



**Goa University**  
**P.O. Goa University, Taleigao Plateau, Goa 403 206, India**

### **B.A. Mass Communication (Honours) Degree Program under CBCS w.e.f 2017-18**

#### **Purpose:**

To produce media professionals with high quality competencies to work in the field of television, film and other media establishments with a sound knowledge of electronic media related communications that can be applied to develop and produce content for documentaries, television programmes, Ad films and corporate videos.

#### **Careers and opportunities**

At the end of the Undergraduate Programme the students will be well-versed with contemporary media industries like the following -

1. In the TV industry – TV news Producers, Anchors, Scriptwriters, Research persons, Video editors and Audio Engineers.
2. In the Film Industry- Assistant Directors, Assistant Producers and Camerapersons.
3. In the Radio Industry- Radio Jockeys, Audio Engineers and Program producers.
4. In the Advertising, PR and Corporate Industry- Media Programmers, Copy writers, Creative executives, Campaign planners.
5. Freelancers for documentary filmmaking.
6. In the Corporate Industry – Corporate Media team, Public Relation Officer, Event Managers, Crises managers.
7. Academicians and Research Scholars at the Post-graduate level.

The Programme is designed in a manner to provide a holistic understanding of Mass Communication as a practice and enterprise. It initiates the learning process through skill based work and practical exercises spread across the Six Semesters.

#### **Internship Programme**

It is mandatory that students undertake an Internship with a media house during Semester II and III respectively. Credits will be awarded on completion of the Internship during Semester III

and IV respectively. Those students who fail to complete an Internship will not be awarded the Credit and will be required to undergo an Internship during Semester IV, failing which he/she will be not be granted admission into the next Semester.

The Internship programme is an Industry level training and is necessary for the overall growth and exposure of the students doing this professional Course.

**Discipline Specific Project:**

In Semester Six the students have to undertake a Discipline Specific Project based on a media related issue. They may produce a Documentary film or a Thesis as fulfilment of the Third year Research Project.

**Course Structure of B.A. Mass Communication (Honours) Degree Program**

<b>SEMESTER</b>	<b>SUBJECTS</b>	<b>CREDITS</b>	<b>TOTAL</b>
I	ENGLISH 1	6 X 1	6
	DSC 1A MASS COMMUNICATION	4 X 1	4
	DSC 2 A (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 A MASS COMMUNICATION	4 X 1	4
	AECC- ENGLISH/E.V.S./MIL	4 X 1	4
	GE 1 - ANY OTHER	4 X 1	4
	TOTAL		26
II	ENGLISH 2	6 X 1	6
	DSC 1B MASS COMMUNICATION	4 X 1	4
	DSC 2 B (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 B MASS COMMUNICATION	4 X 1	4
	AECC- ENGLISH/E.V.S./MIL	4 X 1	4
	GE 2 - ANY OTHER	4 X 1	4
	TOTAL		26
III	ENGLISH 3	4 X 1	4
	DSC 1C MASS COMMUNICATION	4 X 1	4
	DSC 2 C (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 C MASS COMMUNICATION	4 X 1	4
	SEC 1- AUDIO PRODUCTION/ EVENT MANAGEMENT	4 X 1	4
	GE 3 –ANY OTHER	4 X 1	4
	TOTAL		24
IV	ENGLISH 4	4 X 1	4
	DSC 1D MASS COMMUNICATION	4 X 1	4
	DSC 2 D (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 D MASS COMMUNICATION	4 X 1	4
	SEC 2 DIGITAL PHOTOGRAPHY / OR / PERFORMING ARTS & COMMUNICATION	4 X 1	4
	GE 3 –ANY OTHER	4 X 1	4
	TOTAL		24
V	DSC 9 MASS COMMUNICATION	4 X 1	4
	DSC 10 MASS COMMUNICATION	4 X 1	4
	DSC 11 MASS COMMUNICATION	4 X 1	4
	DSE 1	4 X 1	4

	MASS COMMUNICATION		
	DSE 2 MASS COMMUNICATION	4 X 1	4
	DSE 3 MASS COMMUNICATION	4 X 1	4
	TOTAL		24
VI	DSC 12 MASS COMMUNICATION	4 X 1	4
	DSC 13 MASS COMMUNICATION	4 X 1	4
	DSC 14 MASS COMMUNICATION	4 X 1	4
	DSE 4 MASS COMMUNICATION	4 X 1	4
	DSE 5 MASS COMMUNICATION	4 X 1	4
	DSP 6 \$ PROJECT	4 X 1	4
	TOTAL		24
<b>TOTAL</b>			<b>148</b>

**B.A Mass Communication (Honours): Titles of Papers**

<b>SEMESTER</b>	<b>SUBJECTS</b>	<b>CREDITS</b>	<b>TOTAL</b>
I	ENGLISH 1	6 X 1	6
	DSC 1A - INTRODUCTION TO COMMUNICATION PRINCIPLES	4 X 1	4
	DSC 2 A (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 A- INTRODUCTION TO ADVERTISING	4 X 1	4
	AECC- ENGLISH/ HINDI	4 X 1	4
	GE 1 - ANY OTHER	4 X 1	4
	TOTAL		26
II	ENGLISH 2	6 X 1	6
	DSC 1B - SCRIPTING FOR MEDIA	4 X 1	4
	DSC 2 B (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 B- CONSUMER BEHAVIOUR	4 X 1	4
	AECC- E.V.S	4 X 1	4
	GE 2 –ANY OTHER	4 X 1	4
TOTAL		26	
III	ENGLISH 3	4 X 1	4
	DSC 1C -INTRODUCTION TO AUDIO VISUAL MEDIA	4 X 1	4
	DSC 2 C (ANY OTHER SUBJECT)	4 X 1	4
	DSC III C- ADVERTISING MANAGEMENT	4 X 1	4
	SEC 1- AUDIO PRODUCTION / EVENT MANAGEMENT	4 X 1	4
	GE 3 –ANY OTHER	4 X 1	4
	TOTAL		20
IV	ENGLISH 4	4 X 1	4
	DSC 1D -MEDIA RESEARCH METHODOLOGY	4 X 1	4
	DSC 2D (ANY OTHER SUBJECT)	4 X 1	4
	DSC 3 D- BRAND MANAGEMENT	4 X 1	4
	SEC 2 DIGITAL PHOTOGRAPHY / PERFORMING ARTS & COMMUNICATION	4 X 1	4
	GE 4 –ANY OTHER	4 X 1	4
	TOTAL		24
V	DSC 9 - HISTORY OF MEDIA	4 X 1	4
	DSC 10 TV PRODUCTION –I	4 X 1	4
	DSC 11 – AD FILMMAKING AND AD CAMPAIGN STRATEGIES	4 X 1	4
	DSE 1 FILM APPRECIATION	4 X 1	4

	DSE 2- VIDEO EDITING	4 X 1	4
	DSE 3 –DIGITAL MARKETING / DIGITAL MEDIA AND GRAPHICS –I	4 X 1	4
	TOTAL		24
VI	MASS COMMUNICATION DSC 12 -MEDIA LAW & ETHICS	4 X 1	4
	DSC 13- GLOBALIZATION & COMMUNICATION	4 X 1	4
	DSC 14- TV PRODUCTION –II	4 X 1	4
	DSE 4 CORPORATE COMMUNICATION	4 X 1	4
	DSE 5- FUNDAMENTALS OF DOCUMENTARY AND FICTION FILMMAKING / DIGITAL MEDIA AND GRAPHICS –II	4 X 1	4
	DSP 6 \$ PROJECT	4 X 1	4
	TOTAL		24
<b>TOTAL</b>			<b>148</b>

## B.A. Mass Communication (Honours)

### **DSC Introduction to Communication Principles (4 CREDITS)**

**S.E.E: 60**

**I.S.A: 15**

**Practical: 25**

**(3L + 1 P)**

#### **Unit 1: What is Communication?**

**(9 lectures)**

- Definition; Nature and Scope of Communication
- Sociological and Psychological aspects of Communication
- Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication,
- Verbal and Non-verbal Communication.
- Barriers in Communication vs. Effective communication

#### **Unit 2: Diffusion process**

**(9 lectures)**

- One step, Two step, Multi step flow of Information
- Mass Media and Society – Mass Culture.
- Communication models; Definition; Scope and Purpose of Models
- Models: Aristotle's model, Shannon and Weaver, Lasswell, Osgood and Schramm, Gerbner's Model, Diffusion of Innovation Model

#### **Unit 3: Communication Theories**

**(9 lectures)**

- Cognitive Dissonance
- Normative Theories
- Perception and Retention
- Uses and Gratification Approach
- Cultivation Approach

#### **Unit 4: Characteristics, type and functions of mass communication.**

**(9 lectures)**

- Importance of mass communication.
- Mass media in Goa – A brief overview on Press, Cable TV, Radio, Web & Traditional media in Goa.

#### **Unit 5: Communicating with the masses**

**(9 lectures)**

- Public speaking as communication –audience
- Structure and formality. Group dynamics- Motivation, Persuasion and leadership traits.
- Using forms of mass communication- Creative and technical presentations in various areas like graphiti, debates and street plays.

**Practicals:**

- Understanding various communication barriers and levels of communication with respect to different forms of media. Barriers in communication and developing effective communication.  

**(2 sessions)**
  
- Understanding the different communication models (Aristotle's model, Shannon and Weaver, Lasswell, Osgood and Schramm, Spiral Model, Gerbner's Model, Diffusion of Innovation Model) with respect to various forms of media- print, broadcast, new and traditional.  

**(4 sessions)**
  
- Analyzing different forms of media in Goa: Press, Cable TV, Radio, Web & Traditional media  

**(2 sessions)**
  
- Practical exercises on presentation skills through exercises on: public speaking, graphiti/collage making, debates & street plays on various issues.  

**(3 sessions)**
  
- Reports to be filed on the basis of current affairs, programmes screened and screening of media texts (web and traditional) to analyse the role and function of these media forms.  

**(2 sessions)**
  
- A regular Journal maintained with various exercises on Communication, its relevance, changes in the socio-psychological contexts.**(10 lectures)**  

**(2 sessions)**

**Reference Books:**

1. Kumar Keval J, (2012) Mass Communication in India, JAICO 4<sup>th</sup> Edition, Mumbai
2. Chordia Dlip Singh (2013) Mass Media & Television, ABD publishers, Delhi.
3. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), 'Human Communications' (3rd Ed), Sage, New Delhi.
4. Denis McQuail and S. Ven Windall, Longman, Singapore Publications, 1981, 'Communication models for the study of Mass Com**(10 lectures)**munication'.
5. Narula, Uma; (2013) 'Communication Models', Atlant**(10 lectures)**ic Publisher, New Delhi
6. Melvin L Defluer and Sandra J Ball, Longman Publications, 'Theories of Mass Communication'.
7. De Fleur, Melvin and Dennis, Everette; 'Understanding Mass Communication'; (1988); 3rd edition; Houghton Mifflin Co.**(10 lectures)**
8. Verderber, Rudolph F.(1997). 'The Challenge of Effective Speaking'. (10th ed) Wadsworth, Singapore.



## **DSC Introduction to Advertising (4 CREDITS)**

**S.E.E: 60**  
**I.S.A: 15**  
**Practical: 25**  
**(3L + 1 P)**

**Objective:** A basic course designed to sensitize students with the historical evolution, structure and functional aspects of advertising.

### **Unit 1: Introduction (10 lectures)**

- Brief history of the evolution of advertising
- Advertising in the early 20<sup>th</sup> century, history of Indian advertising.
- Definition. Objectives, nature and scope of advertising.
- Different types of advertisements.
- Functions of advertising.
- Advantages of advertising
- Techniques used in advertising

### **Unit 2: Advertising as communication (7 lectures)**

- Advertising and other forms of Communication: Propaganda & Publicity
- Advertising vs. Personal Selling & Sales Promotion
- Advertising vs. Public Relations & Marketing.
- AIDA-The Advertisers formula

### **Unit 3: Advertising agency (10 lectures)**

- The three components in the organization of advertising – the advertiser, the advertising agency and the mass media.
- Early advertising agencies- Case study of local/ national
- Advertising agencies in India
- Types of Advertising agencies.
- Advertising agencies
- Different departments in an Ad Agency -
- Functions of various departments and workflow of an advertising agency.

### **Unit 4: Structure of a Print Ad (8 lectures)**

- Anatomy of a print ad with copy elements
- Different types: headlines, taglines, illustration, logo, body copy
- Use of color theory for advertising
- DAGMAR for analysis of results.

## Unit 5: Ethics in Advertising

(10 lectures)

- Social Impact of Advertising.
- Advertising ethics & social Responsibility.
- Role of AAI, ASCI, INS, DAVP.

### Practicals

### (Practical Session 15)

- Analysis of a product ad on different media vehicles (1 session)
- Writing headlines (2 sessions)
- Writing taglines (1 session)
- Anatomy of a Press Ad (3 sessions)
- Writing creative Public Service Advertisement (3 sessions)
- Writing classified advertisements (1 session)
- Group discussions on ethical violations in Advertising, stereotypes. (2 sessions)
- Maintain a journal with exercises (2 sessions)

### REFERENCE BOOKS -

1. Kumar Keval J., Mass Communication in India, 4<sup>th</sup> edition, Jaico Publishing, 1994.
2. Kale N. G., Ahmed M., Introduction to advertising, 3<sup>rd</sup> revised edition, Vipul Prakashan, 2010
3. Vilanilam J.V., Advertising Basics, Response book, 2004.
4. Sanjay Tiwari, Uncommon Sense of Advertising, Response book. 2003
5. Chunawala and Sethia, Advertising Principles and Practices, Himalaya, New Delhi, 1986.
6. Gerard J. Tellis and Tim Ambler, Sage Handbook of Advertising, Sage, 2010.
7. G Dyer, Advertising as Communication, Methuen, UK, 1982.
8. SN Murthy, Advertising, Excel Books, New Delhi, 2010.

**Objectives:** To introduce students to the concepts and process of scriptwriting in media, helping them acquire the skills in this creative enterprise.

**Unit 1: Script-writing as a creative enterprise (5 theory lectures)**

- Creative thinking: the creative process, sources for ideas. Concept note and brainstorming.
- Basic story idea – Premise or logline.
- Understanding the different mediums of writing script for Radio, TV and Advertising.

**Unit 2: Stages of crafting as Screenplay (8 theory lectures)**

- Narrative structure: Beginning – middle – end. Screenplay format.
- Story, storyline, plot and treatment.
- Narrative synopsis outline – scene breakdown, sequence and full-fledged script.
- Plot points in a script- Inciting incident, plot point 1, midpoint, plot point 2, climax.

**Unit 3: Elements of a narrative (8 theory lectures)**

- Conflict development, climax, and denouement.
- Point of attack, point of view, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter.
- Dialogues- principles, syntax, pace, exposition, subtext, stylization and language.
- Subplots- types, structure and relationship with plot.

**Unit 4: Characterization (8 theory lectures)**

- Character biography, tags, profiles.
- Different types of Characters – Protagonist, antagonist, and Main relationship, minor.
- Stereotyping in Cinema – effects and consequences.
- Two-dimensional versus three-dimensional characters.
- Guiding principles for evolving effective and credible characters- analysis of films.

**Unit 5: Scriptwriting for TV (8 theory lectures)**

- Principle of language and grammar, understanding the format, process of pre-production.
- Script formats for news and current affairs.
- Scripting for Advertisements- concept to idea, types of commercials, shooting scripts and storyboards.

**Practical Sessions:****(15 practical sessions)**

The students are required to:

- Build a storyline, premise and concept notes. **(3 Practical Sessions)**
- Film screening, analysis and reviewing screenplays **(3 Practical Sessions)**
- Write a screenplay for short film- different stages from premise to scenes. **(4 Practical Sessions)**
- Write audio-visual scripts for television news. **(3 Practical Sessions)**
- Write scripts for TV commercials. **(2 Practical Sessions)**
- Students have to maintain a journal with all the exercises duly completed to answer the Practical examination.

**REFERENCE BOOKS:**

1. Serger, Linda (1994): Making a Good Script, Samuel French Trade.
2. Swan, Dwight V. and Swan, Joye R; Film Scriptwriting- A Practical Manual.
3. De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
4. Ahuja, B.N (2005): Audio Visual Journalism, Delhi, Surjeet Publications.
5. Field, Syd (1989): Selling Screenplay: The Screenwriter's Guide to Hollywood, New York, Dell Publishing.
6. Meyer, William (1989): Screen Writing for narrative film and TV, Columbus Books, London.
7. Gothams 'Writers' Workshop Faculty' (2006): Writing Movies, New York, Bloomsburg.
8. Belavadi, Vasuki. (2013) Oxford University Press, 'Video Production'.

**Objective:** The course aims to sensitize students to the importance of understanding and analyzing consumer behavior, so as to help them develop research in the field.

**Unit 1 Consumer Behaviour**

**( 7 lectures)**

- Meaning Scope & its Application
- Need & Motives
- Role of Consumers in Marketing
- Types of Consumers: Rural, Urban, Female, Children

**Unit 2 Consumer Needs & Motivation**

**(10 lectures)**

- Personality & Consumer Behavior
- Nature of Consumer Attitude
- Strategies of Attitude Change
- Communication & Consumer Behavior-Persuasion, Consumer Protection Laws

**Unit 3 Group Dynamics & Consumer Behavior**

**(8 lectures)**

- Consumer Decision Making
- Major Factors Influencing Consumer Behavior
- Reference Groups, Personal Influence & Opinion
- Leadership Process.

**Unit 4 Social Surroundings of Consumer**

**(10 lectures)**

- The Family, Functions of a Family
- Family Decision Making, Family life Cycle
- Changing Female Consumer
- Social Class-lifestyle Profiles
- Social Class Mobility: Affluent and Non Affluent Consumer

**Unit 5 Consumer Perception**

**(10 lectures)**

- It's Dynamics, Imagery
- Influence of Culture on Consumer Behavior
- Diffusion of Innovation
- Customer Relationship Management
- Importance of Consumer Research
- Digital Marketing

## REFERENCE BOOKS

1. Leslie Lazar , Kanuk, and Kassarjan, Consumer Behaviour, Prentice Hall of India, 6<sup>th</sup> edition, 2004.
2. M.S. Raju and Dominique - Consumer Behaviour, Concepts Application and Cases, Vikas Publication, New Delhi, 2004.
3. Szmign Isabelle - Understanding the Consumer, Response book, 2003
4. Loudon & Della Bilta - Consumer Behaviour, McGraw Hill, 1993.
5. Engle, Black Well & Kollatt, Consumer Behaviour, CBSS Publishing, New York, 1973.
6. Batra, Satish K. & Kazmi, H.H.S; Consumer Behaviour Text & Case, New Delhi : Excel Books; 2007
7. Ramana, V. Venkata & Somayajulu, Customer Relationship Management : 4 key to Corporate Success, New Delhi. Excel Books, 2007
8. Pant, Himanshu, Advertising & Consumer Behaviour, New Delhi : Response Book, 2007.

**B.A. MASS COMMUNICATION (HONOURS) \*\*/ B.A. MASS COMMUNICATION (GENERAL)**

**List of Courses**

<b>Core Courses (CC)</b>	<b>Discipline Specific Electives (DSE)</b>	<b>Skill Enhancement Courses (SEC)</b>	<b>Generic Electives (GE)</b>
1. Introduction to Communication Principles	1. Film Appreciation	• Audio production	Introduction to Advertising
2. Scripting for Media	2. Video production	• Introduction to Digital Photography	Scripting for Media
3. Introduction to Audio-visual medium	3. Advertising Principles & practises	• Performing Arts & communication	Introduction to Audio-visual medium
4. Media Research Methodology	4. Digital Marketing **	• Introduction to Event Management	
5. Introduction to Advertising **	5. Digital media & graphics –I **		
6. Consumer behaviour **	6. Video Editing **		
7. Advertising Management **	7. Corporate Communication		
8. Brand Management**	8. Specialized Copywriting		
9. History of Indian media	9. Radio Production		
10. T.V. Production –I **	10. Fundamentals of Documentary & Fiction filmmaking**		
11. Ad filmmaking & Ad Campaign Strategies **	11. Digital media & Graphics –II **		
12. Medial law & Ethics			
13. Globalization & Communication**			
14. T.V. Production –II **			

**\*\* INDICATES COURSES SPECIFIC TO HONOURS PROGRAMME ONLY.**