Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

FACULTY OF APPLIED SOCIAL SCIENCES AND HUMANITIES

UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)

SYLLABUS OF COURSES TO BE OFFERED
Core Courses, Elective Courses & Ability Enhancement Courses

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat
Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of India. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.
CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student’s performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course**: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course**: Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate’s proficiency/skill is called an Elective Course.

   2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

   2.2 **Dissertation/Project**: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

   2.3 **Generic Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

   P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course**: The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). “AECC” courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

   3.1 **AE Compulsory Course (AECC)**: Environmental Science, English Communication/MIL Communication.

   3.2 **AE Elective Course (AEEC)**: These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

**Project work/Dissertation** is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.
Details of courses under B.A (Honors), B.Com (Honors) & B.Sc. (Honors)

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<thead>
<tr>
<th>Course</th>
<th>*Credits</th>
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<tr>
<td></td>
<td>Theory+ Practical</td>
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<tr>
<td><strong>I. Core Course</strong></td>
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<td>(14 Papers)</td>
<td>14X4= 56</td>
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<td>Core Course Practical / Tutorial*</td>
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<td>(14 Papers)</td>
<td>14X2=28</td>
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<td><strong>II. Elective Course</strong></td>
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<td>(8 Papers)</td>
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<td>A.1. Discipline Specific Elective</td>
<td>4X4=16</td>
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<td>(4 Papers)</td>
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<td>A.2. Discipline Specific Elective</td>
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<td>Practical/ Tutorial*</td>
<td>4 X 2=8</td>
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<td>(4 Papers)</td>
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<td>B.1. Generic Elective/</td>
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<td>Interdisciplinary</td>
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<td>(4 Papers)</td>
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<td>B.2. Generic Elective</td>
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<td>Practical/ Tutorial*</td>
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<td>(4 Papers)</td>
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<tr>
<td>• Optional Dissertation or project work in place of one Discipline Specific Elective paper (6 credits) in 6th Semester</td>
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<td><strong>III. Ability Enhancement Courses</strong></td>
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<td>1. Ability Enhancement Compulsory</td>
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<tr>
<td>(2 Papers of 2 credit each)</td>
<td>2 X 2=4</td>
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<tr>
<td>Environmental Science</td>
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<td>English/MIL Communication</td>
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<td>2. Ability Enhancement Elective (Skill Based)</td>
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<td>(Minimum 2)</td>
<td>2 X 2=4</td>
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<td>(2 Papers of 2 credit each)</td>
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<td><strong>Total credit</strong></td>
<td>140</td>
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Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.

* wherever there is a practical there will be no tutorial and vice-versa
## PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN
### B.A. (HONS) Multi Media and Mass Communication

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>CORE COURSE (14)</th>
<th>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)</th>
<th>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</th>
<th>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</th>
<th>ELECTIVE GENERIC (GE) (4)</th>
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<tbody>
<tr>
<td>I</td>
<td>C MMMC 01</td>
<td>English Communication</td>
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<td>GE 1 Advertisement and Media</td>
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<td>Communication, Media and Society</td>
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<td>C MMMC 02</td>
<td>Introduction to Journalism</td>
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<td>II</td>
<td>C MMMC 03</td>
<td>Environmental Science</td>
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<td>GE 2 Social Media</td>
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<td>Communication Research</td>
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<td>C MMMC 04</td>
<td>Print Media Production</td>
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<td>SEMESTER</td>
<td>CORE COURSE (14)</td>
<td>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)</td>
<td>ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)</td>
<td>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</td>
<td>ELECTIVE GENERIC (GE) (4)</td>
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<td>III</td>
<td>C MMMC05 Exploring Hindi Cinema</td>
<td>AEEC-1 Theatre and Communication</td>
<td>GE 3 Public Service Broadcasting</td>
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<td>C MMMC 06 Graphic Designing &amp; Visual Images</td>
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<td>C MMMMC 07 Television Journalism</td>
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<td>IV</td>
<td>C MMMC 08 Development Communication</td>
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<td>SEMESTER</td>
<td>CORE COURSE (14)</td>
<td>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)(2)</td>
<td>ABILITY ENHANCEMENT ELECTIVE COURSE (AECC) (2) (SKILL BASED)</td>
<td>ELECTIVE DISCIPLINE SPECIFIC DSE (4)</td>
<td>ELECTIVE GENERIC (GE) (4)</td>
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<td>V</td>
<td>C MMMC 11</td>
<td>Global Politics and Media</td>
<td>DSE1</td>
<td>Radio Production</td>
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<td>C MMMC 12</td>
<td>Documentary</td>
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<td>DSE 2</td>
<td>Photography</td>
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<td>VI</td>
<td>C MMMC 13</td>
<td>Communication and the Plastic Arts</td>
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<td>DSE 3</td>
<td>Communication for Special Needs</td>
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<td>CMMMC14</td>
<td>Integrated Marketing Communication</td>
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<td>DSE 4</td>
<td>Fashion Communication</td>
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CORE PAPERS

SEMESTER I

C MMMC01- COMMUNICATION, MEDIA and SOCIETY

Unit I Introduction to Communication

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

Unit II Determinants and Shifting Paradigms

- Culture and Communication
- Semiotics and Communication
- Ideology and Communication
- Digital Communication (SMS, Email, Facebook, WhatsApp)

Unit III Mass Media and Mass Communication

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

Unit IV Uses and Gratification: Four Models

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

Indicative Reading List
• Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.
• Baran and Davis, Mass Communication Theory.
• Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.
• Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGrow Hill.
• Michael Ruffner and Michael Burgoon, Interpersonal Communication.
• Small, Suzy. 2003 “SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.
• Williams, Kevin. Understanding Media Theory.

C MMMC 02 - INTRODUCTION TO JOURNALISM

Unit I: Journalism and Society

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

Unit II Principles of Journalism

• Social Responsibility and Ethics
• Positioning, Accuracy, Objectivity, Verification, Balance and Fairness
• Defining Spot/Action, Statement/Opinion, Identification/Attribution
• News vs Opinion, Hoaxes
Unit III  The News Process: from the event to the reader

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

Unit IV  Language and Narrative of News

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

Indicative Reading List

- Smith, Jon: 2007, Essential Reporting, Sage, London,
- Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London,
- Willis, Jim: 2010, The Mind of a Journalist, Sage, London,
Unit I   Introduction to Communication Research

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

Unit II    Some Research Methodologies

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

Unit III  The Survey: Readership, Audience, Consumers

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

Unit IV  Presenting Research:

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

- Wimmer and Dominick, Mass Media Research Thomson Wadsworth.

Written Examination

Practical- Project+ Viva

C MMMC 04 PRINT MEDIA PRODUCTION

Unit I Trends in Print Journalism

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

Unit II Specialised Reporting

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

Unit III Production of a Newspaper

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

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

Indicative Reading List

- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Sarkar, N.N. Principles of Art and Production, Oxford University Press
- Stuart Allan, Journalism: Critical Issues, Open University Press

Written Examination

Practical

SEMESTER III

C MMMC05 EXPLORING HINDI CINEMA

Unit I Historical Overview:

- The Parsi Theatre
- The Silent Era and The Talkie
- Narrating the Nation in Hindi Cinema
- Romance and Social Mores: “Heroes and Heroines”

Unit II Some Significant Turns

- New Wave Cinema and The Formula Film
- The Angry Young Man
- The Indian Diaspora and Bollywood
- Contemporary Bollywood Cinema
Unit III  The Hindi Film Song

- Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion)
- Aesthetics: Rasa and Abhinaya, Raga and Tala
- The Score – Lyrics, Music, Singer
- Entertainment and the Public Imagination

Unit IV  Hindi Cinema- Two case studies

Suggested screenings
- Do Bigha Zamin/Bandini
- Sahab, Bibi, Ghulam/ Pyaasa,
- Awara/Shri 420
- Mughal-e-Azam/Pakeeza
- Deewar/ Zanjeer
- Koi Mil Gaya/Krish
- HTHK/DDLJ/Maine Pyar Kiya
- Sholay/Amar Akbar Anthony

Indicative Reading List

- Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.

Written Examination
C MMC 06 GRAPHIC DESIGNING AND THE VISUAL IMAGE

Unit 1 Communication and Graphics

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

Unit 2 Digital Images

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

Unit 3 Working with Software for Visual Imaging

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

Unit 4 Production

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

Indicative Reading List

C MMMC 07 TELEVISION JOURNALISM

Unit I Television in India

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

Unit II Television News Gathering

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

Unit III Formats and Types for TV programmes

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

Presenting Reality
i. News/Debates/ Opinions
ii. Breaking News
iii. Interviews
iv. The Soap

• Constructing Reality in Reality Shows
• Consuming Television
• Measurement of Viewership: TAM, TRP etc

Indicative Reading List
• Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
• Lawrence Lorenz, Alfred &Vivian John. News Reporting and Writing, Pearson Education.
• Trevin, Janet, Presenting on TV and Radio, Focal Press.
• Yorke, Ivor, Television News (Fourth Edition), Focal Press.

Written Examination
Practical- Project+ Viva
Unit I Social Change and Issues in Development

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

Unit II Strategic Approaches to Development Communication

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

Unit III Paradigms of Development Communication

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

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

Indicative Reading List


Written Examination
Practical- Project+ Viva

C MMMC 09 CAMERA AND EDITING FOR TV

Unit I Camera

- Camera Structure
- Different Lenses and their Characteristics
- Camera Perspective & Movement
- Operating Techniques

Unit II TV Lighting Equipment and Techniques

- Fundamental Lighting Concepts
- Types of Lights
• Studio Lighting Procedures
• Lighting Objectives

Unit III Pictorial Elements
• Concept of Pictorial Design
• Sets and Graphics
• Scene Elements
• Use of Graphic Design

Unit IV Editing
• Introduction to Video Editing
• Broadcast stages of Video Editing
• Timeline Video Editing

Indicative Reading List
• Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.
• Musberger, Robert B. Single-camera Video Production.

Written Examination

Practical + Viva
CMMMC 10 REPORTING AND ANCHORING

Unit I Introduction to Reporting

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

Unit II Reporting Types & Techniques

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

Unit III Anchoring

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

Unit IV Production

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

Indicative Reading List

• Herbert Zettl, Television Production Handbook.
• News Bulletins in English and Hindi on National and Private Channels (as teaching material).
• Debates and Talk Shows on National and Private Channels (as teaching material).

Written Examination

Practical + Viva

SEMESTER V

CMMMC 11 GLOBAL POLITICS AND MEDIA

Unit I Media and Globalisation

• Globalisation : barrier–free economy, multinationals and development
• Technological advances, telecommunication
• Globalization of TV formats
• Global networks: information society, network service economy, movement of intangibles

Unit II Media and the Global Market

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

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

Unit IV Ideology, Culture and Globalisation

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

Indicative Reading List

• Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
• Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press.
• Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication.
• Thussu, Daya Kishan Continuity and Change , Oxford University Press.
• Unesco Publication, Communication and Society, Today and Tomorrow “Many Voices One World”.
• Yadava, J.S. Politics of news, Concept Publishing and Co.
• Zelizer Barbie and Allan Stuart, Journalism after 9/11, Routledge Publications.

Written Examination

C MMMC 12 DOCUMENTARY

Unit 1 Documentary Theory

• Understanding the Documentary
• Observational and Verite documentary
• The performative/fictive in Documentary: Using reenactment/reconstruction
• Ethics and Representation

Unit II Pre-Production

• Researching the Documentary
• Modes of Research: Library, Archives, location, life stories, ethnography
• Writing a concept: telling a story
• Script Writing, Treatment
• Writing a proposal and budgeting

Unit III People and Techniques

• The Documentary Crew
• Equipment
• Scripting
• Sound for Documentary

Unit IV Video Documentary Production

• The Documentary Camera
• Shooting styles
• Production details and logistics
• Editing styles

Indicative Reading List

• Badley, W.Hugh. The Techniques of Documentary Film Production, London, Focal Press.
• Barnow Erik and Krishnaswamy Documentary.
• Das Trisha How to Write a Documentary.
• Ellis, Jack EC, A New History of Documentary Film.
• Mehrotra, Rajiv, The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.
• Rabiger, Michal, Directing the Documentary.

Written Examination
Practical
(One Film 8-10 min.)+Viva

SEMESTER VI

CMMMC 13 COMMUNICATION AND THE PLASTIC ARTS

Unit I Communicating with the Public
• Plastic Arts as Mass Media
• Architecture
• Sculpture
• Paintings

Unit II Public Art and the Public Space
• The Chowk/Piazza
• The Wall
• The Sidewalk
• The Garden
Unit III  The March of Empire

- Power and the Semiotics of Scale
- Monuments and Triumphalism
- The Memorial
- The Colosseum/The Red Fort/Taj Mahal/ India Gate

Unit IV  The Language of Faith

- Temples, Churches, Mosques, Stupa
- Iconography
- Frescoes and paintings
- Khajuraho/The Sistine Chapel/Birla Mandir

Written Examination

Practical-Project

Practical: Project to study any two forms of the plastic arts as mass communication with two specific examples.

Sources: The pedagogy of entire Course will be interactive and with LCD projection and PPT presentation, based on material available online.

Indicative Reading List


- Cummings Cathleen Decoding a Hindu Temple: Royalty and Religion in the Iconographic Program of the Virupaksha Temple, Pattadaka.


• Dukanović Zoran Public Art in Public Space. ACADEMICA - Akademical group, Edition Avangarda, Belgrade.


• Moore, Albert C. Iconography of Religions: An Introduction

• Tajuddin ,Mohamad,Rasdi Mohamad. Rethinking the Mosque in the Modern Muslim Society.


• Merrifield, Mary P. The Art of Fresco Painting in the Middle Ages and the Renaissance, NOOK Book.

C MMMC 14 INTEGRATED MARKET COMMUNICATIONS

Unit I Understanding Integrated marketing Communication
• Meaning and concept
• Key features, Objectives and components of IMC
• Theoretical Underpinnings and Models of IMC
• Benefits and Barriers

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

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

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

Indicative Reading List

• Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
• Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.

Written Examination

Practical- Project+ Viva

ELECTIVE DISCIPLINE SPECIFIC –DSE

DSE I RADIO PRODUCTION

Unit I Growth of Radio

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

Unit II The Grammar & Aesthetics of Radio

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

Unit III Sound for Radio

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

Unit IV Production for Radio

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

Indicative Reading List

- Chatterjee , P.C. The adventures of Indian Broadcasting, Konark.
- Luthra, H.R. Indian Broadcasting, Publication Division.

Written Examination

Practical+ Viva

DSE II STILL PHOTOGRAPHY

Unit I The Photograph

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

Unit II Photographic equipment, controls & tools
• Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital

• Camera Settings, Menus, Exposure, Shooting modes and their significance

• Photographic Optics: Lenses their use, types & specifications
• Aperture - role & significance in image making
• Kinds of Shutters - significance & application
• ISO settings and their significance
• White Factor
• Depth of field as an image making tool

Unit III  Understanding Light and its Uses

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

Unit IV  Production

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

Indicative Reading List


Written Examination
Practical+ Viva
Unit I  Defining Special Needs

- Disability and the Question of Access
- The Discourse of Marginalization (gender, poverty, access)
- The Indian Scenario

Unit II Communication and Media for the Differently-Abled- 1

- The Visually Challenged
- Braille/JAWS
- White Stick/ Tactile Tracks

Unit III Communication and Media for the Differently-Abled- 2

- The Hearing Impaired
- Sign Language

Unit IV The Question of Inclusion

- State, Institutions and Civil Society
- Strategies of Intervention in Developed Countries
- The Way Forward in India

Indicative Reading List

- Daniels, Marilyn. Dancing with Words: Signing for Hearing Children Literacy, Bergin & Garvey, 2000.
- Ling, by Daniel. Speech and the hearing-impaired child
• Presley Ike, D'Andrea, Frances Mary,. Assistive Technology for Students who are Blind or visually impaired: A Guide to Assessment, American Foundation for the blind, 2009.

On Line Links:
• Kohama, A Inclusive Education in India: A Country in Transition intldept.uoregon.edu/wp-content/...
• Lal, Rubina, Disabilities: Background & Perspective infochangeindia.org/disabilities/...
• Unesco ,Special needs education and community-based www.unesco.org/education/pdf/281_74.pdf

Written Examination
Practical – Project+Viva

DSE IV FASHION COMMUNICATION

Unit I  Fashion as Communication

• Fashion & Lifestyle
• Fashion as a Visual Language
• Creativity and Design
• Culture and Consumption- Aspiration and Gratification

Unit II  Fashion Journalism

• Writing the Fashion Feature
• Graphic design for Fashion
• Fashion Photography
• The Audio-visual clip
Unit III  Advertising and Public Relations
- Visual merchandising/ retail experience design,
- Exhibition and display design,
- Brand management of Fashion Industry
- Fashion Advertising and Promotion

Unit IV  The Fashion Industry
- Structure and Financial Model
- Understanding Market Segments
- Location of Communicators
- Making a Portfolio

Indicative Reading List

Written Examination
Practical (Project) +Viva
ABILITY ENHANCEMENT ELE ECTIVE COURSE - AEEC

AEEC I THEATRE AND COMMUNICATION

Unit I. Communication and the Public

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

Unit II Locales and Spectators

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

Unit III Theatrical Techniques as Communication

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

Unit IV Theatre as Self-Expression

- Devising a Message
- Writing a Script
- Designing a Set
- Performing a Scene
Indicative Reading List


Written Examination
AEEC II  COMMUNICATION AND DISASTER MANAGEMENT

Unit I  Introduction

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

Unit II  Technology and Disaster communication

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

Unit III  Natural Disaster and role of Media

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

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

- Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima

Indicative Reading List


- Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk. ed, 2001.


- Mukhopahyaya, Asim Kumar, Crisis and Disaster Management Turbulence and Aftermath, 2009


On Line Links:
- Narain Sunita, Bhushan Chandra. A continuing disaster, www.downtoearth.org.in/content/30-years-after-bhopal-gas-tragedy

Written Examination
GE I ADVERTISEMENT AND MEDIA

Unit I Introduction

- The Advertisement as Communication
- Capitalism and the Advertising Industry
- Theories of Advertising - Information, Service, Ideology
- Grammar of Advertisements – print, audio-visual

Unit II Models of Advertising

- AIDA model
- DAGMAR model
- Maslow's Hierarchy model

Unit III Advertising through Print, Electronic and Online media

- Types of media for advertising
- Segmentation, Positioning and Targeting
- Media selection, Planning, Scheduling
- Market strategy and Branding

Unit IV The Ad Agency-Practices

- Profile of the advertising professional
- Encoding the Ad
- Cultural Codes
- Ethical Issues in Advertising – Regulatory Bodies

Indicative Reading List

- Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.

Written Examination

GE II SOCIAL MEDIA

Unit 1 Social Media- a new paradigm
  • The Digital Experience – mobile, cyberspace, online, apps
  • Technology and Literacy Redefined - Internet, Intranet, www.
  • The User & The Fourth Screen- representation & reproduction
  • Changing Character of Communication-Ethical Issues?

Unit II Social Media Technologies & Applications
  • Analogue and digital technology
  • Digitization of media
  • Media convergence
  • ICT-scope and role

Unit III Types of Social Media
  • Facebook, Twitter
  • Wordpress, Blogger
  • YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare,
  • Skype, Building communities-pages & channel

Unit IV Impact of Social Media
  • Internet/Online activism
  • Citizen Journalism
  • Cyber crime
  • Democratization /Digital Divide
  • Audience analysis & Content planning

Indicative Reading List
  • Bennett,W.Lance. New Media Power: The Internet and Global
Activism 2003.


Written Examination

GE III PUBLIC SERVICE BROADCASTING

Unit I Issues in PSB

- Definitions and Mappings
- Revenue Models
- Global Overview of Public Service Broadcasting
- Public Service Model in India: Policy and Laws

Unit II State Initiatives and Interventions

- All India Radio
- Doordarshan
- Films Division
- The Prasar Bharti Bill

Unit III Participatory Communication

- Community Radio, Campus Radio
- Community Video
- Citizen Journalist
- Digital Media and ICT
Unit IV  Case studies:

- Public Service Broadcasting Trust, (PSBT) India
- British Broadcasting Corporation (BBC)

Indicative Reading List

- Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.

Written Examination

GE IV MEDIA MOMENTS IN HISTORY

Unit I  Media and Society

- Media impact on individual and society
- Democratic Polity and mass media
- Media and Cultural Changes
- Rural-Urban Divide in India: grass-roots media

Unit II  Media and Democracy

- Mediated Democracy
- Civic ritual
- Secularization of entertainment
- Creation of Public opinion

Unit III  Media Moments in History

- Dandi March
- Tryst with Destiny' broadcast
- Fall of Berlin War
- The Emergency in India

Unit IV  Public Sphere and its critique

- “Public sphere” of the disempowered?
• Media and Social Difference: class, gender, race etc.
• Genres – Romance, Television, Soap Opera, Sports

Indicative Reading List


Written Examination