The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly' David Meerman Scott 2008
  - 7) Effective Public Relations Always learning; Authors, Glen M. Broom, Bey-Ling Sha; Pearson, 2013.
  - 8) New Age Public Relations (An Indian Perspective) 2023, Subir Ghosh
- Effective public relations and media strategy:
- 9) Effective Public Relations and Media Strategy: C. V. Narasimha Reddi (2019)
  - 10) A Modern Guide to Public Relations: Including: Content Marketing, SEO, Social Media & PR Best Practices (2022)

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**Choice Based Credit System**

**Paper: Public Relations and Corporate Communication- Practical**

**Paper Code: BMSDSEP 594B**

**Contact Hours/Weeks: 2P**

**Credits: 2**

**Objective: To impart scales suitable for planning and executing PR campaigns.**

**Course Outcome**

**CO1: To introduce the process of PR Campaign Planning**

**CO2: To make students understand the process of PR budgeting**

**CO3: Introduce students to the research techniques and software used in PR**

**CO4: To implement the research techniques in order to achieve better results**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	PR Campaign Planning and Pitching: Budgeting and Evaluation	15	1	4	3
2	Research Techniques: Introduction to suitable software for various research objectives of public relations	5	3,4	3,4	4

**Suggested Readings**

- 1) The PR Professionals Handbook Powerful Practical Communications 2014 Edition by Caroline Black, Caroline Black
- 2) Exactly What to Say: The Magic Words for Influence and Impact, Phil M. Jones

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Choice Based Credit System

Paper Name: Audio Visual Production: OTT and Television Theory

Paper Code: BMSDSE 504C

Contact Hours/Week: 4L

Credit: 4

**Objective:** The objective of this paper is to make the students appreciate the changes in the OTT, television, and digital space across the globe. Students will be taught about and given the tools necessary to understand the different concepts and methods needed for crafting audiovisual stories for these platforms.

Course Outcome

**CO1:** Understand the various forms and techniques of sound and visuals of AV production.

**CO2:** Develop an idea about various news related camera techniques

**CO3:** Understand various television formats and techniques

**CO4:** Understand the process of pre-production, production and post production processes.

**CO5:** Ability to conceptualize and create for OTT platforms

**CO6:** Ability to create shows for television

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>Introduction to Sound &amp; Visuals for AV productions</b> <b>A. Introduction to sound</b> 1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Techniques for capturing dialogue and ambient sounds 4. Outdoor / Location sound recording 5. Types of Microphones 6. Hands-on practice with sound recording equipment  <b>B. Introduction to Visuals</b> 1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots  <b>C. Electronic News Gathering (ENG)</b> 1. Single camera 2. Two men crew  <b>D. Electronic Field Production (EFP)</b> 1. Single camera set-up 2. Multi-camera set up 3. Live show production	10 (4+4+1+1)	1,2	5	5

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2.	<p><b>Introduction to Television formats</b></p> <ul style="list-style-type: none"> <li>- News</li> <li>- Documentary</li> <li>- Feature</li> <li><b>- Talk Shows</b></li> <li><b>- TV serials and soaps</b></li> <li>- Docudrama</li> <li>- Sports</li> <li>- Reality</li> <li>- Animation</li> <li><b>- Web series</b></li> </ul> <p><b>Techniques</b>  Panel discussions,  Interviews,  Anchoring,  News Related  { PTC, Phone-ins, Walk Through, Vox-Pop, SIMSAT  (Simulated Satellite), SNG (Satellite News Gathering)</p>	5	3,6	1	2
3.	<p><b>Introduction to Production process</b></p> <p><b>1. Pre Production</b>  Script / Storyboard / Camera &amp; Lighting plot</p> <p>Preparation of Audio and Video briefs:</p> <ul style="list-style-type: none"> <li>• Idea generation, Scripting, Story board</li> </ul> <p>Scripting:</p> <ul style="list-style-type: none"> <li>• Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.</li> </ul> <p>Ethics: Ethics including Censorship</p> <ul style="list-style-type: none"> <li>• Code of conduct</li> <li>• Fact checking (for Non-fiction)</li> </ul> <p><b>2. Production</b>  Camera angles / Sequence / Scene / Shot / Log keeping</p> <p><b>3. Post Production</b>  Linear &amp; Non-linear editing / Mastering / Library shots &amp; sounds / Dubbing</p>	25 (15+5+5)	4,6	5	5

**SUGGESTED READINGS:**

- Basic Radio and Television: by S Sharma
  - The TV Studio Production Handbook : Lucy Brown
  - Mass Communication in India by Keval J Kumar
  - Writing News for TV and Radio : Mervin Block
  - Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London
  - Keval J Kumar, 'Mass Communication in India', Jaico Publishing House
  - K. M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt Ltd New Delhi
  - Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi
  - Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
  - The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
  - Writing for the Mass Media by James Glen Stovall
  - Amy Einsohn, The Copyeditor's Handbook, 3rd ed (University of California Press, 2011)
- The Chicago Manual of Style

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Choice Based Credit System

Paper Name: Audio Visual Production: OTT and Television Practical

Paper Code: BMSDSEP 594C

Contact Hours/Week: 2P

Credit: 2

**Objective:** The objective of this paper is to make the students appreciate the changes in the OTT, television and digital space across the globe. Students will be taught about and given the tools necessary to understand the different concepts and methods needed for crafting audiovisual stories for these platforms.

Course Outcome

**CO1:** Understand storytelling techniques and develop a proficiency in fiction script writing

**CO2:** Develop knowledge of non-fiction research and concept development

**CO3:** Develop proficiency in shooting and editing techniques, collaboration and teamwork skills, critical thinking and analysis

**CO4:** Understand professional presentation and critiquing skills, ethical considerations in media production

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>Writing Fiction Series</b> (at least a pilot episode) Optional : Shooting & editing a pilot episode	10	1,3	5	6
2.	<b>Creating Non-Fiction Series</b> (Writing a concept and research) Presenting, shooting and editing/mastering of chat / talk show (student can use the documentary research for the show)	10	2,4	9	6

**SUGGESTED READINGS:**

- 1) Basic Radio and Television: by S Sharma
- 2) The TV Studio Production Handbook : Lucy Brown
- 3) Mass Communication in India by Keval J Kumar
- 4) Writing News for TV and Radio : Mervin Block
- 5) Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London
- 6) Keval J Kumar, 'Mass Communication in India', Jaico Publishing House
- 7) K. M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt Ltd New Delhi
- 8) Usha Raman, ' Writing for the Media, Oxford University Press, New Delhi
- 9) Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
- 10) The Editor's Toolbox by Buck Ryan and Michael O'Donnell, Surjeet Publication
- 11) Writing for the Mass Media by James Glen Stovall
- 12) Amy Einsohn, The Copyeditor's Handbook, 3rd ed (University of California Press, 2011)
- 13) The Chicago Manual of Style

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**Paper Name: Graphic Design and Animation**

**Paper Code: BMSDSE 504D**

**Contact Hours/Week: 40 - 4L**

**Credit: 4**

**Objective: The objective of this course is to enhance students' understanding of the principles of animation, applying them to create interesting visuals. The Aim is to give an overall idea of history and the correlation between Animation and design through different time periods.**

**Outcome: CO1:** Display knowledge of basic animation

**CO2:** Ability to correlate design and animation

**CO3:** Explain principles of animation in depth

**CO4:** Develop idea about Color theory to communicate more effectively

**Course Content**

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	12 Animation principles	12	1,3	1	1
2.	Advanced graphic design and typography in films and TV	6	2	2	2
3.	SWISS Design and its characteristics	6	2	1	1
4.	Various types of animation and their applications (pixilation, 2d animation, 3d animation) Motion graphics	12	1	3	3
5.	Color theory in detail and how it affects the mood (Primary, secondary, tertiary – Complementary, Analogous, Triadic), Figure/Ground, Balance, Emphasis, Proportion, Rhythm, Unity, Motifs Meaning and mood of color; Color Principles, learning from nature Understanding color in different media; Concepts of RGB and CMYK Perspective, Atmospheric perspective, movement (With examples from paintings, sculpture, cartoons, photographs, fresco, graffiti, logo, motif, symbols, icon)	4	4	4	5

**Suggested Readings:**

- Animation Art – History in a book by Designer
- Animation writing and development by Jean Ann Wright
- Animation Art – History in a book by Designer

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**Paper Name: Graphic Design and Animation**

**Paper Code: BMS DSEP 594D**

**Contact Hours/Week: 20- 2L Credit: 2**

**Objective: Applying animation principles to create interesting motion graphics using Adobe After Effects.**

**Course Outcome**

**CO1:** Understanding basic functionality of 2d animation software

**CO2:** Ability to create basic animated projects

**CO3:** Develop idea about laws of motion

**CO4:** Analyse animation principle – *Timing*, in detail

<b>MODULE</b>	<b>CONTENT</b>	<b>HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	Introduction to the basic functionality of 2d animation software, implementation of motions, shapes, and text animation	10	1, 2	1	2
2.	Animating a Title with Motion Graphics and creating a strong final visual	10	3,4	5	6

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**Semester VI**

**Paper: Environment and Development Communication**

**Course Type: CC13**

**Paper Code: BMS 601**

**Credits (Part 1): 4 L**

**Objective: To sensitize students to the pressing environmental issues of the day and to equip them with the technique of communicating these issues in media. To aware and sensitise students regarding the importance of developmental issues. This course will be providing an overview regarding the recent trends of development communication.**

**Course Outcome**

**CO1: Analyse the scope and importance of communication for environment**

**CO2: Explain various case studies on various resources of India**

**CO3: Explain structure & concept of ecosystem**

**CO4: Explain importance of biodiversity**

**CO5: Demonstrate the methods of biodiversity conservation**

**CO6: Analyse the cause of Environment pollution**

**CO7: Explain sustainable development**

**Course Content**

Module	Topics	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"> <li>• Multidisciplinary Nature of Environmental Studies</li> <li>• Natural resources: Forest resources, water resources, mineral resources, mineral resources, food resources, energy resources, land resources</li> <li>• Introduction to Development Communication: Development of Communication Vs Communication in Development Vs Communication for Development (C4D).</li> <li>• Different Paradigms of Development: dominant paradigm, sustainable development paradigm, human development paradigm, social development paradigm, agriculture-industry interface paradigm.</li> </ul> <p>Indices of development: GDP, PPP, health index, poverty index, mortality rate, happiness index.</p>	12 hours	1, 2, 6	4	4
2	<p>Ecology</p> <ul style="list-style-type: none"> <li>• Concept of an ecosystem</li> <li>• Structure and function of an ecosystem</li> <li>• Energy flow in an ecosystem</li> <li>• Ecological succession Food chains, food webs and ecological pyramids</li> <li>• Types of ecosystems- desert, aquatic, forest, grassland</li> </ul>	14 hours	3,4	1	2

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	<p>Biodiversity – types, hotspots, endangered and endemic species, conservation of biodiversity</p> <p>Pollution</p> <ul style="list-style-type: none"> <li>• Causes, effects and control measures of air pollution, water pollution, soil pollution, noise pollution, marine pollution, thermal pollution</li> <li>• Thermal hazards Solid waste Management Disaster Management</li> <li>• Sustainable development</li> </ul>				
3	<p>Environment Communication</p> <p>Scope of Environment Communication</p> <p>Role of NGOs, Government, brands, companies and industries, Regulatory bodies in environment communication</p> <p>Communicating sustainability</p> <ul style="list-style-type: none"> <li>• Rural Urban Dichotomy, Village Study</li> <li>• Urban town planning: planned cities, urban spill over, local urban sprawl.</li> </ul> <p>Conflict and Migration: UNDP, SDGs, ACLED.</p>	14 hours	5,7	2	2

**SUGGESTED READINGS:**

*Routledge Handbook of Environmental Journalism* Edited by David B. Sachsman and JoAnn MyerValenti  
*Communicating Climate Change: The Path Forward* by Susanna Priest  
*Environment and Ecology* by S.N. Pandey, S.P. Misra  
*Communication for Social Development*, Jan Sarvaes  
*Communication for Development in the Third World: Theory and Practice for Empowerment*, R.Srinivas Melkote

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**Paper: Environment and Development Communication**  
**Course Type: CCP13**  
**Paper Code: BMS 691**  
**Credits: 2P**

**Objective: To make students design a communication via various media platforms about pressing environmental issues of the day.**

**Course Outcome**

- CO1: Analyze the scope and importance of communication for environment**  
**CO2: Demonstrate the methods of biodiversity conservation**  
**CO3: Analyze the cause of Environment pollution**  
**CO4: Explain sustainable development**

**Course Content**

<b>Module</b>	<b>Topics</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1	Social Media Page/ blog on Environment communication  OR  Audio Visual Communication on Environment and Climate change  OR  Campaign Design for an NGO/ Brand on Environment Communication	10 hours	1,2	5	4
2	Project Work: Analyse and address problems in terms of communication gap of a community of your own choice resided in the urban/rural areas.	10	3,4	10	4

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**Paper: New Media Products and related software programs: Theory**

**Course Type: CC 14**

**Paper Code: BMS 602**

**Contact Hours/Week: 4L**

**Credits:4**

**OBJECTIVE: To introduce the students to new media concepts and platforms and allow them to enhance skills and abilities specific to their discipline.**

**Course Content**

**CO1: Analyze emergence of new media**

**CO2: Explain basic concepts of World Wide Web**

**CO3: Demonstrate cyber law, copyright & Plagiarism**

**CO4: Explain Cyber Journalism and its scopes**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>1</b>	<ul style="list-style-type: none"> <li>• Introduction: Concepts of New Media</li> <li>• Network, Network Society</li> <li>• Social Network Analysis</li> <li>• Information Society</li> <li>• Interactivity</li> <li>• Social Theories of Interactivity</li> <li>• Simulation</li> <li>• Archiving</li> <li>• Cyber Security</li> </ul>	20	1, 2, 3	5	4, 2
<b>2</b>	<ul style="list-style-type: none"> <li>• Augmented Reality</li> <li>• Virtual Reality/Mixed Reality</li> <li>• IoT</li> <li>• Distributed cloud systems</li> <li>• Progressive Web Apps</li> <li>• Artificial Intelligence</li> </ul>	20	1,4	5	4

**SUGGESTED READINGS:**

1. *New Media: The Key Concepts* - Nicholas Gane, David Beer
  2. *The Language of New Media*- Lev Manovich
- New Media: A Critical Introduction* – Martin Lister

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Paper: New Media Products and related software programs: Practical

Course Type: CCP 14

Paper Code: :BMS 692

Contact Hours/Week:2P

Credits:2

**OBJECTIVE:** To introduce the students to new media concepts and platforms and allow them to enhance skills and abilities specific to their discipline.

Course Outcome

CO1: Analyze emergence of new media

CO2: Explain basic concepts of World Wide Web

CO3: Explain Cyber Journalism and its scopes

CO4: Demonstrate New Media tools

Course Content

Module	Content	Teaching Hours	CO	PO	BTL
1	<ul style="list-style-type: none"><li>• Adobe Creative Cloud XD</li><li>• Google Workspace</li><li>• Google Data Analytics</li><li>• HTML/Java</li><li>• WordPress/ Blogger/Wix</li><li>• SEO Tools</li><li>• Python and R Programming</li><li>• Sentiment Analysis tools</li></ul>	20	1, 2, 3, 4	5	6

**SPECIALISATIONS**

\* Specialization: Students have to opt for any one specialization amongst three electives.

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**Paper: Multimedia Journalism**

**Paper Code: BMSDSE 603A**

**Contact Hours/Weeks: 40-4L**

**Credits: 4**

**Objective: To give students the knowledge and skills they need to become multimedia news professionals**

**Course Outcome**

**CO1: Explain the various aspects of multimedia journalism and concepts related to online journalism, and the skills of a multimedia journalist**

**CO2: Elaborate the technical aspects of photojournalism and analyze the work of eminent photojournalists**

**CO3: Explain the fundamentals of content production in journalism**

**CO4: Ascertain the role of new technologies in journalism**

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Teaching hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1. Introduction to multimedia journalism	<ul style="list-style-type: none"> <li>● Define Multimedia Journalism</li> <li>● How multimedia improves news storytelling, advantages of multimedia platforms</li> <li>● Assignment: Analyze the multimedia storytelling of any news media brand</li> </ul>	4 hours	1	1	2
2. Dimensions of online journalism	<ul style="list-style-type: none"> <li>● Active audience, user-generated content, and crowdsourcing content</li> <li>● Fake news, misinformation, and disinformation, deep fake</li> <li>● Fact checking</li> <li>● Democratization of information</li> <li>● Mobile journalism</li> </ul>	6 hours	1	1,2	2

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<p>3. Skills of a multimedia journalist</p>	<ul style="list-style-type: none"> <li>● Multimedia Skills</li> <li>● Multimedia toolkit:</li> <li>● Text (stories, commentary, analysis, blocs of text pulled out of the story for emphasis)</li> <li>● Still photographs</li> <li>● Photo galleries or slideshows</li> <li>● Audio clips or reports</li> <li>● Embedded video</li> <li>● Graphics, static or interactive</li> <li>● GIFs</li> <li>● Animation</li> <li>● Original documents and other embedded material.</li> </ul>	<p>2 hours</p>	<p>2</p>	<p>3,5</p>	<p>2</p>
<p>4. Photojournalism</p>	<p>Eminent photojournalists                      Elements of a good photo: action, avoiding camera shake, photo composition and framing, rule of thirds, color, depth of field, patterns, texture, lines, point of view, background subtext, humor, irony, a dramatic moment, camera magnifications</p> <ul style="list-style-type: none"> <li>● Photo editing</li> <li>● Discussion of technical aspects of photojournalism concerning the work of eminent journalists</li> </ul>	<p>8 hours</p>	<p>2</p>	<p>3,5</p>	<p>4</p>
<p>5. Audio storytelling</p>	<p>Story Formats: Podcast, Audio news via social media, Audio Slideshow                      Types of Stories: Breaking News, Narratives, Backstory, Mini-Documentaries                      Ambient audio                      Interviewing for audio                      Audio editing</p>	<p>4 hours</p>	<p>3</p>	<p>3,5</p>	<p>2</p>

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6. Video storytelling	<ul style="list-style-type: none"> <li>● Principles of Videography - Theory of video production</li> <li>● Elements of new video: Breaking news, anticipation, immersion, interaction</li> <li>● Explanatory video, backgrounder video</li> <li>● Shooting video</li> <li>● Editing video</li> </ul>	6 hours	3	3,5	2
7. Graphics	<ul style="list-style-type: none"> <li>● Graphics in print, television, and digital news platforms</li> <li>● Infographics and Data visualization- symbol charts, bar charts, line charts, circular charts, volume charts, timelines, Venn diagrams, connection graphics, maps</li> <li>● Illustrations, photo illustrations, and word clouds</li> <li>● Interactive graphics: sortable tables, interactive charts, and graphs, tab graphics, interactive maps, interactive timelines, interactive images, image comparison sliders</li> </ul>	2 hours	3	3,5	2
8. Web and social media	<ul style="list-style-type: none"> <li>● Online Reporting, Editing, and Headlines writing techniques</li> <li>● Social media as a reporting tool</li> <li>● Location, keywords, and time</li> <li>● Website</li> <li>● LinkedIn as a reporting source</li> <li>● Social networking platforms</li> <li>● Video sharing site: YouTube</li> <li>● Twitter: Twitter lists, Official accounts</li> <li>● Social journalism using social media for community engagement</li> <li>● Blogging</li> <li>● Audience engagement</li> <li>● Analytics: Facebook Insights, Twitter Analytics, Website analytics</li> <li>● Online Polls and Internet Advertising</li> </ul>	4 hours	4	1, 3,5,9	4

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9. News Story	<ul style="list-style-type: none"> <li>● What makes stories work in multimedia: multiple dimensions, AV elements, Simplification, Explanation, Analysis, Timing, Complementary elements</li> <li>● Content Writing - Editing - Aggregation and Management must be there.</li> <li>● Writing mobile-friendly web stories</li> <li>● Structure of a news story, kabob structure</li> <li>● Applying journalistic ethics in social media</li> </ul>	2 hours	4	3,5	3
10. AI in journalism	<ul style="list-style-type: none"> <li>● AI and VR in journalism</li> <li>● Spherical reality</li> </ul>	2 hours	4	1	1

**Suggested Readings:**

1. Multimedia Reporting: How Digital Tools Can Improve Journalism Storytelling. (Springer 2020) by Richard Scott Dunham
2. Digital Journalism Studies - Bob Franklin and Lily Canter
3. Digital Journalism in India - Nithin Joseph E
4. Online News - Journalism and the Internet - Stuart Allan
5. Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism (Routledge 2022) by Anthony Adornato

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**Paper: Multimedia Journalism- Practical**

**Paper Code: BMSDSEP 693A**

**Contact Hours/Weeks: 20-2P**

**Credits: 2**

**Objective: To understand the execution of multimedia journalism, To plan and execute a multimedia project**

**Course Outcome**

**CO1: Capture images**

**CO2: Organize a photography exhibition**

**CO3: Outline a plan for a multimedia project**

**CO4: Execute a multimedia project**

**Course Content**

<b>MODULE</b>	<b>CONTENT</b>	<b>TEACHING HOURS</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	Creating a digital photography project/exhibition	5	1, 2	5,9,11	6
2.	Planning and executing a multimedia project- blog/vlog, website, video, and social media content using different kinds of multimedia tools	15	3,4	5,9,11	6

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**Paper: Digital Marketing**

**Paper Code: BMSDSE 603B**

**Contact Hours/Weeks: 40-4L**

**Credits: 4**

**Objective:**

- To understand what entails digital marketing
- Understanding the nuances of developing a digital and social media marketing strategy
- To understand the legal concepts related to the digital marketing space

**Course Outcome**

**CO1: Explain the basic concepts of marketing and digital marketing**

**CO2: Explain the concepts related to social media content**

**CO3: Explain Laws and other concepts related to social media and content creations**

**CO4: Describe the role of emerging technologies in marketing**

**Course Content**

Module	Content	Teaching hours	CO	PO	BTL
1. Basics of Marketing	<ul style="list-style-type: none"> <li>● Define market, what is marketed, and types of markets: Customer market, meta market, marketplace, and marketspace</li> <li>● Define Marketing</li> <li>● Needs, wants, demands</li> <li>● Marketing channels</li> <li>● Production concept, product concept, selling concept, marketing concept</li> <li>● Introduction to Holistic marketing-relationship marketing, integrated marketing, internal marketing, performance marketing</li> </ul>	6 hours	1	1	2

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<p>2. Basics of Digital Marketing</p>	<ul style="list-style-type: none"> <li>● Digital media channels: Paid media, owned media, and earned media</li> <li>● Types of digital media channels: Search engine marketing, Social media marketing, display advertising, digital PR, digital partnerships, digital messaging, email marketing</li> <li>● Types of digital communications: Inbound marketing, permission marketing, content marketing, digital audience engagement, always-on lifecycle marketing communications</li> <li>● RACE theory</li> <li>● Digital market environment forces- PESTLE (Political, Economic, Social, Technological, Legal, Environmental)</li> <li>● Online marketplace map- customer segments, search intermediaries, intermediaries and media sites, destination sites</li> <li>● Customer characteristics demographic variables, psychographic and behavioral variables</li> <li>● Framework for understanding online customer experience- antecedents, experience, consequence</li> </ul>	<p>6 hours</p>	<p>1</p>	<p>2,5</p>	<p>2</p>
<p>3. Digital marketing strategy</p>	<ul style="list-style-type: none"> <li>● Structure of Digital marketing strategy</li> <li>● 4 Ps of marketing- Product, Price, Place, and Promotion in the Digital marketing context</li> <li>● Cross-media planning</li> <li>● Google Ads campaign structure</li> <li>● Search Engine Marketing (SEM)- Search Engine Optimization (SEO), Pay Per Click (PPC) marketing</li> </ul>	<p>6 hours</p>	<p>1</p>	<p>2,3,5</p>	<p>2</p>

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4. Analytics	<ul style="list-style-type: none"> <li>● Digital analytics and digital media attribution</li> <li>● Performance measurement</li> <li>● The five diagnostic categories for digital marketing measurement- business contribution, marketing outcomes, customer satisfaction, customer behavior (web analytics), site promotion</li> <li>● Google Analytics</li> <li>● Measuring social media marketing- Engagement data, social media analytics, business metrics</li> </ul>	4 hours	1	2,3,4	2
5. Social media	<ul style="list-style-type: none"> <li>● Define social media</li> <li>● Six categories of social media: Collaborating projects, blogs, content communities, social networking sites, virtual game world, virtual social world</li> <li>● Content Strategy</li> <li>● Integrated approach to social media management</li> <li>● Content marketing, content marketing matrix</li> <li>● Influencer marketing</li> </ul>	6 hours	2	2,3,4	2
6. Content and content guidelines	<ul style="list-style-type: none"> <li>● Types of content</li> <li>● Strategic types of content- Attraction content, affinity content, action content</li> <li>● Content management system- WordPress</li> <li>● Content guidelines of various Collaborating projects, blogs, content communities, social networking sites, virtual game world, virtual social world- YouTube, Twitter, Facebook, Instagram, LinkedIn, Pinterest</li> </ul>	6 hours	2	5,8	2
7. Laws and other concepts	<ul style="list-style-type: none"> <li>● Fact checking</li> <li>● Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021</li> <li>● Creative Commons</li> <li>● Net neutrality</li> </ul>	4 hours	3	5,8	1

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8. Emerging Technologies	AI, AR, VR in marketing	2 hours	4	1	1
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**Suggested Readings:**

1. Marketing Management (14<sup>th</sup> Edition) by Philip Kotler and Kevin Lane Keller
2. Digital Marketing: Strategy, Implementation, and Practice (Eighth Edition) by Dave Chaffey and Fiona Ellis-Chadwick

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Paper: Digital Marketing- Practical

Paper Code: BMSDSEP 693B Contact

Hours/Weeks: 20-2P

Credits: 2

Objectives: To practically execute a digital and social media marketing plan.

Course Outcome

CO1: Create a blog

CO2: Use open source software for website creation

CO3: Plan for a digital marketing campaign

CO4: Execute a digital marketing campaign

Course Content

MODULE	CONTENT	TEACHING HOURS	CO	PO	BTL
1	Creating a blog/website for a brand/product/service	10	1,2	3,5,9	6
2	Planning and executing a digital marketing campaign for an event/brand	10	3,4	3,5,9	6

**Paper Name: Audio Visual Production: Fiction Theory**

**Paper Code: BMSDSE 603C**

**Contact Hours/Week: 4L**

**Credit: 4**

**Objective: The objective of this paper is to make the students appreciate global cinematic expressions in different cultures and also learn how various elements can be shaped into a dramatic structure.**

**Course Outcome**

**CO1: Understand the various forms of psychoanalysis and feminist film theories and patterns visible in global cinema.**

**CO2: Ability to identify various techniques and narrative styles of various auteurs in global and regional cinema**

**CO3: Understanding the techniques, styles and workings of Indian regional cinema**

**CO4: Ability to understand the roles played by various personnel in a film crew and the importance of various aspects of filmmaking**

**CO5: Ability to create and write scripts for films**

**CO6: Ability to understand the concepts and processes involved in the process of production design and the creation of mise-en-scene.**

**Course Content**

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>Psychoanalysis and cinema</b> – Freud, Lacan and Zizek <b>Feminist Film Theory</b>	8	1	1	2
2.	<b>World Cinema - Asia and the Middle East:</b> Japan – Kurosawa and Ozu China - Zhang Yimou and Chen Kaige South Korea – Kim Ki-duk and Bong Joon-ho Hong Kong – Wong Kar Wai and John Woo. Iran – Kiarostami, Makhmalbaff, Majidi and Panahi  Objective is to analyze the style of filmmaking of each director and auteur.	12	2	1	4
3.	<b>Exploring Indian regional cinema</b> – looking at contemporary landmark regional films from a critical perspective.  Suggested/Optional filmmakers: Girish Kasarvalli (Kannada), Sumitra Bhave- Sunil Sukhtankar (Marathi), Vetrimalan (Tamil). Project – video reviews on any 2 contemporary regional films of the students' choice.	6	3	3	5
4.	<b>Personnel in a film production team:</b> Understanding the roles of executive producer, first assistant director, line producer, production manager <b>Familiarization with script writing software Final Draft</b>	5	4,5	5	2
5.	<b>Production designing:</b> The language of colour, light, texture: Analysis of film sequences from a	5	6	11	2,6

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	production designing point of view Responsibilities and work flow of a production designer Production design in a set and on location				
6.	<b>Mise - en - scene</b> exercise: Planning and execution	4	6	5	2,6

**Suggested Readings:**

1. Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
2. History of Narrative Film by David Cook
3. Major Film Theories, Dudley Andrew
4. Oxford History of World Cinema, OUP
5. The Oxford Guide to film studies
6. How to read a film by James Monaco

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Paper Name: Audio Visual Production: Fiction Practical

Paper Code: BMSDSEP 693C

Contact Hours/Week:

2P Credit: 2

**Objective:** The objective of this paper is to make the students appreciate global cinematic expressions in different cultures and also learn how various elements can be shaped into a dramatic structure.

Course Outcome

**CO1:** Develop proficiency in fiction film production, collaboration and teamwork skills, effective project management skills

**CO2:** Understand dramatic structure, visual storytelling and aesthetics and professional presentation techniques

Course Content

Module	Content	Teaching hours	CO	PO	BTL
1.	<b>Production of a short fiction film - 10-15 minutes duration</b> Screenplay preferably to be developed on the software Final Draft Screen test, casting, location hunting & recce, production, edit to rough cut, dubbing, music, foley, audio mixing, fine cut	20	1,2	5	6

**SUGGESTED READINGS:**

1. Film Theory & Criticism (Anthology of Essays) Ed. Leo Braudy, Marshal Cohe
2. History of Narrative Film by David Cook
3. Major Film Theories, Dudley Andrew
4. Oxford History of World Cinema, OUP
5. The Oxford Guide to film studies
6. How to read a film by James Monaco

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**Paper Name: Digital Media Graphics**

**Paper Code: BMSDSE 603D**

**Contact Hours/Week: 40 - 4L**

**Credit: 4**

**Objective: This course aims to enhance students' understanding of User Interface and User Experience Design. The Aim is to give an overall idea of interface design and interactivity as well as how to elevate the experience of users.**

**Course Outcome**

**CO1:** Applying contemporary elements and designing user friendly interfaces

**CO2:** Analyse visual elements in depth

**CO3:** Develop sense of maintaining product identity throughout

**CO4:** Create Webpage designs maintaining aesthetics

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Digital media, graphics, overview	4	1	1	1
2.	User Interface (about, elements, results)	6	1	2	2
3.	User Experience (about, applications, results)	6	2	2	2
4.	Creating a brand identity from scratch, detailed understanding of each part and elements	14	3	3	3
5.	Comparative study of website - social media platforms interface, experience, and thorough understanding of the relationship between interface design and final experience, finding problems and solutions	10	4	4	5

**Suggested Readings:**

Animation Art – History in a book by Designer Animation writing and development by Jean Ann Wright

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Paper Name: Digital Media Graphics-Practical Paper Code: BMSDSEP 693D

Contact Hours/Week: 20 – 2P Credit: 2

**Objective: To understand the relationship between Interface design and Experience, providing user friendly solutions**

**Course Outcome**

**CO1:** Applying contemporary elements

**CO2:** Designing user friendly interfaces

**CO3:** Develop idea about how interface and user experience works

**CO4:** Ability to enhance the experience of users through design

**Course Content**

MODULE	CONTENT	HOURS	CO	PO	BTL
1.	Research of contemporary visual elements in Interfaces and how to enhance the experience of users through design	10	1, 4	2	2
2.	Creating Webpages, and landing pages for products while - maintaining identity and aesthetics	10	2, 3	3	6

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**Paper: Specialisation A- Journalism across Media (Print, Broadcast, Digital)**

**Paper Code: BMSDSE 694A**

**Contact Hours/Weeks: 60 hours Credits: 6**

**Objective: To explore in-depth any of the specialized areas in Journalism across Media (Print, Broadcast, Digital)**

Course Outcome

**CO 1:** To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

**Paper: Specialisation B- Marketing Communication (Advertising, Public Relations, Event Management, and Digital)**

**Paper Code: BMSDSE 694B**

**Contact Hours/Weeks: 60 hours Credits: 6**

**Objective: To explore in-depth any of the specialized areas in Marketing Communication (Advertising, Public Relations, Event Management, and Digital)**

Course Outcome

**CO 1:** To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

**Paper: Specialisation C – Film and Entertainment Media Production**

**Paper Code: BMSDSE 694C**

**Contact Hours/Weeks: 60 hours Credits: 6**

**Objective: To explore in-depth any of the specialized areas in Film and Entertainment Media Production**

Course Outcome

**CO 1:** To develop the ability to conduct literature review, collect data and present relevant findings.

Course Content

MODULE	CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:	Hours	CO	PO	BTL
1.	Dissertation/Live Project	60	1	2,4	5,6

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**Paper: Specialisation D – Animation-Multimedia Graphics**

**Paper Code: BMSDSE 694D**

**Contact Hours/Weeks: 60 hours Credits: 6**

**Objective: To explore in-depth any of the specialized areas in Animation-Multimedia Graphics**

**Course Outcome**

**CO 1:** To develop the ability to conduct literature review, collect data and present relevant findings.

**Course Content**

<b>MODULE</b>	<b>CONTENT: PRACTICAL/PROJECTS/ASSIGNMENTS:</b>	<b>Hours</b>	<b>CO</b>	<b>PO</b>	<b>BTL</b>
1.	Dissertation/Live Project	60	1	2,4	5,6