



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

## **B.A. Mass Communication (General) 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 TV Production and will be ready to enter into careers in Television and other related media industries.

1. In the TV industry – TV news Producers, Anchors, Scriptwriter, 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. 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.

**Course Structure of B.A. Mass Communication (General) 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	4 X 1	4
	AECC- ENGLISH/ HINDI	4 X 1	4
	GE 1 – ANY OTHER	4 X 1	4
	TOTAL		22
II	ENGLISH 2	6 X 1	6
	DSC 1B MASS COMMUNICATION	4 X 1	4
	DSC 2 B	4 X 1	4
	AECC- E.V.S	4 X 1	4
	GE 2 - ANY OTHER	4 X 1	4
	TOTAL		22
III	ENGLISH 3	4 X 1	4
	DSC 1C MASS COMMUNICATION	4 X 1	4
	DSC 2 C	4 X 1	4
	SEC 1	4 X 1	4
	GE 3 – ANY OTHER	4 X 1	4
	TOTAL		20
IV	ENGLISH 4	4 X 1	4
	DSC 1D MASS COMMUNICATION	4 X 1	4
	DSC 2 D	4 X 1	4
	SEC 2	4 X 1	4
	GE 3 – ANY OTHER	4 X 1	4
	TOTAL		20
V	DSC 1 E MASS COMMUNICATION	4 X 1	4
	DSC 2E ANY OTHER SUBJECT	4 X 1	4
	DSE 1 A MASS COMMUNICATION	4 X 1	4

	DSE 1 B MASS COMMUNICATION	4 X 1	4
	DSE 2A ANY OTHER SUBJECT	4 X 1	4
	DSE 2B ANY OTHER SUBJECT	4 X 1	4
	TOTAL		24
VI	DSC 1 F MASS COMMUNICATION	4 X 1	4
	DSC 2F ANY OTHER SUBJECT	4 X 1	4
	DSE 1 C MASS COMMUNICATION	4 X 1	4
	DSE 1D\$[/DSP] MASS COMMUNICATION	4 X 1	4
	DSE 2C ANY OTHER SUBJECT	4 X 1	4
	DSE 2D\$[/DSP] ANY OTHER SUBJECT	4 X 1	4
	TOTAL		24
<b>TOTAL</b>			<b>132</b>

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

<b>SEMESTER</b>	<b>SUBJECTS</b>	<b>CREDITS</b>	<b>TOTAL</b>
I	ENGLISH 1	6 X 1	6
	DSC 1A MASS COMMUNICATION – INTRODUCTION TO COMMUNICATION PRINCIPLES	4 X 1	4
	DSC 2 A (ANY OTHER SUBJECT)	4 X 1	4
	AECC- ENGLISH/ HINDI	4 X 1	4
	GE 1 - MULTIMEDIA SKILLS / ANY OTHER	4 X 1	4
	TOTAL		22
II	ENGLISH 2	6 X 1	6
	DSC 1B MASS COMMUNICATION - SCRIPTING FOR MEDIA	4 X 1	4
	DSC 2 B (ANY OTHER SUBJECT)	4 X 1	4
	AECC- E.V.S	4 X 1	4
	GE 2 - MEDIA SCENE & APPRECIATION / ANY OTHER	4 X 1	4
	TOTAL		22
III	ENGLISH 3	4 X 1	4
	DSC 1C MASS COMMUNICATION -INTRODUCTION TO AUDIO VISUAL MEDIA	4 X 1	4
	DSC 2 C (ANY OTHER SUBJECT)	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 MASS COMMUNICATION - MEDIA RESEARCH METHODOLOGY	4 X 1	4
	DSC 2 D (ANY OTHER SUBJECT)	4 X 1	4
	SEC 2 DIGITAL PHOTOGRAPHY / PERFORMING ARTS & COMMUNICATION	4 X 1	4
	GE 3 –ANY OTHER	4 X 1	4
	TOTAL		20
	DSC I E MASS COMMUNICATION - HISTORY OF MEDIA	4 X 1	4
	DSC 2E (ANY OTHER SUBJECT)	4 X 1	4

V	DSE I A MASS COMMUNICATION – FILM APPRECIATION	4 X 1	4
	DSE I B MASS COMMUNICATION – VIDEO PRODUCTION/ ADVERTISING	4 X 1	4
	DSE 2A (ANY OTHER SUBJECT)	4 X 1	4
	DSE 2B (ANY OTHER SUBJECT)	4 X 1	4
	TOTAL		24
VI	DSC I F MASS COMMUNICATION - MEDIA LAW & ETHICS	4 X 1	4
	DSC 2F (ANY OTHER SUBJECT)	4 X 1	4
	DSE I C MASS COMMUNICATION - CORPORATE COMMUNICATION	4 X 1	4
	DSE I D\$ MASS COMMUNICATION – SPECIALIZED COPYWRITING / RADIO PRODUCTION PROJECT	4 X 1	4
	DSE 2C (ANY OTHER SUBJECT)	4 X 1	4
	DSE 2D\$ (ANY OTHER SUBJECT)	4 X 1	4
	TOTAL		24
<b>TOTAL</b>			<b>132</b>

## **B.A. Mass Communication (General)**

### **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 graffiti, 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.  

**(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 Communication'.
5. Narula, Uma; (2013) 'Communication Models', Atlantic 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.
8. Verderber, Rudolph F.(1997). 'The Challenge of Effective Speaking'. (10th ed) Wadsworth, Singapore.

## DSC Scripting for Media ( 4 CREDITS )

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

**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

(10 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

(10 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

(10 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

(10 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'.

**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.**