



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

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

#### **General Guidelines:**

1. Maintaining a log for each media course is mandatory from the beginning of the semester. Before the semester end written examination, the log should be submitted to the teacher concerned. For practical courses, the log/ journal will serve as a record for practical examination. After each exercise/ practical, the signature of the teacher concerned should be taken in the log/ journal.

2. Internship is compulsory for the students at the end of the Second as well as the Third semester, failing which they cannot answer practical examination in the subject concerned. The internship will carry one credit each which will be reflected in the evaluation of Skill Enhancement Course (**SEC**) in Semesters Three and Four.

#### **3. The Following are the minimum Technical Requirements for the programme:**

- a.** Four DSLR Cameras with tripods
- b.** Three Video Cameras with tripods and external microphones
- c.** A separate Media Laboratory with all necessary software for newsletter/ magazine production and practices
- d.** Five to ten editing sets (PCs) with software for audio-visual editing specially meant for mass media program
- e.** A studio for various audio-visual production exercises
- f.** Overhead fixed projector and fixed Screen with fixed basic sound system in each class
- g.** Up-to-date Film & Documentary Library

### Course Structure of B.A. Mass Media (Honours) Degree Program

SEMESTER	SUBJECTS	CBCS	Total
<b>Semester I</b>	English 1	CC	6
	DSC 1A	CC	4
	DSC 2A	CC	4
	DSC 3A	CC	4
	English / MIL/ Environmental Science	AECC	4
	Subject 1	GE	4
	TOTAL		26
<b>Semester II</b>	English 2	CC	6
	DSC 1 B	CC	4
	DSC 2 B	CC	4
	DSC 3 B	CC	4
	English / MIL/ Environmental Science	AECC	4
	Subject 2	GE	4
	TOTAL		26
<b>Semester III</b>	English 3/ MIL/ Hindi	CC	4
	DSC 1 C	CC	4
	DSC 2 C	CC	4
	DSC 3 C	CC	4
	Subject 1	SEC	4
	Subject 3	GE	4
	TOTAL		24
<b>Semester IV</b>	English 4/ MIL/ Hindi	CC	4
	DSC 1 D	CC	4
	DSC 2 D	CC	4
	DSC 3 D	CC	4
	Subject 2	SEC	4
	Subject 4	GE	4
	TOTAL		24
<b>Semester V</b>	DSC 9	CC	4
	DSC 10	CC	4
	DSE 11	CC	4
	DSE 1	DSE	4
	DSE 2	DSE	4
	DSE 3	DSE	4
	TOTAL		24
<b>Semester VI</b>	DSC 12	CC	4
	DSC 13	CC	4
	DSE 14	CC	4
	DSE 4	DSE	4
	DSE 5	DSE	4
	DSE 6	DSE	4
	TOTAL		24
	<b>GRAND TOTAL OF CREDITS</b>		<b>148</b>

	<b>BA Mass Media (Honours)</b>	<b>CBCS</b>	<b>Total</b>
<b>Semester I</b>	English 1	CC	6
	DSC 1A: Mass Media	CC	4
	DSC 2A	CC	4
	DSC 3A: Mass Media	CC	4
	English / MIL/ Environmental Science	AECC	4
	Creative Writing	GE	4
	TOTAL		26
<b>Semester II</b>	English 2	CC	6
	DSC 1B: Mass Media	CC	4
	DSC 2B	CC	4
	DSC 3B: Mass Media	CC	4
	English / MIL/ Environmental Science	AECC	4
	Introduction to Theatre	GE	4
	TOTAL		26
<b>Semester III</b>	English 3/ MIL/ Hindi	CC	4
	DSC 1 C: Mass Media	CC	4
	DSC 2 C	CC	4
	DSC 3 C: Mass Media	CC	4
	DTP	SEC	4
	Translation Skills	GE	4
	TOTAL		24
<b>Semester IV</b>	English 4/ MIL/ Hindi	CC	4
	DSC 1 D: Mass Media	CC	4
	DSC 2 D	CC	4
	DSC 3 D: Mass Media	CC	4
	Video Editing	SEC	4
	Development Communication	GE	4
	TOTAL		24
<b>Semester V</b>	DSC 9: Mass Media	CC	4
	DSC 10: Mass Media	CC	4
	DSE 11: Mass Media	CC	4
	DSE 1: Mass Media	DSE	4

	DSE 2: Mass Media	DSE	4
	DSE 3: Mass Media	DSE	4
	TOTAL		24
<b>Semester VI</b>	DSC 12: Mass Media	CC	4
	DSC 13: Mass Media	CC	4
	DSE 14: Mass Media	CC	4
	DSE 4: Mass Media	DSE	4
	DSE 5: Mass Media	DSE	4
	DSE 6: Mass Media	DSE	4
	TOTAL		24
	<b>GRAND TOTAL OF CREDITS</b>		<b>148</b>

**BA Mass Media(Honours) : Titles of Papers**

Sem	Core Course (CC)	AECC	SEC	DSE	GE
I	English 1 <b>DSC 1A</b> Fundamentals of Mass Communication <b>DSC 2A</b> <b>DSC 3A</b> Contemporary Social and Cultural Issues in Media	English/ MIL/ Environmental Science			Creative writing
II	English 1 <b>DSC 1B</b> Principles of Photography <b>DSC 2B</b> <b>DSC 3B</b> Writing for Mass Media	English/ MIL/ Environmental Science			Introduction to Theatre
III	English 2/ MIL/ Hindi <b>DSC 1C</b> Introduction to Radio & Television <b>DSC 2C</b> <b>DSC 3C</b> Mass Media Laws & Ethics		Desktop Publishing (DTP)		Translation Skills
IV	English 2/ MIL/ Hindi <b>DSC 1D</b> Fundamentals of Video Production <b>DSC 2D</b> <b>DSC 3D</b> Theories of Mass Media		Video Editing		Development Communication
V	<b>DSC 9</b> Introduction to Media Research <b>DSC 10</b> Documentary & Short Film Making <b>DSC 11</b> New Media Studies			<b>DSE 1</b> Advertising <b>DSE 2</b> Genres of Television <b>DSE 3</b> Magazine and Niche Journalism	
VI	<b>DSC 12</b> Understanding Cinema <b>DSC13</b> Indian Media Content Analysis <b>DSC14</b> Broadcast Journalism			<b>DSE 4</b> Media Management <b>DSE 5</b> Public Relations <b>DSE 6/ DSP</b> Project	

## **BA Mass Media: CBCS List of Courses**

### **DSC : Discipline Specific Core Courses**

DSC 1A: Fundamentals of Mass Communication

DSC 1B: Principles of Photography

DSC 1C: Introduction to Radio and Television

DSC 1D: Fundamentals of Video Production

DSC 3A: Contemporary Social and Cultural Issues in Media

DSC 3B: Writing for Mass Media

DSC 3C : Mass Media Laws and Ethics

DSC 3D : Theories of Mass Media

DSC 9 : Introduction to Media Research

DSC 10 : Documentary and Short Film Making

DSC 11: New Media Studies

DSC 12 : Understanding Cinema

DSC 13 : Indian Media Content Analysis

DSC 14 : Broadcast Journalism

### **Discipline Specific Electives:**

DSE 1 : Advertising

DSE 2 : Genres of Television

DSE 3 : Magazine and Niche Journalism

DSE 4 : Media Management

DSE 5 : Public Relations

DSE 6 : DSP / Project

### **SEC Skill Enhancement Courses**

SEC: Desktop Publishing (DTP)

SEC: Video Editing

### **Generic Electives**

**GE:** Creative writing

**GE:** Introduction to Theatre

**GE:** Translation Skills

**GE:** Press Laws and Ethics

## **BA Mass Media (Honours)**

**DSC: Fundamentals of Mass Communication**

**(4 Credits)**

**(SEE- 80, ISA-20)**

### **Objectives:**

1. To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
2. To develop a critical understanding of Mass Media, its potentialities and impact.

### **Course Content:**

#### **1. Introduction to Communication**

**(5)**

Understanding factors in Communication and Mass Communication; Communication as a social science; Need for communication; Media & Society.

#### **2. Types of Communication**

**(15)**

Verbal and non-verbal, One-to-one communication and one-to-many, group and interpersonal, Group Communication; Understanding the nature of, and differences between seminars, conferences, lectures, and workshops; Interpersonal Communication - Listening qualities of an effective communicator; Barriers to Communication - Physical, Mechanical, Psychological, Cultural & Linguistic barriers. Introduction to Semiotics.

#### **3. Functions of Communication**

**(5)**

Communication models for grass root developmental awareness, education, infotainment and value & social development.

#### **4. Introduction to Communication Models & Theories**

**(15)**

Shannon and Weavers Model, Lasswell model --Sender, Message, Channel, Receiver and Feedback, Effects Theory, Normative Theories, Society & Culture Theories.

#### **5. Visual Aids in Communication**

**(10)**

PowerPoint/Computer presentation, Poster making, use of notice boards, flip charts, charts, pamphlets.

## 6. Communication Analysis & Planning

(10)

Planning and executing a communication campaign on any issue using various methods of communication and presentation using visual aids.

### Recommended Class Exercises:

1. Types of communication – Group discussions
2. Personal interviews
3. Listening exercises
4. Non-verbal communication exercises
5. Case studies, presentations and screenings to discuss these communication styles and functions.
6. In-class power-point presentations
7. In-class presentations using posters, flip charts, notice boards
8. Group discussion, games and exercises on barriers to communication
9. Group discussion to select a social issue/s and design a communication campaign.
10. Critical analysis and discussion of online communication campaigns of NGOS

### Reference Books:

1. Kumar, Keval. *Mass Communication in India*. Jaico Publishers, 2012.
2. McQuail, Denis. *McQuail's Mass Communication Theory 6<sup>th</sup> Edition*. Sage Publications, 2010.
3. De Fleur, Melvin and Dennis, Everette. *Understanding Mass Communication*. 3rd edition; Houghton Mifflin Co, 1988.
4. Narula, Uma. *Mass Communication Theory and Practice*. Haranand Publication, 1994.
5. Andal, N. *Communication Theories and Models*. Himalaya Pub. House, 2015.
6. Barker, Martin and Julian Petley. *III Effects: The Media Violence and Debate*. 2nd edition; Routledge, 1997.
7. Yadav, J. S., *Issues in Mass Communication: The Basic Concept*. Kanishka Publishing House, 2008.
8. Davison, Walter Philips. *Mass Media Systems and Effects*. Praeger Publishers Inc, 1976.



**DSC: Contemporary Social and Cultural Issues in Media (4 Credits)**

**(SEE- 80, ISA-20)**

**Objectives:**

1. To sensitize students to the social and cultural issues around them.
2. To provide an overview of the Indian media coverage (newspapers, magazines, books, radio, TV, cinema, new media etc.) of these issues.

**Course Content:**

**1. Parliamentary Democracy (6)**

Indian Constitution: Basic Features, Phases of Democratic Politics- 1950-1969, 1970-1989, 1990 till Date. Rise of Regional Politics, Civic Groups and Other Non State Actors. Democracy at Ground Level: Trends and Experiences.

**2. Caste and Religion (6)**

Caste based discrimination and violence in India; Challenge to Democracy; Coverage by Media; Religion based discrimination and violence in India and the world; Communalism.

**3. Women's Issues (10)**

Dowry system; Abuse, Molestation and Rapes and issues of human rights. Women as commodity in Media- Advertisements, Cinema, TV etc. (*Reference to documentaries such as: 'The World Before Her'*); Feminism.

**4. Gender Issues (7)**

Sex and Gender Distinction; Social factors shaping the gender; Explaining Patriarchy; Selling Gender Identities and Popular Culture.

**5. Children's Issues (6)**

Children: Health and Education; Poverty and Child Labour. Physical and Mental exploitation of Children. Young children and lack of sex education.

**6. Marginalized People (10)**

Issues related to Dalits and Tribals; Small Farmers; Landless Laborers; Artisans; Religious minorities and urban poor; Gays, Lesbians, Transgender.

**7. Issues of Refugees (8)**

Kashmir, Syria, Europe, US, Bangladesh and others

**8. Issues of Tourism (7)**

Development under the name of Tourism and issues of environment. Sex tourism. Tourism and substance abuse.

**Recommended Exercises:**

1. Field visit and case study of Gender / caste discrimination case. Writing a report on it.
2. Field visit and report writing: on the issue of child education.
3. Research and 5 minute mobile documentary making on Substance Abuse/ Marginalized people.

**Reference Books:**

1. Raychaudhuri, Tapan & Habib Irfan. *The Cambridge Economic History of India: Vol 1.* Cambridge University Press, 2007.
2. Bhambhari, C. P. *Bureaucracy and Politics in India.*
3. Guha, Ramchandra. *India after Gandhi: The History of the World's Largest Democracy.* Ecco, 2007.
4. Thapar, Romila. *A History of India: Vol. I.* Penguin, India, 2000.
5. Stiglitz, Joseph. *Globalization and its Discontents.* Penguin, India, 2012.
6. Pramanick & Kumar Swapan. *Globalization in India: New Frontiers and Emerging Challenges.* Prentice Hall India Learning Private Limited, 2010.
7. Huntington, Samuel P. *The Clash of Civilization and the Remaking of World Order,* Random House India, 2016.
8. Smith Schurmer, Pamela. *India: Globalization and Change.* Routledge, 2000.
9. Taylor, Marcus. *Global Economy Contested.* [Routledge, 2008.](#)
10. Guha, Ramchandra. *Environmentalism: A Global History.* Penguin Random House India, 2016.

**Objective:**

This course focuses on writing as an art form. The curriculum is designed as a program that encourages students to develop creative ideas and express them through writing in a variety of forms and genres.

**Course Content:**

**1. Basics of Creative Writing (4)**

Role of Thinking & Imagination, Cultivation of Reading habit, Keeping a personal diary

**2. Short Story Writing (10)**

a) Genre- Science fiction, adventure, horror, romance etc. b) Theme c) Plot d) Character e) Point of view f) setting g) Tone h) Symbolism. Any two contemporary short stories may be analyzed, which will enable the student in his/her attempt to write short stories.

**3. Writing Verse (10)**

a) Diction b) Theme c) Imagery d) Figures of Speech e) Metre, Rhythm and sound f) Structure and form g) Symbolism. Two or more poems may be examined, which will enable the student in his/her attempt to write verse.

**4. One Act Play (10)**

a) Theme b) Character c) Plot d) Form e) Dialogue Writing

Analyze at least one contemporary one act play on the basis of these aspects, which will enable the student in his/her attempt to write plays.

**5. Transcreations (5)**

Converting short stories into screen play, Narrative into poems and vice versa.

**6. Transferring Information (5)**

a) Charts b) Pie-Charts c) Tables d) Graphs

## 7. Writing a Storyboard

(5)

Definition of a storyboard, importance of a storyboard & writing storyboards for advertisements.

Activity: Students will be made to design a storyboard.

## 8. Persuasive Writing

(5)

a) Brochures b) Handouts c) Pamphlets

## 9. Blog Writing

(6)

Familiarising the students with platforms such as Wordpress, Blogger etc and getting them to write personal/ cultural/ food/ travel/DIYblogs. Critically analyzing other blogs by making meaningful comments.

### **Recommended Class Exercises:**

1. Enacting a one-act play
2. Brochure/pamphlet/handout writing
3. Storyboard creation
4. Screenplay
5. Recording audio stories – using dialogue-writing skills
6. Poetry composition and recitation
7. Organizing a poetry meet-up
8. In-class presentations using pie charts, graphs, tables etc. made by students
9. Blog writing
10. Critical commenting on blogs / other student work

### **Reference Books:**

1. Dev, Anjana, Annadha Marwah & Swati Pal. *Creative Writing A Beginner's Manual*. New Delhi: Pearson Longman, 2009.
2. Bulman, Colin. *Creative Writing*, UK: Polity Press, 2007.
3. Devraj, A. *Creative Writing*. Chennai: Emerald Publishers, 2011.
4. Koneru, Aruna. *Professional Communication*. New Delhi: Tata Mcgraw-Hill Publishing Company

Limited, 2009.

5. Lewis, Roland Benjamin. *Contemporary One-Act Plays; With Outline Study of the One-Act Play and Bibliographies*. Cambridge Scholars Publishing, 2009.

6. Giuseppe, Cristiano. *The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising*. Michael Wiese Productions, 2012.

## DSC : Principles of Photography (4 Credits)

(SEE- 60, P- 25, ISA-15) (T-3, P-1)

### Objectives:

1. To help students understand the principles and practice of photography.
2. To enable students to enjoy photography as an art.

### Course Content:

#### **1. Basic Principles**

**(10)**

Properties of light, reflection and transmission. Different types of light sources and their properties. Controlling light, pin hole camera, real and virtual image formation, Types of Cameras.

#### **2. Camera**

**(8)**

Mechanism of aperture, shutter, camera body view finds, transport, Lenses , different lenses , focal length , focal point; Exposure control; Classification of camera and their relative comparison; Camera operation, exposure light tables.

#### **3. Basic Photography**

**(5)**

Various parts of the camera; Effect of ISO; Effect of aperture; Effect of shutter speed; Using flash light, Use of camera accessories.

#### **4. Digital Photography**

**(10)**

Colour and light basic principles of colour sensitive colour temperature Light and lighting outdoor, night, indoor lighting, indoor portraiture, Concepts of composition, Shooting Formats, Image sensors, Using Post Processing software's like Adobe Photoshop and Light room.

#### **5. Different Genres of Photo Journalism**

**(10)**

Candid, Street, Celebrity Photography, Documentary Photography, Subminiature Photography, Nature and closed circuit of Television.

#### **6. Care and Maintenance of Camera Equipments**

**(2)**

### Practical Component:

**(15)**

1. Shooting portraits using different light sources.
2. Shooting fast and slow exposures, panning, light painting etc.,
3. Understanding and handling a DSLR camera outside classroom – field shoots.
4. Understanding the exposure on a DSLR camera in different lighting– field shoots.
5. Using post processing software.
6. On field shooting of different genres in photography.
7. Photography for college events.

### Reference Books:

1. Sing, B. *Photo Journalism*. New Delhi; Anmol Publications, 2011.
2. Hedgecoe, John. *Creative Photography*. Collins & Brown, 1999.
3. M. Meazely - John hedgecoe's *Workbook of Darkroom Techniques* - Red International Books Ltd.
4. Steve Bavister - *Digital Photography* - Collin's & Brown Ltd. 2000.
5. John Hedgecoe - John Hedgecoe's *Basic Photography* Collin's on Brown Ltd. 2000.

**Objectives:**

1. To enable students to write for mass media in a clear and concise manner.
2. To provide information, ideas and feelings to the reader without overstatement.
3. To enable students to write effectively, let the content speak for itself.

**Course Content:**

**1. Writing for the Web**

**(7)**

Characteristics of Web and Web Writing – Web Audience – Forms of web writing-Lateral Writing – Background, Details, Lists, Audio Clips – Links to other Websites

**2. Writing for Broadcast**

**(10)**

Selection of Broadcast News (Timeliness, Information, Audio or Visual Impact) –Broadcast Writing Style (AP Stylebook, Broadcast Copy)- Interviewing for Broadcast; -Scripting news for TV, Elements of a news bulletin, Production of a news bulletin

**3. Writing Advertising Copy**

**(13)**

Needs and Appeals – The Audience – The Product (what it does, characteristic of the product, history, who makes the product)-Copy Platform, Writing the Advertisement (Illustration, Headline, Subheads, Body Copy, Closings, Slogans, Logo's, signatures, Mandatories), Advertising for Broadcast (Radio and Television Script Sheets, Voice, Sound, Music, Picture, Visual Effect, Spokesperson)

**4. Script-writing for broadcast**

**(10)**

Script-writing for short film, documentary and advertisements

**5. Writing for Public Relations**

**(10)**

Writing style of press releases, Pre-event and post-event press releases, Letters- (Invitations, Apology, Handraisers, Travel), Newsletters

**6. Writing for Radio**

**(10)**

Visual writing style; short and simple words; short sentences; writing styles for different radio formats: the spot, the report, feature, documentary, docudrama, talk show, interview

**Recommended Class Exercises:**

1. Micro-blogging assignments – using Twitter, Facebook, etc.
2. Critical commenting online.
3. Using links, videos and audios in online copy to make multi-media story-telling packages.
4. Writing a 10-minute short film/documentary script.
5. Writing a 1-minute TV & radio advertisement – commercial/ Public Service Message script.
6. Writing pre & post event press releases for college functions, etc.

**Reference Books:**

1. Verma, M. *News Reporting and Editing*. New Delhi; A. P. H. Publishing Corporation, 2009.

2. Lorenz, A & Vivian J. *News Reporting And Writing*; 2006; Pearson Education
3. Strunk, W & Jr.White E. *The Elements of Style*; Penguin Books
4. Arnold, G. *Media Writer Handbook*. New Delhi; Tata McGraw-Hill Edu, 2010.
5. Stovall, James Glen. *Writing for the Mass Media*. Pearson Education, 2006.
6. Stein M.L and Susan F. Paterno. *The News Writers Handbook: An Introduction to Journalism*. New Delhi; Surjeet Publications, 2003.
7. Siddiqui, Hasan. *Electronic Media*. New Delhi; Anmol Publications, 2011.
8. Siddiqui, Hasan. *TV and Film Production*. New Delhi; Anmol Publications, 2011.
9. Aggarwal, C.D. *Media and Advertising*. New Delhi; Mohit Publications, 2008.

**Web references:**

1. [www.adage.com](http://www.adage.com)
2. [www.aaf.org](http://www.aaf.org)



**Objectives:**

1. To help students study theatre developments in India.
2. To enable students to learn craft of Theatre and understand folk theatre.

**Course Content:**

**1. Classical Indian Drama**

**(5)**

Natyashastra. Salient features of Classical Drama such as: Rasa theory

**2. Western Drama**

**(5)**

History of Western Drama. Shakesperean drama and other important modern plays such as the works of Brecht, Ibsen, Chekhov, etc.

**3. Marathi and Konkani Theatre**

**(10)**

History of Marathi Theatre. Modern Marathi and Konkani Theatre. Introduction to the works of eminent Marathi and Konkani Theatre personalities. Tiatr. Professional Theatre, Experimental Theatre, Amateur Theatre, Children's Theatre, Street Theatre etc.

**4. Stage Craft And Theatre Technique**

**(15)**

Set Design, Costume Design, Lighting Study Of Light Sources, Make- Up, Acting, Direction

**5. Folk Theatre, Music and Dance**

**(10)**

Nature of Folk Media. Folk Media for community development . Folk vs electronic media- Participative nature of folk features -Tamasha, Bhavai, Nautanki, Naqual, Therukoothu, Vag, Ramlila, Raslila, Jatra, Powada or Powale, Yakshagana. in Bengal, Gujarat, Karnataka, Maharashtra, Rajasthan, Goa, Kirtans, Bhajans. Garba in Gujarat, Tamasha, Lavani in Maharashtra and dance tradition in Goa.

**Practical Component:**

**(15)**

1. Writing and staging (performing) a play/one act play.
2. Critical discussions based on class screenings of folk art forms
3. Discussions about back-stage.
4. Watching plays at Kala Academy.
5. Music listening sessions – Folk music in in Bengal, Gujarat, Karnataka, Maharashtra, Rajasthan, Goa, etc.
6. Playing theatre games to learn stage acting
7. Dance practice – garba, lavani, tamasha, Goan folk forms, etc.

8. Visit to Lokotsav, other arts and cultural festivals.

**Reference Books:**

1. Kumar, Keval. *Mass Communication in India*, Mumbai, Jaico, 2013.
2. Bhatia, Nandi. *Modern Indian Theatre: A Reader* . Oxford Union Press, India, 2011.
3. Malik, Madhu. *Traditional Form of Communication and the Mass Media in India*, Paris: Unesco ,1983.
4. Mukhopadhyay, Durgadas. *Lesser known forms of Performing Arts in India* New Delhi: Sterling Publications, 1978.
5. Parmar Shyam. *Traditional Folk Media in India* New Delhi: Geka Books, 1975.
6. Parmar Shyam. *Folk Music Mass Media*, New Delhi: Communication Publication, 1978.
7. Gargi, Balwant. *Folk theater in India*, Bombay: Rupa & Co, 1991.
8. M L Varadpande. *History of Indian Theatre*. Abhinav Publications, 1987.