

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BMM

Course : Mass Media

Semester : III

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Mass Media

Semester III

Semester III			
Course Code	Course Title	Credits	Lectures /Week
ABMM301	Introduction to Public Relations	4	4
ABMM302	Introduction to Culture Studies	4	4
ABMM303	Introduction to Media Studies	4	4
ABMM304	Photography and Videography	4	4
ABMM305	Introduction to Creative Writing	4	4
ABMM306	Advanced Computers/ Introduction to Management	4	4

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
ABMM401	Introduction to Advertising	4	4
ABMM402	Introduction to Journalism	4	4
ABMM403	Radio & Television	4	4
ABMM404	Mass Media Research	4	4
ABMM405	Organizational Behaviour	4	4
ABMM406	Understanding Cinema	4	4

Semester III

Course: ABMM301	Introduction to Public Relations (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Applying principles of public relations. - To inculcate in students the various concepts and theories of public relations. Outcomes: <ul style="list-style-type: none"> - The study of the various public relations techniques 	
Unit I	<p>Definition, concept and use of Public Relations & Communication-an individual, or a group</p> <p>Internal PR & External PR-The various stakeholders to which PR is responsible- Consumer, Shareholder, Government, Employee, General Public.</p> <p>Public Relations & related fields like Advertising, Marketing, and Journalism.</p> <p>Strategies of PR and current Industry Scenario- Relevant Case Studies</p>	15L
Unit II	<p>Press Release</p> <p>Press Conference & Other media tools used.</p> <p>Role of Public Relations in different sectors (with relevant Case Studies from each sector):</p> <p>PR in Manufacturing Sector.</p> <p>PR in Services sector – Public & Private.</p> <p>PR in Non- profit organizations.</p>	15L
Unit III	<p>Code of Ethics in Public Relations:</p> <p>Need to establish professional standards</p> <p>Guidelines for ethical practice</p> <p>Code of ethics of the American PR Association.</p> <p>PRSI (Public Relations Society of India)</p>	15L
Unit IV	<p>An Overview of the following:</p> <p>Understanding laws governing commercial enterprises</p> <p>Study, research & understanding of business of employer</p> <p>Evaluation and adaptability to corporate culture</p> <p>Understanding socio - economic issues, political issues, and legal / commercial issues impacting on business.</p> <p>Understanding Transactional Analysis and its relevance to Public Relations.</p> <p>Maintaining and building strong organization through communications.</p>	15L

	<p>Understanding the Media and the handling of Media Relations</p> <p>Understanding the Consumer & keeping him informed</p> <p>Introduction to Corporate Communications</p> <p>Human Resources and how to promote commercial films</p> <p>In-depth study on Internal PR - administration, vision, media, within the company, and structure of the company.</p> <p>Types of PR – Corporate, Sports, Entertainment, NGO, Public Sector, etc.</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. A Handbook of Public Relations and Communication, Lesle Philip, McGraw Hill Professional, 1998 2. This is PR: The Realities of Public Relations; Dean Kruckeberg, Doug Newsom, and Judy Turk ;Wadsworth Cengage Learning, 2010 3. Corporate Public Relation, K.R.Balan, Sterling 4. The profession and the practice,Baskin Otics, Craig Aronoff, Dan Lattimore, Brown and Benchmark 5. Cutlip and Center ‘s Effective Public Relations, Glen M. Broom, Bey-Ling Sha, Pearson, 2012 6. The Practical Handbook of Public Relations, Robert S. Cole, Prentice Hall, 1981 7. Introduction to Mass Communication; Warren K. Agee, Philip H. Ault, Edwin Emery; Longman, 1997 8. The Practice of Public Relation; Wilfred Howard; Elsevier, 2016 9. Public Relations in India, Jolly Mohan Kaul, NayaProkash, 1976 10. Teach Yourself Public Relations, Herbert Lloyd, English Universities Press, 1963 11. Making it in Public Relations, Leonard Mogel, Collier Books Macmillan Publishing Company, 1993 		

<p>Course: ABMM302</p>	<p>Introduction to Culture Studies (Credits :04 Lectures/Week:04)</p>	
	<p>Objectives:</p> <ul style="list-style-type: none"> - Comprehending the various concepts of culture. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the importance of culture. 	
<p>Unit I</p>	<p>Evolution and need to study cultural studies &Concept of 'Culture': examining definitions and theories of culture</p> <p>Mathew Arnold Johann Herder Max Weber</p>	<p>15L</p>

	<p>Bal Gandharva Homi K. Bhabha</p> <p>Popular and Mass Culture Stuart Hall – circuit of culture Fiske – 'culture industry' vs. reading popular culture</p>	
Unit II	<p>Culture and Conditioning: Language, Gender, Class and Race</p> <p>Construction of Culture Political, social, economic and religious aspects of cultural construction.</p>	15L
Unit III	<p>Cultural and Critical Theories</p> <p>Emergence of Cultural and critical theories: Marxism The Frankfurt School The British Cultural School Raymond Williams' Technological Determinism</p>	15L
Unit IV	<p>Globalization Case Study of satellite television in India – trends and transformations, not history Global – Local</p> <p>Studying Representation in Cultural Expressions and Artifacts, Oral traditions – folklore – festivals - cuisine - sports - art and architecture - all forms of media expressions</p> <p>Media and Culture Technology, Urbanism as factors of cultural change Positive and negative relationship of media and culture</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Cultural studies reader, Simon Durring, Routledge, 1993 2. Cultural Theory : The Key Concepts; Andrew Edgar, Peter Sedgwick; Routledge, 2008 3. Cultural Theory and Popular Culture: An Introduction; John Storey; Routledge, 2015 4. Orientalism: Western Conceptions of the Orient, Edward Said, Penguin, 2016 5. Doing Cultural Studies: The Story of the Sony Walkman; Paul du Gay, Stuart Hall, Linda Janes, Anders Koed Madsen, Hugh Mackay, Keith Negus; Sage Publications, 2013 6. Cultural Imperialism - A Critical Introduction, John Tomlinson, Continuum, 2001 7. Production Of Culture/Cultures of Production, Paul Du Gay, Sage/Open University, 1997 		

8. Power, Politics, and Culture: Interviews with Edward W. Said; Edward Said, Gauri Vishwanathan; A&C Black, 2014
9. Writing Caste/Writing Gender: Narrating Dalit Women's Testimonies; Sharmila Rege, Zubaan, 2013
10. Bal Gandharva, the nonpareil thespian, Mohan Nadkarni, National Book Trust, 1988
11. Cultural Anthropology: A Contemporary Perspective; Roger M. Keesing, Andrew Strathern, Harcourt Brace College Publishers, 1998
12. Social Anthropology, R. Godfrey Lienhardt, Oxford University Press, 1972
13. Introduction to Mass Communication: Media Literacy and Culture; Stanley J. Baran; McGraw-Hill, 2007
14. The Ascent of Man, Jacob Bronowski, Random House, 2011

Course: ABMM303	Introduction to Media Studies (Credits :04 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - Grasping the various theories of media - Application of various theories to contemporary situations <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the relationship between media theories and the contemporary world 	
Unit I	<p>Constituents of Media: Language (effect; evolution- e-mail, troll; within religion), Discourse – having a healthy discussion (is not practiced in present day India) Relevance of Technology –e.g. Television. Also, the vices of technology and how it can be abused, e.g. Hacking – Russia vs USA. Magazine Advertising and the creation of a new man Young people as consumers of advertising</p>	15L
Unit II	<p>Racist Ideologies and Media Division and Contradiction in Global Infrastructure Media and Globalization and Consumerism</p>	15L
Unit III	<p>Media Theories: -Stuart Hall -Uses and Gratification Theory -Agenda Setting -Propaganda Theory -Two Step Flow -Marshal McLuhan</p>	

	-Social Cognitive Theory	
Unit IV	<p>Commercial impact: Magazine culture Trends Feminism Power of Media –e.g. Conglomerates- corporations owning media-houses</p> <p>Media and Globalization: Racism as a belief Media and Diaspora</p> <p>Challenges of Media: Intellectual property – measures to protect one’s content New media</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. McQuail's Reader in Mass Communication Theory, McQuail, Denis (ed.), Sage Publications, 2004 2. The Media Student's Book, Branston, Gill, and Roy Stafford, Routledge, Fifth edition (2010) 3. AS Media Studies: The Essential Introduction, Rayner, Philip, Peter Wall, and Stephen Kruger, Routledge, Second edition (2004) 4. Introduction to Mass Communication, Baran, Stanley J., McGraw Hill Education, 2011 5. Dynamics of Mass Communication, Dominick, Joseph R., McGraw-Hill Higher Education, 2011 6. Television: Technology and Cultural Form, Williams, Raymond, Routledge, 1990 7. Mass Communication theory, Baran and Davis, Thomas Wadsworth, 2000 8. Introduction to Communication Studies, John Fiske, 1982 9. Building Communication Theory, Deanna F. Womack, Andrew S. Rancer, Dominic A. Infante, Waveland Press, 2nd edition (1993) 10. Media Analysis Techniques, Arthur Berger, Sage Publications, 2005 		

Course: ABMM304	Photography and Videography (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To develop visual narratives through technical and visual language in the field of filmography and photography Outcomes: <ul style="list-style-type: none"> - The study of the Visual Language through practical approach towards developing visual story 	
Unit I	History of Photography- How Photography was discovered Key Players. Tracing history from Daguerreotype to Kodak Camera Obscura& Pin Hole Camera Daguerreotype Calotype Wet Plate Collodion/Glass Plate Kodak Compact Camera Profiles: Louis Daguerre, Henry Fox Talbot, George Eastman	15L
Unit II	Role of Photography in Our Daily Lives: Photography and its use is wide and varied. Each Category should be introduced in this part. It should include a deep understanding of its impact, use of equipment, techniques, its use etc. Portrait Photography Photojournalism and Documentary Photography Fashion/Editorial Commercial Fine Art Types of Cameras & Lenses: A brief look at cameras of the past. A detailed working of a DSLR and other equipment associated with it. Demonstration required. Large Format Camera Medium Format Camera How does a DSLR work? Difference between Digital System vs Film System Why use Manual Mode Why shoot RAW Video: Objective- Practical based information where students understand how to shoot effectively various narratives through camera movements, storyboards, and editing. Synopsis- Students need to understand how to execute simple narratives	15L

	effectively and publish on various digital media platforms. Emphasis will be on storytelling and visual language taught through compositions, scripts, story boarding and editing. The student will have to use only a DSLR to shoot their final project.	
Unit III	<p>Lighting: Students should be taught about different forms, types, quality and usage of light. Modifying a light through studio equipment should be demonstrated along with using Hot-Shoe Flash as both on and off camera.</p> <p>Properties of light Quality of light</p> <p>Exposure: Understanding Exposure Aperture Shutter ISO White Balance How to read a histogram Expose to the right Reading a light meter Equivalent Exposure How to use Aperture, Shutter and ISO creatively</p> <p>Composition: Understanding the visual grammar of a photographic frame Nature of photographs Language of Photographs Different types of composition</p>	15L
Unit IV	<p>Image Editing:</p> <p>Adobe Photoshop Converting Raw through Camera RAW Customizing Photoshop Environment Tool Bar Menu Bar Creating Layers Non-Destructive Editing Selection Tools & Masking Blend Modes Converting to Black and White How to Clean up a picture</p>	15L

	<p>Adobe Lightroom Lightroom and its Environment Converting Raw Cataloguing Lightroom to Photoshop Transfer</p> <p>Video Editing: Adobe Premiere Pro Import/Export Transitions Storyline Workflow Motion Graphics (Discussion)</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. The Art of Colour Photography, John Hedgecoe, Mitchell Beazley, 1998 2. John Hedgecoe's Creative Photography, John Hedgecoe, Collins & Brown, 1999 3. Digital Photography: A No-nonsense, Jargon-free Guide for Beginners, Steve Bavister, Collins & Brown, 2000 4. John Hedgecoe's Photography Basics, John Hedgecoe, Sterling, 2006 		

Course: ABMM305	Introduction to Creative Writing (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To familiarise students with the elements of different genres of creative writing - To enable students to express their creativity in writing short stories, poems, plays. Outcomes: <ul style="list-style-type: none"> - The study of the basics of various types of writing 	
Unit I	<p>Formal aspects of Short Stories:</p> <p>Theme Plot Character Point of View Setting Tone Symbolism</p> <p>Analyse at least 7 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write a short story as a part of their project work.</p>	15L
Unit II	<p>Formal aspects of Poetry:</p> <p>Theme Diction Tone Imagery Symbolism Figures of Speech Meter, Rhythm, and sound Structure & form</p> <p>Analyse at least 8 contemporary poems on the basis of each of these formal aspects, which will enable the student in his/her attempt to write poems as a part of their project work.</p>	15L
Unit III	<p>Formal aspects of Drama</p> <p>Theme Character Plot Form Dialogue writing</p> <p>Analyse at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt to write plays as a part of their project work.</p>	15L

Unit IV	Screen play writing: Converting short stories into screen plays Audience participation and reality T.V.	15L
References: <ol style="list-style-type: none"> 1. The Anatomy of Drama, Boulton, Marjorie, Routledge, 2014 2. On Writing the Short Story, Burnett, Hallie, Harper & Row, 1992 3. Fiction Writer's Handbook - Burnett, Hallie, HarperCollins, 1993 4. The Way to write Novels, Kitchen, Paddy, Elm Tree Books, 1981 5. Poetry in the Making, Hughes, Ted, Faber & Faber, 2008 6. The Creative Writer, Writer's Digest, Cincinnati, Ohio 7. The Writer's Handbook, Elfrieda Abbe, Writer Books, 2003 8. Brief Handbook for writers, Howell, James & Dean, Memering, Prentice Hall, 1993 9. Hints for young Writers - Marden, Orison Swett, Fb&c Limited, 2018 10. The Writer's Art, Warren C. Henry, George Newnes Ltd, Classic edition, 1901 		

Course: ABMM306	Advanced Computers (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To help students develop a higher level of understanding the workings of a computer (different software) Outcomes: <ul style="list-style-type: none"> - The study of the use of the various computer programmes. 	
Unit I	Basics of Online Marketing Building an online marketing foundation Planning a Website Content Marketing & Blogging Social Media Marketing Tracking Web Analytics Introduction to Search Engine Optimization Online Advertising/SEM Email Marketing Online Public Relation Managing Multi-tasking Web Marketing	15L
Unit II	HTML & WordPress Features of a good website Basics of HTML Tags & CSS Building a WordPress Website Forms E-commerce	15L

Unit III	Audio Editing Introduction to Audacity Introduction to Adobe Audition Working with Audio Editing Working with Multi-Track Editor and Recording Audio Working with Audio Effects	15L
Unit IV	Video Editing Getting started with Adobe Premier Pro CS6 Capturing Clips and Using Tools with options Effects and Transitions Introduction to Adobe After Effects Animating using Key Frames Creating Titles and Superimposing Previewing and Rendering Output Introduction to Adobe After Effects	15L
<p>References:</p> <ol style="list-style-type: none"> 1. An Editor's guide to Adobe Premier Pro, Richard Harrington, Peachpit Press, 1st edition, 2011 2. WordPress for Dummies, Lisa Sabin-Wilson, John Wiley & Sons, 8th edition, 2017 3. Understanding Digital Marketing, Damien Ryan, Calvin Jones, Kogan Page, 2009 4. Photoshop CS2 in simple steps, Shalini Gupta, Adity Gupta, Dream Tech Press, 2006 5. Photoshop CS Savvy, Stephen Romaniello, John Wiley & Sons, 2006 6. Adobe Illustrator CS6 on Demand By . Perspection Inc., Steve Johnson Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team The Adobe Illustrator CS6 WOW! Book by Sharon 7. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf) 8. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf) 		

Semester IV

Course: ABMM401	Introduction to Advertising (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To teach and expose students to various media vehicles through which advertising is done - Importance of synergy in advertising Outcomes: <ul style="list-style-type: none"> - The study of the various forms and styles of advertising, and their application. 	
Unit I	Advertising - Meaning: Definition and functions. Evolution of Advertising National & International level The structure of and Ad agency and the functions and service of each department Relationship between various participants of advertising (Client, agency, media, consumer) Research in Advertising - Pre and post campaign testing Economic and Social Aspects of Advertising	15L
Unit II	Types of Advertising - Consumer advertising Industrial advertising Classified advertising Retail advertising Financial advertising PR advertising B2B advertising Political advertising Image advertising Lifestyle advertising Internet and Viral advertising The www as an advertising medium Internet v/s conventional media	15L
Unit III	Introduction to Integrated Marketing Communication Techniques and strategies of web advertising Public Service advertising its role and importance Introduction to advertising strategies: AIDA, DAGMAR, Information processing model.	15L
Unit IV	The Concept of USP Introduction to Agency Commissions /retainer ships, media commission. Future Trends in Advertising: Advertising as a career; Advertising	15L

	opportunities in community networking/ blogging/chat marketing	
References: <ol style="list-style-type: none"> 1. Essentials of advertising, Robert Cluley, Kogan Page Publishers, 2017 2. Advertising and Promotion: An Integrated Marketing Communications Perspective, George E. Belch and Michael A. Belch, McGraw-Hill/Irwin, 2012 3. Kleppner's Advertising Procedure, Thomas Russell and W. Ronald Lane, Prentice Hall, 1999 4. Advertising Age: Handbook of Advertising; Herschel Gordon Lewis and Carol Nelson; McGraw-Hill, 1999 5. Advertising: Principles and Practice; William Wells, John Burnett and Sandra Moriarty; Prentice Hall, 2006 6. Contemporary Advertising; William F Arens and Courtland L Bovee; McGraw-Hill Education, 1994 7. Advertising on the Internet: Getting your message across the World Wide Web, Neil Barrett, Kogan Page, 1997 		

Course: ABMM402	Introduction to Journalism (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Exposes students to fundamental principles of journalism - Exposes students to the evolution of journalism from the 18th century media to digital media Outcomes: <ul style="list-style-type: none"> - The study of the history of journalism as a communication tool, and the role of media in India and the global scenario. 	
Unit I	History - from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself. Printing technology and its evolution Journalism in India - stages of development and changing role: Early development and the role of the press in reform movements The rise of the nationalist Press Post-independence Nehruvian era The Emergency Post-Emergency magazine boom The nineties	15L
Unit II	The Role and Functions of Journalism - Interpretation, Linkage, transmission of values, entertainment, development	15L

	<p>Organisation and structure of the newspaper Editorial, Management, Advertising and Circulation departments The structure of the Editorial department and the roles of each element in the editorial chain.</p>	
Unit III	<p>Definitions of 'News', 'hard' and 'soft' news</p> <p>News sources - Staff reporters, correspondents, news agencies and syndicate</p> <p>Journalistic writing formats: Report – Style, Structure, basic principles and types of reports Leads – types and functions News angles Feature Editorial</p>	15L
Unit IV	<p>Principles/Canons of Journalism: Objectivity Accuracy Freedom Independence Impartiality and fairness Balance</p> <p>New mediums of news distribution/creation & their positive and negative impacts</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. News Reporting and Writing, Mencher, Melvin, Columbia Univ. Press, 7th edition, 1997 2. Newspaper History from the 17th century to the present day; George, Curran, James; Wingate, Pauline; Sage, 1978 3. Understanding Journalism, Wilson & John, Routledge, 1966 4. Indian Press and Freedom Stuggle, Mazumdar & Aurobindo, Orient Longman, 1993 5. Here is the news, Parthasarthy & Ramaswamy, Sterling, 1994 6. A Journalism Reader, Brumley and O'Malley, Routledge, 1997 7. News: A Reader, Howard Tumber, Oxford University Press, 1999 8. Dangerous Estate, Francis Williams, Longman, Green, 1957 9. Only the Good News: On the Law of the Press in India, Rajeev Dhavan, Manohar Publications, 1987 10. The press in India, Sarkar, R.C.S, S. Chand and Co. Ltd., 1984 11. PTI Story, Raghavan G.N.S, Indraprastha Press, 1987 12. The press she could not whip; Rao, Amiya and Rao B.G, Popular Prakashan, 1977 13. Crusaders of the 4th Estate, Srinivasan. R, Bhartiya Vidya Bhavan, 1989 14. The News: An International History; Smith Anthony, Thames and Hudson, 1979 15. The Professional Journalist, John Hohenberg, Holt Rinehart & Winston, 1983 		

Course: ABMM403	Radio and Television (Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Evolution of radio from AM to FM - Television programme production To make students understand the broadcast media Outcomes: <ul style="list-style-type: none"> - The study of the evolution of radio and television, and creation of radio and television programming. 	
Unit I	<p>The history of radio: The growth and development of radio abroad The growth and development of radio in India</p> <p>Radio as a medium: The uses and characteristics of radio</p> <p>Radio transmission: Types of signal – AM, FM, shortwave, digital Satellite radio Community radio Internet radio</p> <p>Professions in the industry: The production staff The talent – the radio jockey, the news anchor, the talk show ho Management staff - station director, programming heads, etc.</p>	15L
Unit II	<p>The radio programme: The music programme The talk show and the discussion The phone-inprogramme Radio documentaries and features</p> <p>The production and recording process: The broadcast process – an overview The work of the radio producer Types of studios – Live Radio Studio Vs. Recording Studios Types of microphones–Types of pick up patterns; ribbon, moving coil & condenser microphones Sound editing Recorders and mixers - Virtual (DAW)</p>	15L

	<p>Ownership: AIR and public service broadcasting Major FM channels in India</p> <p>Current trends in radio: The growth of FM Development communication</p>	
Unit III	<p>The history of television: The growth and development of television abroad The growth and development of television in India</p> <p>The technology of television: Types of signal – UHF, VHF, digital, analog</p> <p>Professions in the industry: Production staff Post production staff Newsroom staff</p> <p>The television script: The treatment The two-column script The screenplay format The storyboard Interactive scripts Narration scripts</p>	15L
Unit IV	<p>Producing the television programme: The proposal Preproduction Production – types of camera shots and movements Post-production – linear vs. non-linear editing, online, offline, chroma, Audio sweetening</p> <p>Research for radio and television: Programme research Audience research Ratings and calculation Audience feedback</p> <p>Ownership: Media monopoly</p>	15L

References:

1. Radio Production: A Manual for Broadcasters, Robert McLeish, Focal Press, 3rd edition, 1994
2. Corporate Media Production, Ray DiZazzo, Focal Press, 2nd edition, 2003
3. Television: The Critical View, Horace Newcomb, Oxford University Press, 7th edition, 2006
4. Digital Broadcasting Journalism, Jitendra Kumar Sharma, Authors Press, 2003
5. Advanced Level Media; Angela Bell and Mark Joyce and Danny Rivers; Hodder Arnold, 1999
6. Media Impact: An Introduction to Mass Media, Shirley Biagi, Thomson Wadsworth, 2011
7. Television Production Handbook, Herbert Zetl, Cengage Learning, 12th edition, 2014
8. Writing for Television, Radio and New Media.; Robert Hilliard; Cengage Learning, 10th edition, 2011
9. Encyclopaedia of Mass Communication in 21st Century, Nayyar Shamsi, Anmol Publications Pvt. Ltd., 2006

Course: ABMM404	Mass Media Research (Credits :04 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> - Educate students on the importance of research in media communications. <p>Outcomes:</p> <ul style="list-style-type: none"> - The study of the fundamentals of research with specific reference to media objectives. 	
Unit I	<p>Introduction to Research concepts: Introduction to Research - Definition, types, need for research Scientific Research - basic principles, Empiricism, verifiability, generalization.</p>	15L
Unit II	<p>Steps in conducting research – I: Selection of a problem Formulation of the problem Objectives Hypothesis – Definition, types, conditions of hypothesis, features Research design – case study, survey, experiment, longitudinal research, observation, concepts analysis, introduction to ethnography concepts and their operationalisation</p> <p>Steps in conducting research – II: Measurement and scaling techniques Sources of data – primary and secondary Tools of data collection – observation, interview, questionnaire, schedule</p>	15L

Unit III	<p>Determination of sample size Sampling procedure – probability sampling and non-probability sampling and its types Processing of data Analysis and interpretation Writing of a report</p> <p>Statistical procedure – Mean, median, mode, standard deviation and co-relation.</p>	15L
Unit IV	<p>Application of research in mass media</p> <p>Content analysis – Definition and users, steps, limitations</p> <p>Research in print media</p> <p>Research in Advertising</p> <p>Research in Public Relations</p> <p>Mass media Research and the Internet</p> <p>Research in Media Effects</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Research Methodology, C.R. Kothari, New Age International Publication, New Delhi, 2004 2. A Handbook of Social Science Research, B.R. Dixon, G.D. Bouma, G.B.J. Atkinson - Oxford University Press, 1987 3. Mass Media Research: An Introduction, Roger D. Wimmer and Joseph R. Dominick - Thomson Wadsworth, 2006 4. Milestones in Mass Communication Research, Shearon A. Lowery and Melvin L. DeFleur, Allyn & Bacon, 1995 5. Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunther, Sage Publications, 2000 6. Analyzing Media Messages: Using Quantitative Content Analysis in Research, Daniel Riffe, Stephen Lacy, and Frederick G. Fico, Lawrence Erlbaum Assoc Inc, 2005 7. Research Methodology and Analysis, Sharma R.P., DPH Publication, New Delhi 8. Methodology of Research in Social Science, Krishna Swami, Himalaya Publication 9. Marketing Research - An applied Orientation, Naresh K. Malhotra, Pearson, 2009 10. Mass Communication Theory: Foundations, Ferment and Future; Stanley J. Baron and Dennis K. Davis, Cengage Learning, 2015 		

Course: ABMM405	Organizational Behaviour(Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - To prepare students for corporate job experience with special reference to structure, behaviour models, group dynamics, and systemic hierarchy Outcomes: <ul style="list-style-type: none"> - The study of organisational structures and the related human behaviour. 	
Unit I	<p>Nature of Organization Behaviour Concept of Organization Behaviour Organizational Behaviour Models</p> <p>Structural Dimensions of Organization and its Environment Organization and its Environment Formal Organization: Design and Structure Division of work and task interdependence</p> <p>Organisational Culture: Sources of organizational culture Types of organizational culture Manifestation of organizational culture Managing organization culture Organizational sub-cultures Socio-cultural features of India and their impact on organizational culture</p>	15L
Unit II	<p>Motivation: Theories of motivation</p> <p>a) Need theories</p> <ol style="list-style-type: none"> i. Maslow's Need Theory ii. McClelland's Need Theory <p>b) Process theories</p> <ol style="list-style-type: none"> i. Reinforcement theory ii. Vroom's Expectancy theory iii. Equity theory iv. Goal setting theory <p>Motivation Theory: Application Job Design Job Enrichment and enlargement Job rotation and cross training Quality of Work Life Positive reinforcement programmes Productivity gainsharing approaches</p>	15L

Unit III	<p>Groups in organization and Group Dynamics:</p> <p>Concept of group Types of groups Group norms Group cohesion</p> <p>Group Decision making: Group think Risky Shift and Polarization Techniques for improving group decision making Decision making in networked organizations</p>	15L
Unit IV	<p>Power and Authority:</p> <p>Concept of Power Types of Power Concept of organizational politics Reasons of organizational politics Minimizing organizational politics Concept of Authority Sources of Authority</p> <p>Dynamics of Stress: Concept of Stress Causes of Stress Effects of Stress Coping strategies</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Managing Organizational Behavior; Henry L. Tosi, John R. Rizzo, Stephen J. Carroll; Pitman, 1986 2. Organizational Behaviour: Concepts, Controversies, Applications; Stephen P. Robbins and Nancy Langton; Prentice Hall Canada, 2000 3. Organisational Behaviour, Fred Luthans, McGraw-Hill Education, 12th edition, 2010 4. Organisational Behaviour: Human behaviour at work, John W. Newstrom and Keith Davis, Tata McGraw Hill, 12th edition 5. Communication in the Organisation, DalmerFisher, Jaico Publishing, 1stedition, 1999 6. Organisational Behaviour, L M Prasad, Sultan Chand & Sons Ed., 2004 7. Organisational Behaviour, S.S.Khanka, S. Chand & Co. Ltd. Ed. 2002 8. Cases & Problems in OB & Human Relations, Sanjay Kaptan, Everest Publishing House, 1st edition,1999 9. Organisational Behaviour, Sandra J Hartman and O Jeff Harris, JaicoBooks, 2006 		

Course: ABMM406	Understanding Cinema(Credits :04 Lectures/Week:04)	
	Objectives: <ul style="list-style-type: none"> - Students are exposed to the aesthetics to cinema - Students are able to appreciate and critically analyse various genres in cinema Outcomes: <ul style="list-style-type: none"> - The study of the various styles of cinema, the history of celluloid, the various forms of cinema and the USP of each form. 	
Unit I	<p>A discussion of early narrative cinema</p> <p>A screening and discussion on Early Indian Cinema films, along with a discussion of early Indian Cinema, and the development of the studio system in India.</p> <p>Screening and discussion on Early Hollywood Cinema, with lecture and clips on evolution of Hollywood Studio System</p>	15L
Unit II	<p>A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy</p> <p>A discussion of French New Wave cinema</p> <p>A discussion of its impact on Hollywood cinema and Hindi cinema.</p> <p>A discussion on Hollywood classical narrative.</p>	15L
Unit III	<p>A discussion on the Super Star system and the Hindi formula film</p> <p>A discussion of Indian-global cinema</p> <p>Discussion on Award winning Indian Regional films and film maker</p> <p>Screening and Discussion on cross-over films and film makers like ShyamBenegal/ MadhurBhandarkar</p>	15L
Unit IV	<p>The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.</p> <p>Major Film Awards and Institutions.</p> <p>Documentary Film Making</p> <p>Short Film Making</p>	15L

	Demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound.	
References: <ol style="list-style-type: none"> 1. Movies and Method (2 Volumes), Ed. Bill Nichols, University of California Press, 1976 2. ChitraBani : A Book on Film appreciation, Gaston Roberge, ChitraBani, 1st edition, 1974 3. Image, Sound & Story: The Art of Telling in Film, Cherry Potter, Secker & Warburg, 1992 4. The Ways of Film Studies: Film Theory & the Interpretation of Films, Gaston Roberge, Ajanta Publications, 1992 5. A short history of the Movies, Gerald Mart and Bruce Kawin, Pearson, 11th edition, 2011 6. Indian Film, Erik Barbouw and S.Krishnaswamy, Oxford University Press, 1980 7. Moving Pictures: A New Theory of Film Genres, Feelings, and Cognition; TorbenGrodal;Clarendon Press, 1999 		

**Addendum: Academic Year 2017-2018 FYBMM (Semester I) and
2019-2020 SYBMM (Semester III) – Introduction to Management**

Course: ABMM203/ ABMM306	Introduction to Management (Credits 03/04: Lectures/Week: 04)	
	Objectives: To give a basic understanding about management and its various techniques and tools used in the contemporary world. Outcomes: The study of the various elements of management principles and processes.	
Unit I	Management - Concept, nature, process and significance. An overview of functional areas of management, Managerial roles by Mintzberg Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.	15 L
Unit II	Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting. Decision Making - concept, importance and steps in decision making Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders.	15 L
	Group Dynamics and Team Management: Theories of Group Formation	15 L

Unit III	- Formal and Informal Groups and their interaction, Importance of teams - Formation of teams - Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management.	
Unit IV	Recent Trends in Management : Social Responsibility of Management - environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management	15 L
References: <ol style="list-style-type: none"> 1. Introduction to Management, John R. Schermerhorn, John Wiley & Sons, 2011 2. Management, Ricky W. Griffin, Cengage Learning, 2016 3. An Introduction to the Philosophy of Management, Paul, Griseri, Sage Publications, 2013 4. Introduction to management: Principles, practices, and processes, David Joseph Schwartz, Harcourt Brace Jovanovich, 1980 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Project/Assignment – 20 Marks
- (ii) C.A.-II : Project/Assignment – 20 Marks

II. Semester End Examination (SEE)- 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable