



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

### **B.A. Mass Media (General) 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. 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 (General) Degree Program**

<b>SEMESTER</b>	<b>SUBJECTS</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
	English / MIL/ Environmental Science	AECC	4
	Creative Writing	GE	4
	TOTAL		22
<b>Semester II</b>	English 2	CC	6
	DSC 1B: Mass Media	CC	4
	DSC 2B	CC	4
	English / MIL/ Environmental Science	AECC	4
	Introduction to Theatre	GE	4
	TOTAL		22
<b>Semester III</b>	English 3/ MIL/ Hindi	CC	4
	DSC 1 C: Mass Media	CC	4
	DSC 2 C	CC	4
	DTP	SEC	4
	Translation Skills	GE	4
	TOTAL		20
<b>Semester IV</b>	English 4/ MIL/ Hindi	CC	4
	DSC 1 D: Mass Media	CC	4
	DSC 2 D	CC	4
	Video Editing	SEC	4
	Development Communication	GE	4
	TOTAL		20
<b>Semester V</b>	DSC 1E: Mass Media	CC	4
	DSC 2E	CC	4
	DSE 1A: Mass Media	DSE	4
	DSE 1B: Mass Media	DSE	4
	DSE 2A	DSE	4
	DSE 2B	DSE	4
	TOTAL		24
<b>Semester VI</b>	DSC 1F: Mass Media	CC	4
	DSC 2F	CC	4
	DSE 1C: Mass Media	DSE	4
	DSE 1D: Mass Media/Project	DSE	4
	DSE 2C	DSE	4
	DSE 2D/Project	DSE	4
	TOTAL		24
	<b>GRAND TOTAL OF CREDITS</b>		<b>132</b>

**BA Mass Media (General) : 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>	English/ MIL/ Environmental Science			Creative writing
II	English 1 <b>DSC 1B</b> Principles of Photography <b>DSC 2B</b>	English/ MIL/ Environmental Science			Introduction to Theatre
III	English 2/ MIL/ Hindi <b>DSC 1C</b> Introduction to Radio & Television <b>DSC 2C</b>		Desktop Publishing (DTP)		Translation Skills
IV	English 2/ MIL/ Hindi <b>DSC 1D</b> Fundamentals of Video Production <b>DSC 2D</b>		Video Editing		Development Communication
V	<b>DSC 1E</b> Introduction to Media Research <b>DSC 2E</b>			<b>DSE 1A</b> Advertising <b>DSE 1B</b> Documentary & Short Film Making <b>DSE 2A</b> <b>DSE 2B</b>	
VI	<b>DSC 1F</b> Understanding Cinema <b>DSC2F</b>			<b>DSE 1C</b> Indian Media Content Analysis <b>DSE 1D</b> Genres of Television/ Project <b>DSE 2C</b> <b>DSE 2D</b>	

## **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 (General)**

**DSC: Fundamentals of Mass Communication**

**(4 Credits)**

**(ESE- 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:

Types of communication – Group discussions

Personal interviews

Listening exercises

Non-verbal communication exercises

Case studies, presentations and screenings to discuss these communication styles and functions.

In-class power-point presentations

In-class presentations using posters, flip charts, notice boards

Group discussion, games and exercises on barriers to communication

Group discussion to select a social issue/s and design a communication campaign.

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.

## GE: Creative Writing (4 Credits)

(ESE- 80, ISA-20)

### 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/DIY blogs. Critically analyzing other blogs by making meaningful comments.

### **Recommended Class Exercises:**

Enacting a one-act play

Brochure/pamphlet/handout writing

Storyboard creation

Screenplay

Recording audio stories – using dialogue-writing skills

Poetry composition and recitation

Organizing a poetry meet-up

In-class presentations using pie charts, graphs, tables etc. made by students

Blog writing

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)

(ESE- 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)**

Shooting portraits using different light sources.

Shooting fast and slow exposures, panning, light painting etc,.

Understanding and handling a DSLR camera outside classroom – field shoots.

Understanding the exposure on a DSLR camera in different lighting– field shoots.

Using post processing software.

On field shooting of different genres in photography.

Photography for college events.

### Reference Books:

Sing, B. *Photo Journalism*. New Delhi; Anmol Publications, 2011.

Hedgecoe, John. *Creative Photography*. Collins & Brown, 1999.

M. Meazely - John hedgecoe's *Workbook of Darkroom Techniques* - Red International Books Ltd.

Steve Bavister - *Digital Photography* - Collin's & Brown Ltd. 2000.

John Hedgecoe - John Hedgecoe's *Basic Photography* Collin's on Brown Ltd. 2000.

## GE: Introduction to Theatre (4 Credits)

(SEE- 60, P- 25, ISA– 15)

### 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, Naqal, 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)

Critical discussions based on class screenings of folk art forms

Discussions about back-stage.

Watching plays at Kala Academy.

Writing and performing a play/one act play

Music listening sessions – Folk music in in Bengal, Gujarat, Karnataka, Maharashtra, Rajasthan, Goa, etc.

Playing theatre games to learn stage acting

Dance practice – garba, lavani, tamasha, Goan folk forms, etc.

Visit to Lokotsav, other arts and cultural festivals.

### Reference Books

Kumar, Keval. *Mass Communication in India*, Mumbai, Jaico, 2013.

Bhatia, Nandi. *Modern Indian Theatre: A Reader* . Oxford Union Press, India, 2011.

Malik, Madhu. *Traditional Form of Communication and the Mass Media in India*, Paris: Unesco ,1983.

Mukhopadhyay, Durgadas. *Lesser known forms of Performing Arts in India* New Delhi: Sterling Publications, 1978.

Parmar Shyam. *Traditional Folk Media in India* New Delhi: Geka Books, 1975.

Parmar Shyam. *Folk Music Mass Media*, New Delhi: Communication Publication, 1978.

Gargi, Balwant. *Folk theater in India*, Bombay: Rupa & Co, 1991.

M L Varadpande. *History of Indian Theatre*. Abhinav Publications, 1987.