



गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

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Goa University

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2023/102/19

Date: 16.06.2023

CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Arts in Mass Communication/Bachelor of Arts in Mass Communication (Honours)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus of Semesters I and II of the **Bachelor of Arts in Mass Communication/Bachelor of Arts in Mass Communication (Honours)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Arts in Mass Communication/Bachelor of Arts in Mass Communication (Honours)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Ashwin Lawande)

Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Arts in Mass Communication /Bachelor of Arts in Mass Communication (Honours) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, D.D. Kosambi School of Social Science and Behavioural Studies, Goa University.
3. The Vice-Deans, D.D. Kosambi School of Social Science and Behavioural Studies, Goa Hier.
4. The Chairperson, BoS in Mass Communication.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Goa University

Nomenclature of the course: B.A. Mass Communication (Honours)

Approved by the Board of Studies on 29/03/2023 & 12/04/2023

Purpose:

To produce media professionals with high quality competencies to work in the field of television, film and social 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, 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, Social media management, Creative executives, Campaign planners.
5. Freelancers for documentary filmmaking.
6. In the Corporate Industry – Corporate Media team, Public Relation Officer, event managers, crises manager.
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 Eight Semesters.

Internship Programme

It is mandatory that students do an Internship with a media house. Credits will be awarded in semester V. The Internship programme is an Industry level training and is necessary for the overall growth and exposure of the students doing this professional Course.

Field Visits and Study Tour

Field visit for the respective papers should be mandatory to give a wider perspective of the media industry and a glimpse of what the industry has to offer. Whereas study tour should be offered before completion of the degree programme

Programme Structure for Semester I to VIII Under Graduate Programme - Mass Communication

Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	Major-1(4) MAC-100 Introduction to Communication Principles	Minor -1(4) MAC-111 Writing for Media or	MC-1(3) MAC-131 Media & Society		SEC-1(3) MAC-141 Performing Arts & Communication/ MAC-142 Basics of Photography				20	
II		Minor – 2 (4) MAC-112 Intro to Advertising	MC-2 (3) MAC-132 Introduction to Films		SEC-2 (3) MAC-143 Basics of Design / MAC-144 Social Media Skills				20	4
III	Major- 3 (4) MAC-200 Scripting for Media Major- 4 (4) MAC-201 Media & Information Literacy	Minor – 3 (4) MAC-211 Advertising Management	MC-3 (3) MAC-231 Development Communication		SEC-3 (3) MAC-241 Audio Production / MAC-242 Introduction to Events		-		20	

IV	Major- 5 (4) MAC-202 Introduction to AV Major- 6 (4) MAC-203 Introduction to Copywriting for Advertising Major- 7 (4) MAC-204 Film Appreciation Major- 8 (2) MAC-205 Advertising Photography / MAC-108 Event Management	Minor -4 (VET) (4) MAC-221 Video Editing	-						20	4
V	Major- 9 (4) MAC-300 History of Media-I Major- 10 (4) MAC-301 Media Laws-I Major- 11 (4) MAC-302 Digital Video Production Major- 12 (2)	Minor 5 (VET) (4) MAC-321 Graphic Designing		-	-	(I) Internship (2)	-		20	

	MAC-303 TV Production Practical's / MAC-304 Documentary film making (2)									
VI	Major- 13 (4) MAC-305 History of Media-II Major- 14 (4) MAC-306 Specialised Copywriting Major- 15 (4) MAC-307 Radio Production Major- 16 (4) MAC-308 PROJECT -Documentary Short Film Project	Minor 6 (VET) (4) MAC -322 Social Media Management	-	-	-	-	-	20		
VII	Major- 17 (4) MAC-400 Media Research Major- 18 (4) MAC-401 Corporate Communication	Minor 7 (4) MAC-411 Web Designing & Blogging	-	-	-	-	20			

	<p>Major- 19 (4) MAC-402 Theories of Communication</p> <p>Major- 20 (4) MAC-403 Ad filmmaking & Ad campaign strategies</p>									
VIII	<p>Major- 21 (4) MAC-404 Media Laws-II</p> <p>Major- 22 (4) MAC-405 Contemporary Issues in Media & Communication</p> <p>Major- 23 (4) MAC-406 CSR & Crisis Management</p> <p>Major- 24 (4) MAC-407 Film & Society</p>	<p>Minor 8 (4) MAC-412 Digital Marketing</p>	-						20	

	<p>4.3 Motivation, Persuasion and leadership traits.</p> <p>4.4 Using creative and technical presentations <i>via</i> Graffiti, Debates and Street plays.</p> <p>4.5 Learn the skills required to conduct group discussions, debates, presentation and public speaking.</p> <p>4.6 Understanding the use of graffiti, collage making & street plays on various issues.</p>	
Pedagogy:	Lectures, tutorial sessions, class group discussion, interaction with prominent resource person with communication background, presentation, educative videos & films screening, debate, quiz. Workshop to be organised for Public speaking & debate.	
References/ Readings:	<ol style="list-style-type: none"> 1. Kumar Keval J, (2012) Mass Communication in India, JAICO 4th 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. <p>Article Online https://virtualespeech.com/blog/guide-to-debating https://ecampusontario.pressbooks.pub/professionalcomms/chapter/7-2-listening-skills/</p> <p>Journal Article in Scholarly Journal https://www.uou.ac.in/sites/default/files/slm/ETS-105.pdf https://egyankosh.ac.in/bitstream/123456789/34355/1/Unit-1.pdf https://www.egyankosh.ac.in/bitstream/123456789/72742/1/Unit-1.pdf https://egyankosh.ac.in/bitstream/123456789/33215/5/Unit-3.pdf https://egyankosh.ac.in/bitstream/123456789/7176/1/Unit-5.pdf</p>	
Course Outcomes:	<ol style="list-style-type: none"> 1. Students will understand various communication technologies and their impact on communication dynamics. 2. Students will get a broader understanding of the process of communication through models and their working in various social contexts. 3. Students will acquire skills in observation, comprehension and understand the need for filtering and processing information while garnering presentation skills for multi-level communication. 4. Students will learn to appreciate and analyse the holistic principles and practises of Communication as a requirement in all types of life processes. 	

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-111

Title of the Course: Writing for Media

Number of Credits: 4

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<ol style="list-style-type: none">1. To familiarise students with the nuances of writing.2. To develop communication skills.3. To introduce students to the highly specialised style of media-writing.	
Content:	<p>Unit 1: The Essentials of Writing</p> <ol style="list-style-type: none">1.1 Purpose of media writing: to inform, to describe, to persuade, to educate1.2 The ABCD of media writing: Accuracy, brevity, clarity, discernment. Media writing & application of ABCD1.3 Types of media writing (news, features, review, column, editorial)1.4 Vocabulary: usage of dictionaries and thesaurus, rule of spelling1.5 Looking through newspapers to identify purpose of writing.1.6 Screening of advertisements to identify objectives of copywriting. <p>Unit 2: Putting Words & Sentences Together</p> <ol style="list-style-type: none">2.1 Changing Sentence length & pattern2.2 Breaking Monotony2.3 Elements as paragraphs & sub-paragraphs – logical sequencing (chronological order, introduction to inverted pyramid)2.4 The Complete Picture (first draft)2.5 How to improve sentences using dictionary and thesaurus.2.6 Writing introductory paragraphs based on various formats. <p>Unit 3: An introduction to Media writing</p> <ol style="list-style-type: none">3.1 Power verbs, descriptive words, figures of speech.3.2 Writing formats: simple reports, news reports, event reports.3.3 Glossary of Administration, politics, legal, and international terminology.3.4 Writing exercises: Write & edit reports based on speeches, write simple event-based reports.3.5 Transforming copy using descriptive words. <p>Unit 4: An introduction to Journalistic Writing</p> <ol style="list-style-type: none">4.1 Closed and open-ended questions4.2 Conducting interviews4.3 Feature-writing4.4 Columns4.5 Mock interviews4.6 Interaction with a journalist on the art of asking questions & How to write a small features	<p>No. of hours</p> <p>12</p> <p>12</p> <p>12</p> <p>12</p>

	<p>Unit 5: Translation in Journalism</p> <p>5.1 Types of translation: word to word, literal, summarised, translation based on appropriate reference, translation according to pronunciation, paraphrased translation.</p> <p>5.2 Need and importance of translation.</p> <p>5.3 Guidelines: KISS rule, maintain originality, summarise with clarity.</p> <p>5.4 Translation exercises (through audio and video)</p>	12
Pedagogy:	Lectures, field visits, lab exercises with audio visual aids, tutorials, classroom activity, workshops & interaction with industry experts	
References/ Readings:	<ol style="list-style-type: none"> 1. Thomas, Sunny (2008): Writing for Media, Vision Books, New Delhi. 2. Mencher, Melvin (1996): Basic Media Writing, William C Brown Publication. 3. Robey, L Cora (1997): New Handbook of Basic Writing Skills, Harcourt College Pb. Orlando. 4. Kane, Thomas S. (2000): Oxford Essentials Guide to Writing. 5. Hough, George A. (2006): News writing, Kanishka. 6. Sugarman, Joseph (2007): The Ad Week Copy Writing Hand Book. 	
Course Outcomes:	<ol style="list-style-type: none"> 1. Students will sharpen their communication skills. 2. Students will learn the attributes of media writing. 3. Students will acquire knowledge on how to produce basic media reports. 4. Students will develop the skill to translate text, at a basic level. 	

Pedagogy:	Lectures, interaction with industry experts, case studies, quiz, class room activities, screening
References:	<ol style="list-style-type: none"> 1.Kumar Keval J. (2008), <i>Mass Communication in India</i>, 4th Edition, Jaico Publishing. 2.Kale N. G., Ahmed M.(2010), <i>Introduction to Advertising</i>, 3rd revised Edition, Vipul Prakashan,. 3.Vilanilam J. V.(2004), <i>Advertising basics</i>, response book,. 4.Sanjay Tiwari (2003). <i>Uncommon Sense of Advertising</i>, Response book,. 5.Gerard J. Eellis and Tim Ambler, (2010)<i>Handbook of Advertising</i>, Sage,. 6.S.N. Murthy, Advertising, Excel books, New Delhi, 2010.
Course Outcomes:	<ol style="list-style-type: none"> 1. Students will understand the basic process and working of the Advertising industry. 2. Students will develop skills for conceptualising and writing advertisements for various media platforms. 3. Students will also learn to analyse and apply practices of successful advertisement planning methods. 4. Students will well equipped to understand and evaluate changing trends in advertising processes.

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-131

Title of the Course: Media & Society

Number of Credits: 3

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	1. To understand how media function as a communication tool at various societal levels and its overall impact on society. 2. Media and Society paper highlights the role of media on a wide range of issues including media & development & contemporary issues both at national as well as global levels.	
Content:	Unit 1 : Understanding Media and Society 1.1 Defining Society: Family, Youth & Communities 1.2 Defining media & its various forms: Print, broadcast, digital, social <i>etc.</i> 1.3 Media & social representations 1.4 Understanding media's role in shaping cultural norms, values, and attitudes Unit 2 : Media & Social Responsibility 2.1 Stereotypes & bias in media portrayal 2.2 Media's role in shaping cultural values norms & ideologies 2.3 Role of media in social movements 2.4 Role of media during crisis: Health, natural disasters Unit 3 : Media & Gender 3.1 Media composition 3.2 Women in Media 3.3 Diversity in Newsrooms 3.4 Evaluation of the credibility of information Unit 4 : Ethical concerns 4.1 Responsibilities of journalist, Citizen Journalism& social media Influencers 4.2 Ethical considerations: Accuracy, fairness, privacy, & social responsibility 4.3 <i>Experts' recommendations in Media Policies.</i>	No. of hours 10 15 10 10
Pedagogy:	Class Group Discussion, Presentation, Educative Videos, Debate, Quiz, interactive sessions with industry experts	

<p>References/ Readings:</p>	<p>Books Joseph Straubhaar , <i>et al</i> (2000)Media Now : Communication Media in the Information Age VirBala Aggarwal (2022) Media and Society : Challenges and Opportunities, Edited byConcept Pushing Company, New Delhi. Mc Quail, D. (2000) Mass Communication Theory, Sage London Ross, K. and Nightingle, V (2003) <i>Media and Audiences : Issues in Cultural and Media Studies</i>, Mc Graw-Hill International, England Potter, W. (2004)Theory of Media Literacy : A Cognitive Approach Thousand Oaks. : Sage, Herman, E. & Chomsky, N. (2002)Manufacturing Consent: The Political Economy of the Mass Media. Gupta, V., &Dyal, R. (1996). National media policy. New Delhi: Published for AMIC, Friedrich Ebert Stiftung by Concept Pub. Co. Wiley Blackwell. Mansell, R., &Raboy, M. (2014). The Handbook of Global Media and Communication Policy. Chichester: E-books Bua, M.R., Singh, Archana R. , Desai, Mira K., Jethwaney, Jaishri, Bansal, Kiron Block-1 Mass media and society [E-book] Link: https://egyankosh.ac.in/bitstream/123456789/59662/3/Block-1.pdf</p>
<p>Course Outcomes:</p>	<ol style="list-style-type: none"> 1. Students will understand the complex relationship between media and society, including media representation, popular culture, power dynamics, and ethical considerations. 2. Student will be able to analyse media's impact on society. 3. Students will develop understanding of the opportunities, challenges, and ethical responsibilities of media in shaping and reflecting society 4. Students will develop critical thinking skills in analyzing media's impact on society and its ethical considerations.

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-141

Title of the Course: Performing Arts and Communication

Number of Credits: 3 (1 Theory 2 Practical)

Effective from Academic year: 2023-24

Prerequisites for the Course :	Nil	
Course Objectives :	1. To introduce the students to process of creative art in theatre and its allied field in order to help in personality development in media and communication. 2. To empower the students with practical outlook to understanding theatre as a tool for social communication and social change.	
Content :	<p>Unit 1: An Introduction to Performing Arts</p> <p>1.1 Orality and Performance- speech, song, dance, visual effects. 1.2 Entertainment and Information, Folk Theatre - differences <i>Jatra, Bahrupiya, Nautanki</i>. 1.3 Classical Theatre - Indian classical- <i>Natyashastra</i> and what is <i>Navarasa</i> ? Greek theater- Aristotle, What is tragedy? 1.4 Renaissance and Theatre : Elizabethan era, contribution of Shakespeare- Readings and analysis.</p> <p>Unit 2: Locales and Spectators</p> <p>2.1 The Marketplace- <i>Commedia dell'arte</i>, acting as popular expression. 2.2 The Mobile Tableaux – evolution - <i>Jhaki</i>, processions, use of Art installations in Theatre. 2.3 Modern Drama in Europe and its impact – Ibsen. Modern Drama in India- Indian playwrights – Karnad , Tendulkar, Utpal Dutta. 2.4 The Street Corner- <i>NukkadNatak</i>, understanding street plays in an Indian context- IPTA, Janam, Government agencies. 2.5 <i>Tiatr</i> – in Goa, its speciality and dramatic elements.</p> <p>Practical Sessions:</p> <p>Introduction to Performance -</p> <p>1.Theatre exercises and games targeting text and sub-text. Haiku exercises. (4 hours) 2. Reading of texts of any two – Shakespeare, Ibsen, Vijay Tendulkar , Girish Karnad. (4 hours) 3. Writing Monologues – Dialogues – Character analysis and performance. (6 hours) 4. Voice/Speech/Movement exercises that support and enhance text and give dimension to all three techniques. (6 hours)</p> <ul style="list-style-type: none">● Walking in speed from 1 to 10● Understanding emotions- exercises for understanding Navarasa.● Action and reaction exercise. Students in pairs of two. One person does an action and the other reacts to it.● Mirror exercise. Can be done in pairs where one person leads and the other person follows up and imitates the actions.● A leader does actions and the group follows all movements. <p>5. Visualization exercises – Mime as expression (8 hours)</p> <ul style="list-style-type: none">● Close eyes and visualize different scenarios and enact them in mime	No. of hours : 6 9 60

	<ul style="list-style-type: none"> ● Building a Mime script and enacting it in group. <p>Improvisation exercises (8 hours)-</p> <ol style="list-style-type: none"> 1. Dramatic improvisation , designing a set and performance as a monologue. 2. Music and improvisations in performance. 3. Improvise different scenes in market, garden 4. Develop a story from a famous fable. For example take an event from the childhood story and create contemporary skits. <p>Street play and its skills (10 hours)</p> <ol style="list-style-type: none"> 1. Understanding the medium of <i>nukkadnatak</i>,devising a message. 2. Writing the script and rehearsals. 3. Use of space and performance – props – sloganeering – song and dance – body language. <p>Final Performance: Stage Craft and Theatre Technique (15 hours)</p> <ol style="list-style-type: none"> 1. Choosing a Play – Planning set design- costumes – rehearsal- direction. 2. Production design- sound and light – art direction – final performance – publicity. <p>* Students should maintain a journal/e journal</p>	
<p>Pedagogy :</p>	<p>Lectures, class room activities, Tutorials. Screening of plays- discussions and analysis.</p> <p>Recommended Class Exercises:</p> <ol style="list-style-type: none"> 1. Field visit to a performance – field reporting and interaction. 2. Working on a play/ performance for the Semester end evaluation. 	
<p>References :</p>	<p>Readings Material</p> <ol style="list-style-type: none"> 1. Beardsley, M. C. (1977) <i>Aspects of Orality: A Short Commentary</i>. New Literary History 8,3 Spring. 2.Emigh, John. (1996) <i>Masked Performance: The Play of Self and Other in Ritual and Theatre</i>. University of Pennsylvania Press. 3.Graham, Ley. (2006) <i>A Short Introduction to the Ancient Greek Theater</i>. Revised Edition. Chicago: The University of Chicago Press,. 4.Hansen, Kathryn. (1992) <i>Grounds for Play: The Nautanki Theatre of North India</i> . Berkeley: University of California Press,. 5.Thorne, Gary. (1999) <i>Stage Design: A Practical Guide</i>. Crowood Press, 6.Schechter, Joel. (2013) <i>Popular Theatre: A Sourcebook</i>. Routledge, 	
<p>Course Outcomes:</p>	<ol style="list-style-type: none"> 1. Students will understand the nuances of different types of performance and communication for social change. 2. Students will acquire skills in voice modulation, expression, and body language, with an overall focus on personality development. 3. Students will acquire skills in creative thinking and expression through literary and abstract works of theatre. 4. Students will be able to appreciate and analyse literary works of Theatre and Art as a broader form of Communication to the masses. 	

Name of the Programme: B.A. Mass Communication (Honours)

Course Code : MAC-142

Title of the Course: Basics of Photography

Number of Credits : 3 (1 Theory 2 Practicals)

Effective from Academic year : 2023-24

Prerequisites for the Course :	Nil						
Course Objectives	<p>1. To introduce the students to process of creative visual art in photography and its allied fields.</p> <p>2. To impart skills in visual language through photography for creative expression.</p>						
	<table border="1"><tr><td>Unit 1: Introduction to Photography 1.1 Definition of Photography 1.2 History of photography and cameras (Daguerreotype, Pinhole camera, first photograph) 1.3 Understanding modern DSLR cameras, parts of camera, sensor, mirror, connecting pins. 1.4 Process of capturing digital images 1.5 Image types, file sizes in a DSLR 1.6 Camera angles & types of shots</td><td>No. of hours: 9</td></tr><tr><td>Unit 2: Equipment used in photography 2.1 Lenses-Prime, Zoom, Macro and their various types(50mm, 35mm, 18-135mm, 200 mm and so on 2.2 Tripods-Ball head, Pan and Tilt head, Gimbal head, fluid head 2.3 Shutter Remote, External flash, Light tent 2.4 Lens accessories-Filters, Hood,</td><td>6</td></tr><tr><td>Practical Sessions: 1. Handling of a DSLR camera and understanding various exposure triangle settings for different types of shots. (6 hours) 2. Portrait photography using natural vs artificial lighting with reflectors (10 hours) 3. Modes of photography (4 hours) 4. Using various priority modes in a DSLR(Shutter Priority mode, Aperture Priority mode) (3 hours) 5. Setting up of White balance and other shooting essentials (2 hour) 6. Understanding manual mode (2 Hours) 7. Setting up of camera for light paintings (2 hours) 8. Burst mode and panning (2 hours) 9. Basic photo editing skills using open source applications (6 hours) 10. Photowalks to build confidence to approach subjects and use natural frames (6 hours) 11. Analysis of contemporary styles in photography(Light Paintings, Abstracts, Street) (4 hours) 12. Analysis of professional photographers and their visual styles(Ansel Adams, Henri Cartier-Bresson, Annie Leibovitz) (6 hours)</td><td>60</td></tr></table>	Unit 1: Introduction to Photography 1.1 Definition of Photography 1.2 History of photography and cameras (Daguerreotype, Pinhole camera, first photograph) 1.3 Understanding modern DSLR cameras, parts of camera, sensor, mirror, connecting pins. 1.4 Process of capturing digital images 1.5 Image types, file sizes in a DSLR 1.6 Camera angles & types of shots	No. of hours: 9	Unit 2: Equipment used in photography 2.1 Lenses-Prime, Zoom, Macro and their various types(50mm, 35mm, 18-135mm, 200 mm and so on 2.2 Tripods-Ball head, Pan and Tilt head, Gimbal head, fluid head 2.3 Shutter Remote, External flash, Light tent 2.4 Lens accessories-Filters, Hood,	6	Practical Sessions: 1. Handling of a DSLR camera and understanding various exposure triangle settings for different types of shots. (6 hours) 2. Portrait photography using natural vs artificial lighting with reflectors (10 hours) 3. Modes of photography (4 hours) 4. Using various priority modes in a DSLR(Shutter Priority mode, Aperture Priority mode) (3 hours) 5. Setting up of White balance and other shooting essentials (2 hour) 6. Understanding manual mode (2 Hours) 7. Setting up of camera for light paintings (2 hours) 8. Burst mode and panning (2 hours) 9. Basic photo editing skills using open source applications (6 hours) 10. Photowalks to build confidence to approach subjects and use natural frames (6 hours) 11. Analysis of contemporary styles in photography(Light Paintings, Abstracts, Street) (4 hours) 12. Analysis of professional photographers and their visual styles(Ansel Adams, Henri Cartier-Bresson, Annie Leibovitz) (6 hours)	60
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	<p>13. Analysis of five films to understand lighting(The Godfather I, Dark Knight Rises, Citizen Kane, Psycho) (7 hours) * Students should maintain a journal/e journal</p> <p>REFERENCE BOOKS</p> <ol style="list-style-type: none"> 1. Miotke, J. (2010). BetterPhoto Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro. New York, NY: Amphoto Books. 2. Peterson, B. (2016). Understanding Exposure, Fourth Edition. New York, NY: Watson-Guption Publications. 3. Hunter, F., Biver, S., & Fuqua, P. (2015). Light Science & Magic: An Introduction to Photographic Lighting. New York, NY: Routledge. 4. Freeman, M. (2011). The Photographer's Eye Digitally Remastered 10th Anniversary Edition: Composition and Design for Better Digital Photos. Lewes, UK: Ilex Press <p>Online resources</p> <p>National Geographic's Ultimate Field Guide to Photography</p>	
Pedagogy:	Lectures, class room activities, Tutorials. Screening of plays- discussions and analysis.	
Course outcomes	<ol style="list-style-type: none"> 1. Students will be introduced to the basics of photography skills 2. Students will learn the rules of composition, lighting, which will help make them better visual composers. 3. Students will also acquire knowledge about the various accessories that are available for cameras, and help them understand how each of them are to be used. 4. Students will be able to know how to operate a DSLR camera, and also make use of some of the settings available in the same. 5. Students will be able to click meaningful and creative photographs with any device; including mobile phones. 	

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-132

Title of the course: Introduction to Film

Number of Credits:3

Effective from Academic year: 2023-24

Pre-requisite for the Course	Nil	
Course Objectives	1. The Course will provide students with an insight into the world of cinema, and introduce them to the various roles that exist in a film production. 2. To encourage students to appreciate and analyse the medium across genres and media platforms.	
Content	<p>UNIT 1: Introduction to Film</p> <p>1.1 Birth and evolution of film-Lumiere brothers, and other technical experiments.</p> <p>1.2 From Actualities to Talkies - Evolution</p> <p>1.3 Understanding Film as a medium- Art vs Science? Commercial vs Expression?</p> <p>1.4 Process of making a film- Production phases and its importance.</p> <p>1.5 Basic film terminology: Producer, Director, DOP, Set design, Clapboard , Artists , etc.</p> <p>1.6 Analysis of films Zindagina Milegi Dobara, The Godfather(1972), Bicycle Thieves(1948), Rashomon (1959), Breathless(1960) Konkani Film: NachomiaKumpasar, Marathi film: Harischrachi Factory</p> <p>UNIT 2 Understanding cinema</p> <p>2.1 What is a plot ? Storyline – character analysis – story telling elements. Message and its impact on audience.</p> <p>2.2 Use of technical elements- cinematography, editing, sound effects and lighting , art direction in Cinema.</p> <p>2.3 Performance and styles – What makes a good actor? Dialogues – charisma- characters/role played- Star system in mainstream cinema.</p> <p>2.4 Introduction to Bollywood Cinema – Regional cinema and its characteristics, industry. Understanding culture and social economic portrayal through cinema.</p> <p>2.5 What makes a Film memorable – Classic in Hollywood, Classics in Bollywood -<i>Screenings and discussion.</i></p> <p>UNIT 3: Impact of audience on films</p> <p>3.1 Type of audiences in Film - fans, critics, film enthusiast, film buffs and regular audiences.</p> <p>3.2 Film Review-understanding what constitutes a film review, and its impact on the audience</p> <p>3.3 Blogosphere-Analysis of Film reviews on digital platforms, changes in analysis and techniques, impact on audience.</p> <p>3.4 Writing Film reviews for magazines. Produce short vlogs on recent films-styles and techniques.</p> <p>UNIT 4Cinema through the ages</p> <p>4.1 Film genres- Western Genres, Indian Bollywood popular genres.</p>	<p>No. of Hours 10</p> <p>No. of Hours 5</p> <p>No. of Hours 10</p> <p>No. of Hours 10</p>

	<p>4.2 Case study on Cinema through the ages- changes in style and storytelling .</p> <p>4.3 Major movements across the world</p> <p>4.4 Technological advancements in filmmaking – IMAX & OTT- changes in viewing and reception of films.</p> <p>4.5 Screening and analysis of genres and Bollywood / regional cinema. Different media platforms and viewing experience to be analysed.</p> <p>UNIT 5 Universal language of Cinema</p> <p>5.1 Cinema as a global experience – World Premiere, trends in making cinema for global audience, understanding diaspora.</p> <p>5.2 Film Festival and its role in Film appreciation for public- (IFFI, Cannes, MIFF, etc.)</p> <p>5.3 The role of award functions (Oscars, EMMY’s) in promoting film trends.</p>	<p>No. of Hours 10</p>
<p>REFERENCES</p>	<ol style="list-style-type: none"> 1. Lumet, S. (1995). <i>Making Movies</i>. New York, NY: Vintage Books. 2. Rodriguez, R. (1996). <i>Rebel Without A Crew</i>. New York, NY: Plume. 3. Kurosawa, A. (1983). <i>Something Like an Autobiography</i>. New York, NY: Vintage Books. 4. Giannetti, L. (2016). <i>Understanding Movies</i>. Boston, MA: Pearson. 	
<p>Pedagogy</p>	<p>Lectures, class room activities, Tutorials. Screening of plays- discussions and analysis.</p>	
<p>Course Outcomes</p>	<ol style="list-style-type: none"> 1. Students will learn about the components of a film, filmmaking process & roles of various crew members. 2. Students will acquire knowledge about major developments in the film industry and broadcasting techniques. 3. Student will be able to understand insight into how films can facilitate cultural exchange and promote cross-cultural understanding. 4. Student develop a keen interest further learning about filmmaking and encourage them to make short films. 	

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-143

Title of the Course: Introduction to Design

Number of Credits: 3 (1 Theory 2 Practical)

Effective from Academic year: 2023-24

Prerequisite for the Course	Nil	
Objectives of the Course	1.To enable students to understand the basics of graphic designing, color psychology, and the psychology of design. 2.To help develop hands-on- training on introductory skills of media design.	
Content	Unit 1. What is Graphic Design 1.1 Importance of graphic design 1.2 The history of graphic design 1.3 Raster vs Vector graphics 1.4 Principles of design 1.5 Applications of graphic designing	No of hours 8
	Unit 2. Elements of Design 2.1 Color Psychology 2.2 Interpretation of Shapes -Shapes in design and their effect on psychology 2.3 Compositional harmony – how design should flow 2.4 Contrast and Complementary design 2.5 Elements of Typography	No. of Hours 7
	Practical Sessions 1. Learning the basic tools in open source designing software-Pen tool, Shape tool, Blending options (6 hours) 2. Understanding use of shapes, colors, and text (4 hours) 3. Understanding how design harmony needs to be achieved (4 hours) 4. Analysis of designs of popular brands (4 hours) 5. Masking, Magic Wand tool, content eraser tool (6 hours) 6. Designing banners for personal brand (4 hours) 7. Designing posters (4 hours) 8. Designing invitation cards (3 hours) 9. Designing infographics (4 hours) 10. Understanding design movements from across the world (Minimalism, Bauhaus, Dadaism etc) (6 hours) 11. Analysing Typography in various media such as print, digital, banners etc. (6 hours) 12. Understanding Color Theory: How color and design influences our mood and emotions. (3 hours) 13. Using color theory to design a marketing portfolio for a given brand (6 hours) * Students should maintain a journal/e journal	No. of Hours 60

REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Albers, J. (2006). Interaction of Color. New Haven, CT: Yale University Press. 2. Wheeler, A. (2017). Designing Brand Identity: An Essential Guide for the Whole Branding Team, Fifth Edition. Hoboken, NJ: John Wiley & Sons. 3. Lupton, E. (2010). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Second Edition. New York, NY: Princeton Architectural Press 	
Pedagogy	Lectures, class room activities, Tutorials. Screening of plays- discussions and analysis.	
Course Outcomes:	<ol style="list-style-type: none"> 1. Students will understand the basic principles of design and visual communication. 2. Students will acquire skills for effective and creative visual design keeping in mind industry requirements. 3. Students will also develop a critical eye for design and evaluate designs. 4. Students will get an overview of the working environment and industry demands through practical sessions. 	

Name of the Programme: B.A. Mass Communication (Honours)

Course Code: MAC-144

Title of the Course: social media Skills

Number of Credits: 3 (1 Theory 2 Practical)

Effective from AY: 2023- 24

Pre requisites for the Course:	Nil						
Course Objectives:	<ol style="list-style-type: none">1. The Social Media Skills paper will explore the social, cultural, economic, and political implications of social media platforms.2. Students will learn how to analyze the social media platforms and their impact on networking on digital platforms.						
Content:	<table border="1"><tr><td>Unit 1: Introduction to Social Media 1.1 Definition & Scope of Social Media 1.2 Characteristics of Social Media 1.3 Key roles played by Social Media 1.4 Evolution of Social Media</td><td>No of hours:6</td></tr><tr><td>Unit 2: Types of social media 2.1 Introduction to Facebook, LinkedIn, Instagram, Twitter & YouTube 2.2 Social media's impact on Brand Identity, Individuals, Business and Communities 2.3 Recent trends in Social Media 2.4 Social Media Etiquettes 2.5 Legal, Regulation and accountability</td><td>No of hours: 9</td></tr><tr><td>Practical Sessions 1. Understanding basics of social media (10 hours)<ul style="list-style-type: none">● Creating Business Account on Facebook, LinkedIn, Instagram and Twitter● Building Business Profile● Signing up Facebook business manager2. Social Media Content Creation (20 hours)<ul style="list-style-type: none">● Preparing Social Media Content Calendars● Understanding different formats of posts and aspect ratio.● Creating engaging & high quality social media content (Reels, Carousel, Images & Stories with stickers)● Writing compelling captions for posts● Researching and identifying relevant hashtags3. Posting and Scheduling (5 hours)<ul style="list-style-type: none">● Posting and scheduling posts and stories● Tagging, inviting partners & using Location● Cross-posting/promotion4. Social listening (5 hours)<ul style="list-style-type: none">● Monitor and analyze social media conversations● Brandwatch to track relevant keywords, hashtags, and mentions.5. Social Media Insights (5 hours)<ul style="list-style-type: none">● Tracking performance (Reach, Impressions, Page visits & followers growth● Summarize various results and activities over each platform6. Influencer outreach (5 hours)</td><td>Total No of hours: 60</td></tr></table>	Unit 1: Introduction to Social Media 1.1 Definition & Scope of Social Media 1.2 Characteristics of Social Media 1.3 Key roles played by Social Media 1.4 Evolution of Social Media	No of hours:6	Unit 2: Types of social media 2.1 Introduction to Facebook, LinkedIn, Instagram, Twitter & YouTube 2.2 Social media's impact on Brand Identity, Individuals, Business and Communities 2.3 Recent trends in Social Media 2.4 Social Media Etiquettes 2.5 Legal, Regulation and accountability	No of hours: 9	Practical Sessions 1. Understanding basics of social media (10 hours) <ul style="list-style-type: none">● Creating Business Account on Facebook, LinkedIn, Instagram and Twitter● Building Business Profile● Signing up Facebook business manager 2. Social Media Content Creation (20 hours) <ul style="list-style-type: none">● Preparing Social Media Content Calendars● Understanding different formats of posts and aspect ratio.● Creating engaging & high quality social media content (Reels, Carousel, Images & Stories with stickers)● Writing compelling captions for posts● Researching and identifying relevant hashtags 3. Posting and Scheduling (5 hours) <ul style="list-style-type: none">● Posting and scheduling posts and stories● Tagging, inviting partners & using Location● Cross-posting/promotion 4. Social listening (5 hours) <ul style="list-style-type: none">● Monitor and analyze social media conversations● Brandwatch to track relevant keywords, hashtags, and mentions. 5. Social Media Insights (5 hours) <ul style="list-style-type: none">● Tracking performance (Reach, Impressions, Page visits & followers growth● Summarize various results and activities over each platform 6. Influencer outreach (5 hours)	Total No of hours: 60
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	<ul style="list-style-type: none"> ● Learning to work with social media influencers to promote your brand or product, finding and vetting influencers, partnerships/collaborations <p>7. YouTube videos (10 hours)</p> <ul style="list-style-type: none"> ● Creating educational or informative videos <p>* Students should maintain journal/e journals</p>	
Pedagogy:	<p>-Lectures, class room and lab activities</p> <p>-Discussions and analysis.</p> <p>-Workshops and interactive session with industry experts.</p> <p>-Field visit to Social Media Marketing Agency</p>	
References/ Readings:	<ol style="list-style-type: none"> 1. Sheldon, P., Rauschnabel, P., Honeycutt, J. M. (2019). The Dark Side of Social Media: Psychological, Managerial, and Societal Perspectives. United Kingdom: Elsevier Science. 2. Social Media Marketing by Jason Lazar 3. Social Media Marketing and Personal Branding Bible by Gary Clyne 4. The Essential Social Media Marketing Handbook by Gail Z. Martin <p>Online reference</p> <ol style="list-style-type: none"> 1. https://in.sagepub.com/sites/default/files/upm-assets/102204_book_item_102204.pdf (Introduction to Social Media An Art and Science) 2. https://airccse.org/journal/ijwest/papers/3112ijwest01.pdf (Evolution of the World Wide Web: from Web 1.0 to Web 4.0) 3. The Social Dilemma, 2020 · Documentary/Docudrama 	
Course Outcomes:	<ol style="list-style-type: none"> 1. Students will understand the history and evolution of social media platforms 2. Student will analyze the impact of social media on social, cultural, and political issues 3. Students will develop and evaluate social media content and strategies 4. Students will adapt the skills of using various tools of social media s using relevant hashtags 	