

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU
CITY UNIVERSITY

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ಸಂ.ಬಿಸಿಯು/ಬಿಬಿಎಸ್/ಪಠ್ಯಕ್ರಮ/ಸ.ಮಾ.ಪ/೨೪೩ /2023-24

ದಿನಾಂಕ.04.12.2023.

ಅಧಿಸೂಚನೆ

ವಿಷಯ: ಸ್ನಾತಕ ಸಮೂಹ ಮಾಧ್ಯಮ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ ಪಠ್ಯಕ್ರಮದಲ್ಲಿ
ಅಂಶಿಕ ಬದಲಾವಣೆ ಕುರಿತು

- ಉಲ್ಲೇಖ: 1. ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಅಧಿಸೂಚನೆ ಸಂ.BCU/BoS/Syllabus/Arts/
174/2023-24 dated.22.09.2023
2. ಸ್ನಾತಕ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಅಧ್ಯಕ್ಷರ ಪತ್ರ ದಿನಾಂಕ. 13.11.2023
3. ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ.04.12.2023.

ಉಲ್ಲೇಖ (1) ರ ಅಧಿಸೂಚನೆಯ ಜೊತೆಗೆ ಪ್ರಕಟಿಸಲಾದ ಸಮೂಹ ಮಾಧ್ಯಮ ಮತ್ತು
ಪತ್ರಿಕೋದ್ಯಮ ವಿಷಯದ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರ ಶಿಫಾರಸ್ಸಿನ ಮೇರೆಗೆ ಪ್ರಸ್ತುತ 5ನೇ
ಮತ್ತು 6ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗೆ 2 ಮೇಜರ್ ಪತ್ರಿಕೆಗಳಿಗೆ ಅನ್ವಯವಾಗುವಂತೆ ಪಠ್ಯಕ್ರಮವನ್ನು ಈ ಮೂಲಕ
ಪ್ರಕಟಿಸಲಾಗಿದೆ.

Sem	Course	Course Code	Course Title
V	Compulsory DSC Papers (Theory & Practical)	JMC 9	Introduction to Communication
		JMC 10	Introduction to Communication (Practical)
		JMC 11	Fundamentals of Radio and TV
		JMC 12	Fundamentals of Radio and TV (Practical)
VI	Compulsory DSC Papers (Theory & Practical)	JMC 14	Introduction to Digital Media
		JMC 15	Introduction to Digital Media (Practical)
		JMC 16	Advertising and Corporate Communication
		JMC 17	Advertising and Corporate Communication (Practical)


ಕುಲಸಚಿವರು

ಪ್ರತಿ:

1. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ), ಬೆಂಗಳೂರು ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಬೆಂಗಳೂರು
2. ಕಲಾ ನಿಕಾಯ ಡೀನ್, ಬೆಂಗಳೂರು ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಬೆಂಗಳೂರು

ಪು.ತಿ.ನೋ

3. ಎಲ್ಲ ಸಂಯೋಜಿತ ಮಹಾವಿದ್ಯಾಯಲಯಗಳ ಪ್ರಾಂಶುಪಾಲರು, ಬೆಂಗಳೂರು ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಬೆಂಗಳೂರು
4. ಕುಲಪತಿಗಳು / ಕುಲಸಚಿವರು/ ಕುಲಸಚಿವರು ಮೌಲ್ಯಮಾಪನ / ವಿಶ್ವಾಧಿಕಾರಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಬೆಂ.ನ.ವಿ, ಬೆಂಗಳೂರು
5. ಕಛೇರಿ ಪ್ರತಿ/ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಜಾಲತಾಣದಲ್ಲಿ ಪ್ರಕಟಿಸಲು

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU
CITY UNIVERSITY

Four years Graduate Program for Bachelor of Arts in
Journalism and Mass Communication

V & VI Semester Syllabus
For the Academic Year 2023-24

Department of Mass Communication and Journalism
Bengaluru City University
Bengaluru

PROCEEDINGS OF THE BOARD OF STUDIES (UG) IN JOURNALISM AND MASS COMMUNICATION, BENGALURU CITY UNIVERISTY, BENGALURU WAS HELD ON 17TH AUGUST 2023.

Members Present

- | | |
|-----------------------------|----------|
| 1. Prof. Narasimhamurthy. N | Chairman |
| 2. Dr. Parvathi S Y | Members |
| 3. Mr. Govindaiah. C | |
| 4. Ms. Premavathi. M | |
| 5. Dr. Sally Joseph | |
| 6. Mr. Simon Varghese | |

Members Absent:

1. Dr. Mahesha. D
2. Dr. Shilpa Kalyan
3. Mrs. Sahana Das
4. Dr. Pramila. B
5. Ms. Sanchita Mukherjee.

At the outset, the chairperson welcomed all the members of the Board of Studies (BOS) to the Journalism and Mass Communication (UG) meeting. The chairperson requested the Board to proceed with the agenda.

Agenda No. 01: Approval of V and VI Semester (UG) syllabus.

Decision: The Board is prepared and unanimously approved the V and VI Semester syllabus as per Model Curriculum of KSHEC.

Agenda No. 02: Preparation of the Panel of examiners

Decision: The BOS unanimously approved the panel of examiners.

Chairman
BOS in Journalism and Mass Communication
Bengaluru City University
Bengaluru

V SEMESTER

V Semester

Theory

Program Name	BA in Journalism and Mass Communication	5 th Semester	
Course Title	DSC 9 Introduction to Communication		
Course Code:	JMC C 9	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

UNIT-I

Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- Understanding Communication through models- Reviewing Aristotle's model, Shannon- Weaver model, Harold Maxwell model, Wilbur Schramm model and New Comb's model- the scope and limitations of Communication- How to improve your communication skills

UNIT-II

Types of Communication- verbal and non verbal Communications, Techniques of verbal communication- Essentials of good writing- Techniques of public speaking- Types of non verbal communication- Sign language- object language- Body language- Para language- Touch-Space- Time and Silence as non verbal communication

UNIT-III

Levels of Communication- Intra-personal communication- Inter personal communication- Group communication and Mass communication. Importance and limitations of various levels of communication. The role of Mass Communication in national development

UNIT-IV

Introduction to Mass media- Mass media and society - Types of mass media-Print- Electronic(Radio and Television)- Folk- Social media- Merging of media- Status of Mass media in India. Contemporary issues in mass media.

Books for Reference:

1. **Alberts, J. K., Nakayama, T. K., & Martin, J. N.** (4th Ed.). (2016). Human Communication in Society. Upper Saddle River, NJ: Prentice Hall.
2. **Beebe, S. A., Beebe, S. J., & Ivy, D. K.** (2010). Communication: Principles for lifetime (4th ed.). Boston: Allyn & Bacon.
3. **Baran, Stanley J.** (2012). Introduction to Mass Communication: Media Literacy and Culture. New York, NY: Mc Graw Hill Companies.
4. **Campbell, R., Martin, C.R., & Fabos, B.** (2011). Media and Culture: An Introduction to Mass Communication, 8e. Bedford/St. Martin's.
5. **Baran, S.** (2013). Introduction to mass communication: Media literacy and culture, 8th edition. McGraw-Hill Higher Education -A. Kindle Edition.
6. **Dominick, J.** (2012). Dynamics of mass communication: Media in transition, 12th edition. McGraw-Hill Higher Education -A. Kindle Edition.
7. **Fiske, J.** (2011). Introduction to communication studies, 3rd edition. McGraw-Hill Higher Education -A. Kindle Edition.
8. **Koneru Aruna**, Professional Communication McGraw Hill Pub. 1998, New Delhi.
9. Rudolph F. Verderber, Kathleen S. Verderber: (2005) Communication- Thomson/Wadsworth.
10. **West, R., & Turner, L. H.** (2014). Introducing communication theory: Analysis and application (5th ed.). New York: McGraw-Hill.

PRACTICAL

Course Title	Introduction to Communication (Practical)	Practical Credits	2
Course Code	JMC 10 Introduction to Communication	Contact Hours	2 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks
Practical Content			
<ol style="list-style-type: none">1. Characteristics of good writing. The art of writing letters – Minimum of 2 exercises in letter writing, like letters to editor.2. Characteristics of good public speech. Practicing public speaking- Minimum of 2 exercises of public speaking.3. Group Speeches: Group speech presentations Persuasive speech discussion Selection of topics for the problem-solution speech.4. Leadership in the small group environment: Discussion of leadership styles Leadership exercises.5. Online presentation using any one digital platform (Google meet, Zoom, MS teams)			

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 11 Fundamentals of Radio and TV		
Course Code:	JMC 11	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

UNIT-I

Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge etc.

UNIT-II

Introduction to Radio: Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR and Private radio, Community radio, Present status of radio in India, Impact and reach of radio. Major radio networks in India & Karnataka.

UNIT-III

Introduction to Television: Growth of television in India, Organizational structure of Dooradarshan, Satellite TV Channels. Regional channel, MajorTv networks in India & Karnataka. Recent trends of television journalism.

UNIT – IV

Script writing for Radio &TV: writing skills for broadcast media. Importance of scripting. Various elements of script for radio and tv, principles of script writing, script formats, style sheet, and grammar.

Books for Reference:

1. **Andrew Boyd:** Techniques of Radio and Television News Publisher: Focal Press, India.
2. **Carole Fleming:** The Radio Handbook, Routledge, 2002 .
3. **Hillard:** Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
4. **Jacoby Barrera:** Broadcast Journalism, ED Tech Press, 2020.

5. **Michael C. Keith:** The Radio Station: Broadcast Satellite and Internet, Focal Press, Oxford, 2010
6. **Paul Chantler & Peter Stewart:** Basic Radio Journalism, Oxford, 2003.
7. **Rick Thomson:** Writing for Broadcast Journalists, Routledge, New York, 2010.
8. **Roberts B. Musburger:** An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, , Focal Press, Oxford, 2007.
9. **Stephen Cushion and Justin Lewis, Peter Lang:** The Rise of 24-Hour News Television: Global Perspectives, Ed., New York, 2010.
10. **Ted White and Frank Bernas:** Broadcast News: Writing, Reporting and Producing, Focal Press, Focal Press, Oxford, 2010.

PRACTICAL

Program Name	BA Journalism and Mass Communication	Semester	5
Course Title	DSC 12-Fundamentals of Radio and TV (Practical)		
Course Code:	JMC 12	No. of Credits	02
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25
Practical Content		30 Hours	
<p>1. Script: Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a radio program of 5 minutes. The students will have to write script on any of the following:</p> <ol style="list-style-type: none"> i. Social Advertisement ii. Humorous Program/Satire iii. Musical Program iv. Short skit <p>2. Radio Interview: This is a very basic Radio exercise. The students will have to conduct ONE interview for the Radio medium which will be of 5 minutes. The students can interview any person on the campus but it should be relevant to their course. The student will learn to write the script, ask questions, record the voice and edit.</p> <p>3. News Feature: The students will have to prepare ONE news based program for Radio. The student will have to write the script and the headlines and then the news. This program should not be of more than 5 minutes. They students can also make a Reporting for Radio in this segment.</p> <p>4. Jingle/RJ Program: The student will have to prepare a Jingle or an RJ Program for which he/she shall write a script also. I should not be of more than 5 minutes.</p> <p>5 Television programme script writing: Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research,prepare rough draft and then final script. The script is to be written for a television program of 5 minutes.</p>			

Program Name	BA in Journalism and Mass Communication		Semester	5
Course Title	DSE 1-1 Web Journalism			
Course Code:	JMC E-1	No. of Credits	03	
Contact hours	45 hours	Duration of SEA/Exam	3 hours	
Formative Assessment Marks	40	Summative Assessment Marks	60	

UNIT- I

Concept of Web Journalism.

Definitions and characteristics of web journalism; Internet Journalism; Multimedia Journalism; Important News and social networking sites, blogging and micro-blogging; crowdsourcing; Evolution, growth, and Impact of social media; Changing landscape of new journalism; Hybrid newspapers, Web radio, and Internet Television.

UNIT- II

Basics of Web Journalism

Web journalism- concept, practices, and principles; Importance of web Journalism; Structure and functioning of online newsroom; Skills for Web Journalist; Website creation, online news gathering; Web production team members and their responsibilities Basics of Web news Publishing; Ethics of web journalism.

UNIT- III

Writing on Web Journalism

Writing News Stories, Features, and Articles with Visual and Graphics on the Websites; Interview and Chats on the Web as News Source; Writing for Blogs; Weblogs; Wikis; Online Versions.

UNIT- IV

YouTube Journalism

YouTube journalism, data theft, privacy, cookies, spyware, Trojan horses, worms, hacking, trolling, fake news, graphic manipulation, and plagiarism. Citizen and Participatory Journalism; Wiki Journalism and Hyper local Journalism.

Books for Reference:

1. **Andre J. Ellington** (2019) *The Art of Online Journalism*, Independently Published.
2. **James C. Foust**: *Online Journalism-Principles and Presentation of News for the Web*. Book News, Inc.
3. **Joan Van Tassel, Mary Murphy, Joseph Schmitz** (2020) *The New News*, Focal Press.
4. **Mary Lou Nemanic** (2020), *Metro Dailies in the Age of Multimedia Journalism*, Temple University Press.
5. **Mark E. Briggs** (2019) *Journalism Next: A Practical Guide to Digital Reporting and Publishing*, CQ Press
6. **Murry Dick** (2013) *Theory and Practice in Journalism Online*, Red Globe Press.
7. **Richard Craig** (2004) *Online Journalism: Reporting, Writing and Editing for New Media*, Cengage Learning.
8. **Steve Hill, Paul Bradshaw** (2018) *Mobile First Journalism: Producing News for Social and Interactive Media*, Routledge.
9. **Vincent F. Filk** (2019), *Convergent Journalism-An Introduction: Writing, Producing Across Media*, Focal Press.
10. **Yong Song** (2019) *Multimedia News Storytelling as Digital Literacies*, Peter Lang.

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSV 1 -1 Videography		
Course Code:	JMC V 1-1	No. of Credits	03
Contact hours	45 hours	Duration of SEA/Exam	3 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Unit-I

Meaning and Definition of Videography; Elements and Principles of Videography; Historical Foundations of Cinema and TV; Evolution of Videography; Careers in Videography and Video Production. 21st Century skills in videography.

Unit-II

Basics of photography and Video Camera; Parts of Camera; Camera angles; Types shots and Compositions; Camera movements; Lens and types of lenses Basics of rules framing; Rule of third; Importance of continuity, cutaways, and filler Basics of Lighting; Kinds of Lighting; Lighting techniques; Light characteristics and Colour. Different stages of Video Production.

Unit-III

Introduction to Script writing; Techniques, Characteristics, and Elements of Scripts; Storyboard; Floor plans; Shooting techniques.

Unit-IV

Principles of Visualization; Image resolution; Exporting Image; File Management Protocols; Basics of sounds and sound editing; Basics of video editing; Different stages of video editing Introduction to editing software's.

Books for Reference:

1. **Dong Hall** (2005) Illuminating Video: An Essential Guide to Video Art, Bay Area Coalition.
2. **Gustavo Mercado** (2010) The Filmmaker's Eye: Learning the Rules of Cinematic Composition, Routledge.
3. **Heidi Mueller** (2014), Practical Videography: A step-by-step guide to making good video, H Mueller Design.
4. **Herbert Zettl** (2017), Video Basics, Wadsworth Publishing Co. Inc.
5. **Kurt Lancaster** (2010) DSLR Cinema: Crafting the Film Look with Video, Focal Press.
6. **Norman Hollyn** (1999), The Film Editing Room Hand Book, Lone Eagle Pub Co.
7. **Norman Hollyn** (2008), The Lean Forward Movement: Telling Better Stories for Film,TV, and Web, New Riders Pub.
8. **Vinod Kumar** (2017), Visual Communication - Digital Photography, Videography & Photojournalism, Galgotia Publishing Company.

VI SEMESTER

VI SEMESTER

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 14 Introduction to Digital Media		
Course Code:	JMC C 14	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

UNIT-I

Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.

UNIT-II

Digital Media Storage Components: Hardware/Software Components of Digital Media. Digital Storage Media- Disc Drive, USB Drive, Hard Disc Drive, Cloud Drive, Memory Chip and Cards.

UNIT-III

Digital Media Platform: Web Site, Blog, Face Book, WhatsApp, News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.

UNIT-IV

Digital Media Content Design and Marketing: Essential of Digital Media, Tool for digital media Design. Digital Media Content Creation: Planning, Writing, Designing and Editing Digital Marketing-Principles Of Digital Marketing Planning And Management. Trends in Digital Media.

Books for Reference:

1. **August E Grant**, Understanding Media Convergence, Oxford University Press.
2. Dale Hudson & Patricia R. Zimmermann (2015), Thinking Through Digital Media: Transnational Environments and Locative Places, Palgrave Macmillan
3. Gabriele Balbi **and** Paolo Magaudda (2018) A History of Digital Media: An Intermedia and Global Perspective, Routledge
4. **Gorham Kindem and Robert B. Musburger** (2009) Introduction to Media Production: The Path to Digital Media Production, Routledge
5. **Howard, Philip, N. and Steve Jones**, (2003), Society Online: The internet in Context, Sage.
6. Jay Daniel Thompson **and** John Weldon (2022), Content Production for Digital Media: An Introduction, Springer
7. Tony Feldman, (1996), An Introduction to Digital Media, Routledge
8. **Mirabito , Michael M. A.**, (1994), The New Communication Technologies, Focal Press,
9. **Stephen Quinn and Vincent Falk**, Convergent Journalism: An Introduction, Focal Press
10. **Janet Kolodzy**, Convergence Journalism: Writing and Reporting across the News Media

PRACTICAL

Program Name	BA in Journalism and Mass Communication		6 th Semester	
Course Title	DSC 15 Introduction to Digital Media Practical			
Course Code:	JMC C 15	No. of Credits	3	
Contact hours	60 Hours	Duration of SEA/Exam	2 hours	
Formative Assessment Marks	40	Summative Assessment Marks	60	

1. **Creating Content:** Students shall learn how to create the content for different web-based platforms, prepare and publish the content.
2. **YouTube channel:** Each student shall have a one YouTube Channel link to University/Department/College website practice and post the journalistic content on weekly basis.
3. **Critical current issues:** Students shall produce a segment on analysis on critical current issues and promote it on their social page it shall be link to University/Department/College website.
4. **Writing to blogs:** Students shall create a one Blog and post the features or issues.
5. Evaluate a website based on its structure and formatting.

Program Name	BA in Journalism and Mass Communication	6th Semester	
Course Title	DSC 16 Advertising and Corporate Communication		
Course Code:	JMC 16	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Unit-I

Definition and Scope of Advertising, Advertising Principles, Objectives, Evolution of Advertising, Classification of Advertising, Difference between Advertising, Public Relations, Social and Economic Aspects of Advertising.

Unit-II

Advertising as a tool of communication, Role of advertising in Marketing mix, Advertising Media & Advertising Agency, Poster, And Direct Mail, Electronic Media: Radio and Television, Concept of Out-of-Home Media (OOH) and Indoor Media, New Media: Online, Role of an Ad Agency, Various Departments of an Ad Agency, Campaign Planning

Unit-III

Origin of Public Relations in India, Definition of Public Relations, Public Relations and Kinds of Public Relations, Basic Principles of PR, Publicity, Propaganda, Public Affairs, Lobbying, Marketing PR, Corporate PR, Publicity Bureau, Public relation Process, PRCE Model.

Unit IV

Corporate Communication and Management, Strategic. Defining, Strategy and its Relevance in Public Relations and Corporate Communication, Public Relations Planning, Stakeholders, Role of Public Relations in Crisis, Disaster Management, Conflict Resolution, PR Campaign, Making House styles, logo.

Books for Reference:

1. **Kleppner, Otto:** Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. **Gupta, Sen:** Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. **Hart, Norman:** The practice of advertising; Heinemann Pub.; London. 1990.
4. **Mooij, Mariekae de:** Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. **Cornelissen, Joep:** Corporate Communication: A Guide to Theory and Practice; Sage. 2011.
6. **Pete Barry:** The Advertising Concept Book, Thames & Hudson, 2008.
7. **Alison Theaker, Heather Yaxley:** The Public Relations Strategic Toolkit, Routledge 2017
8. **Argenti, Paul A:** Corporate communication, McGraw-Hill Irwin, 2013.
9. **Belasen, Alan T:** The theory and practice of corporate communication : a competing values perspective, AGE Publications, 2008.
10. **Riel, C. B. M. van:** Essentials of corporate communication: essential practices for effective reputation management, Abingdon, Oxon ; New York, NY : Routledge, 2007.

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 17 Advertising and Corporate Communication Practical		
Course Code:	JMC 17	No. of Credits	2
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

1. **Basics of Advertising:** Identify basic advertising terminology.
2. Produce a multi-faceted advertising campaign across the various type of media, including print and social media.
3. **Use of Different Media for Advertising:** Analyze and evaluate any 2 advertising messages across different types of media (mass and digital).
4. **Communicating in the Virtual Workplace:** Students have to prepare a promotional ad for a campus event (fest or admission).
5. **Preparation of House Journal:** Students have to compulsorily Prepare one House journal regarding their institution

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2-1 Film Appreciation/Fundamentals of Audio-video-lights		
Course Code:	JMC E 2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Unit -I

Movies and Their Roles in Our Lives, Elements of a Film - Story, Narrative Structures, & Audience Semiotics and Cinematic Terms Film Screening. Audience Semiotics and Cinematic Terms Film Screening and Discussion on that film.

Unit -II

Introduction to different Genres of Films (Animation, Adventure, Horror, Suspense, Drama, Romance etc) Familiarizing with World films and filmic movements(Hollywood films and Indian films)

Unit- III

Indian Cinema Contemporary Critical theory New waves across the world. Sound and Music in Cinemas Indian cinemas, Psyche and Screen, Images and signs in cinema. Satyajit Ray and Ritwik Ghatak, The Indian New wave - Mrinal Sen and Shyam Benegal, Avant Garde to contemporary alternative practices, and the idea of alternatives

Unit -IV

Literacy Elements in Film Themes and Symbolism Mise en Scène - Settings, Props and Costumes Acting, Cinematography, Lighting Editing, VFX, Sound. Criticism: Weighing the Balance Film Screenings and Discussions in film society.

Books for Reference:

1. Roger Ebert 2003, *The Great Movies*, Broadway
2. Bernard F. Dick, 1990, *Anatomy of Film*, St Martins Press.
3. Joseph M. Boggs, Dennis W. Petrie, 2006, *Art of Watching Films*, McGraw-Hill.
4. **Steven Ascher & Edward Pincus**, 2012, *The Filmmaker's Handbook*, Penguin Publishing Group.
5. Cousins, Mark, 2020, *The Story of Film*, Pavilion Books.
6. **Michael Patrick Gillespie** 2019, *Film Appreciation Through Genres* McFarland & Co Inc; Illustrated edition.
7. Richard Lowell MacDonald, 2016, *The Appreciation of Film: The Postwar Film Society Movement and Film Culture in Britain*, University of Exeter Press.
8. **Braudy, Leo & Cohen, Marshall** 2016 (Eds). *Film Theory & Criticism: Introductory Readings*. Oxford U.P.
9. **Giannetti, Louis**.2008, *Understanding Movies* (11th edition), Prentice Hall.
10. **McDonald, Kevin**. 2016 *Film Theory: The Basics*, Routledge.

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE V2 Event Management		
Course Code:	JMC V2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Unit-I

Introduction to Event management: Principles of Event management, concept and designing, size of event, types of event, event theme, logistics concept, Planning the program, Creating a suitable environment, Recognize ethical issues in events.

Unit-II

Event Management and Team Management: Event proposals, tools, protocols, dress code, staging, staffing, leadership, managing team, group meeting, written communication and oral communication.

Unit-III

Event Safety and Security: Security, occupational safety, crowd management, major risks, emergency planning, incident reporting, emergency procedures.

Unit-IV

Event Budgeting: Budget, break-even point, cash flow analysis, profit and loss statement, balance sheet, panic payment, financial control system.

Books for Reference:

1. **Fenich, G.** (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.
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