Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the SYBAMMC

(CBCS)

2019-2020
2020-2021

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS
SYBAMMC SEMESTER III

Course	Nomenclature	Credits	Topics
RJAUBAMMC301	Electronic Media -I	02	1. Introduction 2. Introduction to Sound for both TV and Radio 3. Introduction to Formats (Fiction and nonfiction) 4. Different Roles and contributions in the society 5. Introduction to Production process
RJAUBAMMC302	Corporate Communication and Public Relations	04	1. Foundation of Corporate Communication 2. Understanding Public Relations 3. Corporate Communication and Public Relation's range of functions 4. Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations
RJAUBAMMC303	Media Studies	04	1. Introduction 2. Media Theories 3. Cultural Perspectives 4. Media Effects 5. New Media and The Age Of Internet
RJAUBAMMC304	Introduction to Photography	04	1. Camera: The Storyteller 2. Lens: Imaging device 3. Light: Parameters of Light- The essential raw material 4. Composition: Art of Seeing> Way of portraying a subject 5. Digital Imaging: Electronic format.
RJAUBAMMC305	Film Communication-I	04	1. History: 2. Understanding aspects of film appreciation. 3. The Early Cinema: 4. Major film movements and its impact. 5. Mainstream Indian Cinema and parallel Indian cinema.
RJAUBAMMC306	Computers and Multimedia-I	02	1. Photoshop: Pixel based Image editing Software 2. CorelDraw: Vector based Drawing software 3. QuarkXpress/ InDesign: Layout Software 4. Premiere Pro: Audio-visual: Video editing software 5. Sound Forge/Sound Booth: Sound Editing Software.

SYBAMMC SEMESTER IV

Course	Nomenclature	Credits	Topics
RJAUBAMMC401	Electronic Media-II	02	1. Evolution and growth of Radio and Television: 2. Regional channels: 3. News and other non fiction formats. 4. Writing for Broadcast Media-(Radio and Television) 5. Current and Emerging Trends in Electronic media
RJAUBAMMC402	Writing and Editing for Media	04	1. Print Media 2. Radio And Television 3. Digital Media 4. Editing
RJAUBAMMC403	Media Laws and Ethics	04	1. Constitution and Media 2. Regulatory bodies 3. Media Laws 4. Media Laws 5. Media Ethics and Social Responsibility
RJAUBAMMC404	Mass Media Research	04	1. Research In Media 2. Design 3. Data Collection 4. Analysis 5. Application Of Research 6. The Semiotics
RJAUBAMMC405	Film Communication II	04	1. Regional Cinema 2. Hindi Cinema 3. Cinema now 4. Film Making 5. Film Culture
RJAUBAMMC406	Computer Multimedia II	02	1. Photoshop: Advanced Image Editing 2. Adobe Illustrator: Vector based Drawing software 3. InDesign: Layout Software 4. Premiere Pro: Audio-visual: Advanced application 5. Adobe Dreamweaver: Web designing software.

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER III

Course Name: Electronic Media I

Course Code: RJAUBAMMC301

Credits: 02	Total Lecture: 48

UNIT I	**Lectures**
Introduction	**10**
1. A Short History of Radio and TV in India and abroad 2. Introduction to Prasar Bharti 3. FM radio and community radio 4. Convergence trends	
UNIT II	**10**
Introduction to Sound for both TV and Radio	

1. **Introduction to sound**
   ● Types of Sound: Natural, Ambient, Recorded
   ● The Studio Setup
   ● Types of recording – Tape Recording, Digital Recording
   ● Outdoor Recording
   ● Types of Microphones
2. **Introduction to Visuals**
   ● The Power and Influence of Visuals
   ● The Video-camera: types of shots, camera positions, shot sequences, shot length
   ● Lighting: The importance of lighting
   ● Television setup: The TV studio
   ● Difference between Studio and on-location shoots
3. **Electronic News Gathering (ENG)**
   ● Single camera
   ● Two men crew
4. **Electronic Field Production (EFP)**
   ● Single camera setup
   ● Multi-camera set up
   ● Live show production	

UNIT III	**10**
Introduction to Formats (Fiction and nonfiction)	

1. **Introduction to Radio Formats**
    ● News,
    ● Documentary
    ● Feature
    ● Talk Show
    ● Music shows
    ● Radio Drama Radio interviews
    ● Sports broadcasting
2. **Introduction to Television formats**
    ● News
    ● Documentary
    ● Feature
    ● Talk Shows
    ● TV serials and soaps
    ● TV serials and soaps
    ● Introduction to web series
    ● Docudrama
    ● Sports
    ● Reality
    ● Animation
    ● Web series	

UNIT IV	**08**
Different Roles and contributions in the society	
1. Community Radio-role and Importance 2. Contribution of All India Radio 3. The Satellite and Direct to Home challenge	
UNIT V	**10**
Introduction to Production process	

1. **Pre-Production**
    ● Script
    ● Storyboard
    ● Camera plot
    ● Lighting plot
2. **Production**
    ● Camera Angles
    ● Sequence
    ● Scene
    ● Shot
    ● Log keeping
3. **Post-Production**
    ● Linear editing
    ● Non-linear editing
    ● Library shots	

● Library sounds ● Dubbing	
Internal Assignments	

Any two assignments compulsory:
    1. A visit to a Radio or Television station
    2. Listening and recording news for TV and Radio
    3. Shooting an interview for a Television channel
    4. Recording a chat show for a radio channel	

SYBAMMC	Semester III

RJAUBAMMC301
 	
Paper 1:
Electronic Media -I
	Course Outcomes:
	
	1. Introduction to the basic terms and concepts of broadcasting and telecasting and provide an overview of the structure and function of radio and television and impart awareness of the development of broadcast media and current trends.
	2. Introduction to the types of radio and TV show formats (Fiction and Nonfiction) and the different roles and contributions of Radio and TV in the society.
	3. Provide an overview of the three steps of production ie. Pre-production, Production and Post-production.
	
	Learning outcomes:
	  ➢ The learners will gain understanding of various types of sound & visuals and its importance in the communication mediums ie Radio and TV.
	  ➢ Develop effective skills to enable learners to further their careers in their respective field.

SEMESTER III	
Course Name: Corporate Communication And Public Relations	
Course Code: RJAUBAMMC302	
Credits: 04	**Total Lecture: 48**

UNIT I	Lectures
Foundation of Corporate Communication	**14**
1. **Introduction to Corporate Communication** Meaning , Need and Scope of Corporate Communication towards Indian Media 2. **Keys concept in Corporate Communication** Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation 3. **Ethics and Law in Corporate Communication** Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	
UNIT II	**16**
Understanding Public Relations	
1. **Introduction and Growth of Public Relations- Indian Scenario** Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. 2. **Role of Public Relations in various sectors** Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service. 3. **Theories and Tools of Public Relations** Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	
UNIT III	**10**
Corporate Communication and Public Relation's range of functions	

1. **Media Relations** Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation 2. **Employee Communication** Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications 3. **Crisis Communication** Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	
UNIT IV	**08**
Latest Trends Tools & Technology Role Of Social Media In corporate Communication & Public Relation	
1. **Emerging trends, tools and technology** Introduction, Today's Communication Technology, Technology to Corporate Communication, pros and cons of technology used in Corporate Communication. 2. **New Media Tools** Website, Online press release, Article marketing, Online newsletters, Blogs 3. **Role of Social Media** Role of Social media as Influential marketing, Identifying brand threats, influencing journalist's stories, swiftly reacting to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.	

SYBAMMC	Semester III
RJAUBAMMC302 Paper 2: Corporate Communication & Public Relations	Course Outcomes: 1. To provide the students with a basic understanding of the concepts of corporate communication and public relations. 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

Learning outcomes:

➢ Foster critical understanding of different practices and laws associated with corporate communication.

➢ Enable the learners to acquire basic skills in the practical aspects of Media Relations & Crisis Management.

➢ The learners are able to understand how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

SEMESTER III	
Course Name: Media Studies	
Course Code: RJAUBAMMC303	
Credits: 04	**Total Lecture: 48**

UNIT I	**Lectures**
Introduction	**10**
Eras, relevance, connection to culture, Literature ● Era of Mass Society and culture – till 1965 ● Normative theories-Social Responsibility Theory ● Development media theory	
UNIT II	**14**
Media Theories	
1. **Propaganda and propaganda theory-** ● Origin and meaning of Propaganda ● Hypodermic Needle/Magic bullet ● Harold Lasswell 2. **Scientific perspectives to limited perspectives Cultural** ● Paul Lazarsfeld- Two step flow ● Carl Hovland and Attitude Change theory	

UNIT III	12
Cultural Perspectives	

1. **Various schools**
   ● Toronto school (McLuhan)
   ● Schools- Birmingham(Stuart Hall)
   ● Frankfurt- Theodor Adorno and Max Horkheimer
   ● Raymond Williams- Technological Determinism
   ● Harold Innis- Bias of Communication
2. **Media and Identity**
   ● Feminism
   ● Racism
   ● Ethnicity etc
   ● Caste
   ● Class
   ● Tribal
   ● Queer representations (India examples)	

UNIT IV	06
Media Effects	

Theories on media effects
   ● Media effects and behavior
   ● Media effect theories and the argument against media effect theories
   ● Agenda Setting Theory
   ● Politics and Media studies-media bias, media decency, media consolidation**.**	

UNIT V	06
New Media and The Age Of Internet	

Meaning making perspectives
   ● New media
   ● Henry Jenkins- Participatory culture
   ● Internet as Public sphere-Habermas to Twitter
   ● McLuhan 's concept of Global village in the age of Netflix
   ● Uses and Gratification in the age of Internet	

SYBAMMC	Semester III
RJAUBAMMC303 Paper 3: Media Studies	Course Outcomes: 1. Gain understanding of the key concepts and study the impact of various media on our society by taking into account the study of media as an interdisciplinary approach.

	2. The learners gain exposure to a well-developed body of media theory and encourage them to analyse the various aspects in the context of trends in mass media. Learning outcomes: ➢ Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. ➢ Impart the learners with the analytical skills that will enable them to think critically about the media.

SEMESTER III	
Course Name: Introduction To Photography	
Course Code: RJAUBAMMC304	
Credits: 04	**Total Lecture: 48**

UNIT I	**Lectures**
Camera: The Storyteller	**12**
1. **The Body:** The faithful middleman ● The heart of the system ● How the camera sees differently than human eyes. ● Limitations and Wonders of camera. Formats of camera: ● Small Full frame, Half frame(APS-C), Medium, Large (camera movements) Experiencing frame ● Types of camera: DSLR; View; Rangefinder; Mirror- less 2. **Aperture:** The iris of the camera ● Diaphragm ● Controls amount of light entering lens ● Factor in Exposure calculation ● Active factor of Depth of field and Bokeh (creative) ● F'-numbers and aperture scale. ● Application of Depth of Field in advertising and Journalism. 3. **Shutter:** The Click magic ● Blind between Lens and Image sensor ● Controls duration of light ● Major factor in Exposure calculation ● Main player in controlling action ● Motion blur, Motion freeze and Long exposure effects ● Application of motion blur/freeze in Advertising and journalism.	

- Synchronization with Flash, Creative Slow sync
4. **Image sensor:** The retina that sees
   - The image maker or recorder
   - Film v/s digital
   - Film: Photochemistry
   - Digital: Photo-electronics
   - Types of Sensor: CCD and CMOS
   - ISO: Photosensitivity
5. **Viewfinder:** The interactive monitor
   - The control room cum monitor
   - Displays camera settings
   - Aperture, Shutter and ISO
   - Metering modes, Focusing modes, Exposure modes, Frame count, File format etc

UNIT II	12

Lens: Imaging device

1. **The eye of camera: Learning to see**
   - Main player in image formation, Focusing the object(sharpening the image)
   - Speed of the Lens (light intake ability)
   - Numbers and Markings on the Lens
   - AF, ED, IF, IS, SW, ASP etc
2. **Focal length: Which lens is suitable**
   - The factor to consider for Type of Photography and choosing a lens for the purpose.
   - Main distinguishing factor
   - Fixed V/s Variable focal length
3. **Image size: See close**
   - The magnification ratio of a lens
   - Longer focal length = Bigger image size
4. **Coverage angle: Crop out unwanted**
   - Prime concern in Composition
   - How much of a scene a lens takes in from a viewpoint
   - Safe focusing distance, Distortion: Barrel/ Pin- cuision
5. **Types of lenses: The right one for the task at hand**
   - Prime Lens v/s Zoom lens
   - Prime = Fixed focal length
   - Zoom = Variable focal length
   - Normal, Wide angle and Telephoto
   - Special purpose lenses: Macro, Fish eye, Tilt-shift

UNIT III	12

Light: Parameters of Light- The essential raw material

1. **Intensity and Exposure: Perfect tone**

- How much light: consideration for exposure Exposure triangle (A,S,ISO)
- The model of exposure

2. **Direction and Lighting: Lighting for Cinema, Television and Advertising**
   - From where: direction begets shadow
   - Shadow = Depth
   - Lighting = Shading
   - Three point lighting
   - Key: Main
   - Fill: Contrast level (lighting ratio)
   - Kicker: Separation or background light
   - Types of lighting:
   - Portrait, Effect, Ambient and Mood or drama

3. **Quality and Ambience: Why there are umbrellas and reflectors**
   - How soft or how hard:
   - Effective size of light source
   - Small: Hard, Contrast, Sharp
   - Medium: Mid soft, moderate contrast, soft shadow
   - Large: Extra soft, low contrast, shadow less
   - Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos

4. **Colour and Mood: What tells Cozy or Cool**
   - Colour of light concept: Main distinguishing factor
   - Kelvin: Colour temperature Pure light>True colours
   - White balance: Neutralizing
   - Preset white balance and AWB
   - Colour and Mood (warm/cool)

5. **Measure The Director in you is the King**
   - Light meter: Main input of exposure
   - Incident v/s Reflective (advantage/ disadvantage)
   - In built meter and Metering modes:
   - Average, Center weighted, Spot, Matrix, Focus priority
   - Exposure Modes: M, A, S, P, and Smart program modes
   - Errors in inbuilt metering>Exposure compensation

UNIT IV	**06**

Composition: Art of Seeing, Way of portraying a subject

1. **Frame and Aspect ratio**
   Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)
2. **Visual indicators**
   Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject, Aesthetic Assembly of objects
3. **Rules of composition**
   Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking…
4. **Breaking the rules**
   Cropping, Panorama, Flattening
5. **Viewpoint and Perspective: What Pros do**
   - 1,2 and 3 point perspective: Vanishing points and viewpoint

● Normal: The way we see ● Enhanced: Exaggerated depth ● Compressed: Feeling of distance taken away Forced: Unrealism ● Aligned: Back projection and green screen application	
UNIT V	**06**
The New Media and media convergence	
1. **Image sensor** ● Format, 135mm/ APS-C, Medium format, Large format ● Megapixel ● Pixel and its values, Total number of pixels, File size ● Resolution ● Pixel Per Inch: Quality of Image, Magnification ratio ● Image magnification ● Viewing distance, Image size and Pixelation How large an image can be for given megapixel ● File Formats ● RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	

SYBAMMC	Semester III
RJAUBAMMC304 Paper 4: Introduction to Photography	Course Outcomes: 1. To introduce to media learners the ability of image into effective communication. 2. To practice how a picture speaks thousand words by enlightening the learner on how. 3. To develop the base of visualisation among learners in using pictures in practical projects. Learning outcomes: ➢ The Learners will understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. ➢ Enhance the practical skills of the learners thereby enabling them to work on a given theme or the subject into making a relevant picture or photo feature. ➢ Impart the techniques of Photography, and its practical application for creating effective and creative photographs, thus enjoying photography as an art.

SEMESTER III	
Course Name: Film Communication- I	
Course Code: RJAUBAMMC305	
Credits: 04	**Total Lecture: 48**

UNIT I	**Lectures**
History	**04**
1. History of Cinema. 2. Birth of Visual Art. 3. Understanding the Language of Cinema. 4. Transition from Documentary to Feature Film	
UNIT II	**08**
Understanding aspects of film appreciation	
1. Grammar, Technology and Art. Director, The Captain Writer 2. Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art,Costume, Camera placement) Cinematography Creating Meaning through editing 3. Aspects of Film- 2: Film Sound Three components of Film Sound The relationship between Sound and Image.	
UNIT III	**08**
The Early Cinema	
1. Early Years (1895-1919) World and India. The Silent Era (1920-1931) 2. Early Sound Era (1930-1939) 3. The developmental stage (1940-1950)	
UNIT IV	**12**
Major film movement and impact	
1. The major cinema movements and their film makers 2. Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 3. Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4. Japanese cinema- Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc. 5. Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	
UNIT V	**16**

Mainstream Indian Cinema and parallel Indian cinema	

1. Art v/s Commercial
2. Indian Meaningful cinema(Commercial)
   ● The Angry Young Man
   ● The Indian Diaspora and Bollywood
   ● Contemporary Bollywood Cinema
   ● Globalisation and Indian Cinema,
   ● The multiplex Era
3. Golden era of Indian Cinema – Important work of Bimal Roy, Guru Dutt, Raj Kapoor and V. Shantaram
4. Indian New Wave cinema –Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu
5. Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc.	

SYBAMMC	Semester III
RJAUBAMMC305 Paper 5: Film Communication - I	Course Outcomes: 1. To make students aware with a brief history of movies; the major 2. cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics. Learning outcomes: ➢ Inculcate appreciation and understanding of good cinema and gain insight into film techniques and aesthetics. ➢ The Learners will understand the fundamentals of Film Production and the power of visuals and sound and the ability to make use of them in effective communication. ➢ Learners will acquire the requisite tools in order for them to execute a small scale film production project.

SEMESTER III	
Course Name: Computers and Multimedia- I	
Course Code: RJAUBAMMC306	
Credits: 02	**Total Lecture: 48**

UNIT I	**Lectures**
Photoshop: Pixel based Image editing Software	**12**
1. Introduction to Photoshop ● Image editing theory ● Bitmaps v/s Vectors ● When to use Photoshop and when to use drawing tools 2. Photoshop Workspace: The tools, Toolbox controls Property bar, Options bar, Floating palettes 3. Working with images: Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling 4. Image Editing: Levels, Curves, Contrast adjustment, Colour adjustment Photo filters 5. Working with Text: Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	
UNIT II	**06**
CorelDraw: Vector based Drawing software	
1. Introduction to CorelDraw: CorelDraw Interface, Tool Box, Importing files in CorelDraw, Different file formats 2. Using text: Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C: 3. Exploring tools Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos 4. Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips 5. Exporting in CorelDraw Exporting, Types of export, Exporting for other software	
UNIT III	**08**
QuarkXpress/ InDesign: Layout Software	

1. Introduction to QuarkXpress: List the menus, List the tools, Benefits of using Quark, Application of Quark 2. Text Edits in Quark: Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images 3. Using palettes: Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark 4. Colour correction in quark: Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication, 5. Exporting files: Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
UNIT IV	**10**
Premiere Pro: Audio-visual: Video editing software	
1. Introduction to editing: Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.) 2. Introduction to premiere: How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers,Basics of editing (cut/layers/different windows/etc.) 3. Understanding file formats: Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing 4. Using colour grading: What is color grading Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing 5. Exporting and rendering: Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	
UNIT V	**12**
Sound Forge/Sound Booth: Sound Editing Software	
1. Introduction to Digital Audio: Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate 2. Concept of Dolby Digital: Mono,Stereo,Quadraphonic Surround sound,5.1 Channel,Subwoofer Difference in Dolby Digital and DTS,More about DTS Three way sound speaker 3. Sound Recording: Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software 4. Working with Sound: Workspace, Play bar, timeline, Transport toolbar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter 5. Advanced Sound Processing: Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Soundtrack output Create your audio CD and mark chapters	

Internal Assessment	
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to a higher aesthetic level. Task 1: Print Preparing a magazine or a series of posters of different size (type of a campaign using either quark of PS or Corel: Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on promotion) experience. Task 2: Electronic Making a short clip with the use of premiere and 3D Maya: Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)	

SYBAMMC	Semester III
RJAUBAMMC306 Paper 6: Computers And Multimedia -I	Course Outcomes: 1. To help learners make the media industry ready. 2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. 3. The Learners will be equipped with the skills required to complete the project papers in TY sem VI by enabling them to work on small scale projects during the academic period. Learning outcomes: ➢ Learners will acquire a fundamental understanding of professional computer softwares required in various media content development processes. ➢ Learners will be able to implement their knowledge of softwares in various other subjects across semester III to VI. ➢ The learners are imparted with a perspective of what goes behind the scene and help them choose their stream and enable them to become ready for the media industry.

SEMESTER IV	
Course Name: Electronic Media-II	
Course Code: RJAUBAMMC401	
Credits: 02	**Total Lecture: 48**
UNIT I	**Lectures**
Evolution and growth of Radio and Television	**08**

1. Evolution and growth of Radio:
  ● Satellite Radio – The Evolution and Growth
  ● AIR and Community Radio- Developmental and Educational Role
  ● Internet Radio and Private FM Channels broadcast on the Internet.
2. Evolution and growth of Television
  ● Evolution and growth of Private and Satellite channels:
  ● Growth of Private International, National and Regional TV Networks and fierce.
  ● Competition for ratings.
  ● Satellite television broadcast- Television channels for niche audiences entertainment, news, sports, science, health and lifestyle. HDTV telecast
  ● Proliferation of DTH services	

UNIT II	**10**
Regional channels	
1. Rise of regional channels and Importance of Regional Channels in India and Globally 2. Trends in regional radio and Television channels.	
UNIT III	**10**
News and other non fiction formats	

1. TRP
  ● Breaking news on television and the TRP race:
  ● Panel discussions:
  ● How panel discussions can make the public opinion
2. Interviews: Radio and Television Interview techniques
3. Anchoring: Qualities of a good anchor Voice modulation
4. Radio Jockey: Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation.	

UNIT IV	**10**
Writing for Broadcast Media-(Radio and Television)	
1. Preparation of Audio and Video briefs: Idea generation, Scripting, Storyboard	

2. Scripting: Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV. 3. Ethics: Ethics including Censorship in presentation of News. Code of conduct Fact checking	
UNIT V	**10**
Current and Emerging Trends in Electronic Media	

1. 24/7 news broadcast:
 Features, Audience effectiveness, advertisements and Dumbing down of News
 2. Convergence and Multi- media:
    ● Use of Facebook and Twitter handles by Radio and TV channels
    ● Internet TV/ Radio
    ● Mobile TV/Radio
 3. Emerging Trends: Mobile Technology, Social Media and Web: eg.
    ● Hotstar
    ● Voot
    ● Sony Live
 4. Digital storytelling /Features :
    ● Story idea
    ● Development and Presentation
    ● Web series	

Internal Assessment	
1. Presenting, shooting and editing of news bulletins. 2. Scripting and shooting for any fictional programme. 3. Making a docudrama 4. Writing and recording of radio talk show	

SYBAMMC	Semester IV
RJAUBAMMC401 Paper 1: Electronic Media - II	Course Outcomes: 1. The learner will gain an overview of evolution and growth of Radio and Television & regional channels and awareness of the development of broadcast media and current trends. 2. Introduction and understanding of terms like TRP, Panel Discussions, Interviews, Anchoring, Radio Jockey. 3. Develop and enhance the skill of script writing for Broadcast Media. Learning outcomes: ➢ The learner will gain a better understanding of making a docudrama, writing and recording of radio and TV talk shows and shooting for any

	fictional programme. They will learn to shoot and present the news bulletin.
	➢ The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

SEMESTER IV		
Course Name: Writing and Editing for Media		
Course Code: RJAUBAMMC402		
Credits: 04	**Total Lecture: 48**	
UNIT I		**Lectures**
Print Media		**12**
Writing for print media ● What makes news? (determinants of news) ● Art and basic tools of writing ● Steps and elements of writing-editorial, features and review ● Writing for Newspapers and Magazines ● Writing a News story/feature stories/Article/Editorials(differences) ● Leads, nut shelling and story structure ● Writing style and the stylebook ● Public Relations and corporate writing- various forms ● Writing for Advertisements		
UNIT II		**10**
Radio & Television		
Writing For Broadcast Media ● Radio and Television: Challenges, strengths and weaknesses ● Writing for Television and Radio programs ● Script writing formats ● Writing for interviews, live news and daily news ● Radio jockeying / online radio and new trends Storyboarding for Television commercials		
UNIT III		**14**
Digital Media		
Digital Media: A sunrise opportunity ● Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content		

● How to produce well-written web pages Written content for the web, digital spaces and digitally distributed media. ● Development of web-specific style guides, convergence of text and video on digital. ● Emerging fields of personal publishing, including blogging and microblogging (or publishing on LinkedIn). ● Dealing with breaking news and fake news in real time. ● Writing for Advertisements through Email and SMS ● Writing Blogs		
UNIT IV		**12**
Editing		
Evaluation of Content ● Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. ● Rewriting leads ● Achieving fitment with spacing requirements at any newspaper, magazine or webpage. ● Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. ● Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design		

SYBAMMC	Semester IV
RJAUBAMMC402 Paper 2: Writing & Editing For Media	Course Outcomes: 1. Acquaintance to high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, and wide reading on issues in contemporary communication practice. 2. Learner will acquire information gathering skills and techniques 3. Impart knowledge of different news and copy formats along with appropriate style-sheets and layout. 4. The learner imbibes the importance of writing clearly, precisely and accurately for different types of audiences. Learning outcomes: ➢ Learners are able to understand similarities and differences in writing for all forms of media including the internet and digital.

	➢ Gain the ability to understand writing styles that fit various media platforms.

SEMESTER IV		
Course Name: Media Laws and Ethics		
Course Code: RJAUBAMMC403		
Credits: 04	**Total Lecture: 48**	
UNIT I		**Lectures**
Constitution and Media		**09**
1. Core values of the Constitution: Refreshing Preamble, unique features of the Indian Constitution 2. Freedom of Expression: Article 19 (1) (a), Article 19(2) 3. Judicial Infrastructure: Hierarchy of the courts Independency of the judiciary Legal terminologies 4. Social responsibility of the media: Social Responsibility Theory, Emerging issues in social Responsibility theory in today's era **5.** Social Media: Threat of Fake News and facts verification Social media decorum.		
UNIT II		**10**
Regulatory bodies		
1. Press Council of India: Brief history: Statutory status, Structure, Powers and limitations 2. TRAI: Role of Telecom Regulatory Authority of India 3. IBF (Indian Broadcasting Foundation): Broadcasting Content Complaints Council, Broadcasting Audience Research Council 4. ASCI (Advertising Standard Council of India): Mission, Structure, Consumer Complaint Council 5. NBA (News Broadcasters Association): Structure, Mission, Role.		
UNIT III		**10**
Media Laws		
1. Copyright and IPR: What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies 2. Defamation: Definition.Cl, Criminal, Exceptions, Recent case studies 3. IT Act: Information Technology Act 2000, Amendment 2008, Section 66A, Section 67, Case Studies 4. Contempt: Contempt of Court, Contempt of Parliament 5. More acts ● Drugs and Magic Remedies Objectionable Advertisements) Act,		

● Emblems and Names (Prevention of Improper Use) Act.	
UNIT IV	**10**
Media Laws	

1. **R**ight to Privacy: Evolution, Right to Privacy a Fundamental Right
2. Morality and Obscenity
    ● Indecent Representation of Women's Act
    ● 19.2, IPC 292 , 293
    ● Change in perception with time
3. Unfair Practices: Unfair Trade Practices And the competition Act 2002
4. OSA (Official Secrets Act): Controversies, Case Studies
5. RTI (Right To Information Act 2005): Brief History, Importance and current status.	

UNIT V	**09**
Media Ethics and Social Responsibility	

1. Why Ethics: What is ethics? And why do we need ethics?
2. Ethical responsibility of journalist
    ● Code of conduct for journalist
    ● Conflict of interest
    ● Misrepresentation
    ● Shock Value
3. Fake News
    ● Post -truth and challenges of fighting fake news
    ● Techniques of fact verification
4. Ethical responsibility of media
    ● Violation of ethical norms by advertisers
    ● Case Studies
5. Stereotyping: Stereotyping of minorities, women, senior citizens, regions, LGBT	

SYBAMMC	Semester IV

RJAUBAMMC403
 	
Paper 3:
Media Law & Ethics
	Course Outcomes:
	   1. Learners will be able to gain an understanding of laws that impact the media industry.
	   2. Generation of interest and awareness about new issues relating to media laws.
	Learning outcomes:
	  ➢ Sensitize the learners towards social and ethical responsibility of the media.
	  ➢ Provide knowledge and impart skills of fact checking for fake news.

SEMESTER IV	
Course Name: Mass Media Research	
Course Code: RJAUBAMMC404	
Credits: 04	**Total Lecture: 48**
UNIT I	**Lectures**
Research In Media	**12**
Introduction to mass media research ● Relevance, Scope of Mass Media Research and ● Role of research in the media ● Steps involved in the Research Process ● Qualitative and Quantitative Research ● Discovery of research problem, identifying dependent and independent variables, developing hypothesis	
UNIT II	**04**
Integrated marketing communication and tools	

Research designs:
● Concept
● Types
● Uses of Research Designs:
  ○ Exploratory
  ○ Descriptive and
  ○ Causal	

UNIT III	**18**
Data Collection	

1. **Data Collection methodology**
  ● Primary Data – Collection Methods: Depth interviews, Focus group, Surveys, Observations, Experimentations
  ● Secondary Data Collection Methods: Literature review
2. **Designing Questionnaire and measurement techniques**
  ● Types and basics of questionnaire
  ● Projective techniques
  ● Attitude measurement scales
  ● Sampling process
  ● Data Tabulation and Research report format	

UNIT IV	**05**
Analysis	

Content analysis ● Definition and uses ● Quantitative and Qualitative approach ● Steps in content analysis ● Devising means of a quantification system ● Limitations of content analysis	
UNIT V	**04**
Application Of Research	
Application of research in mass media ● Readership and Circulation survey ● TRP ● RRP ● Audience Research ● Exit Polls ● Advertising Consumer Research	
UNIT VI	**05**
The Semiotics of the Mass Media	
The Semiotics of the Mass Media ● What is semiotics in media? ● Why is semiotics important? ● What are codes in semiotics? ● Semiotics and media	

SYBAMMC	Semester IV
RJAUBAMMC404 Paper 4: Mass Media Research	Course Outcomes: 1. Introducing the learners to debates in Research approaches and providing greater understanding to the various aspects of mass media research. 2. Understand the scope and techniques of media research, their utility and limitations. Learning outcomes: ➢ The learners are equipped with tools to carry on research and gain hands-on experience. ➢ The learners shall gain knowledge about how to design questionnaires. ➢ Understanding about the application of research in the field of media can be gained by the learners

SEMESTER IV	
Course Name: Film Communication- II	
Course Code: RJAUBAMMC405	
Credits: 04	**Total Lecture: 48**
UNIT I	**Lectures**
Regional Cinema	**12**
1. **Regional Films and Filmmakers:** ● Marathi (V.Shantaram) ● Bengali (Satyajit Ray/Ritwik Ghatak) ● Malayalam/Tamil/ Telugu/ Kannada, (Film makers: K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	
UNIT II	**12**
Hindi Cinema	
1. Popular Hindi Commercial Films(Bollywood) 2. Past to Present 3. Economic contribution of cinema. 4. Convergence of Art and Commercial. 5. Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	
UNIT III	**08**
Cinema now	
1. Contemporary Era 2. Celluloid to Digital (1990-1999) 3. Digital Explosion (2000 onwards) 4. Media Convergence and Film Viewing Culture	
UNIT IV	**08**
Film Making	
1. **Film Production to Film Exhibition** ● Aspects of Production Systems: Financial, Administrative and Creative. ● Stages of Filmmaking 1: Pre-Production ● Stages of Filmmaking 2: Actual Production ● Stages of Filmmaking 3: Post-Production ● Film and Censorship. ● ROI Systems in Film Industry: Distribution, Promotion, Marketing, Branding, Internet	

UNIT V	**08**
Film Culture	

1. Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc.
2. Film Festivals: What is a Film Festival?
3. Major Film Festivals in India and Abroad
4. Film Awards:
    ● Nature and Types of Film Awards
    ● Major Film Awards in India and Abroad	

SYBAMMC	Semester IV
RJAUBAMMC405 Paper 5: Film Communication - II	Course Outcomes: 1. Learners will gain awareness of cinema of different regions 2. Understand the contribution of cinema in society. 3. Learners will learn how to make technically and grammatically good films. Learning outcomes: ➢ Learners will acquire a deeper understanding of the film industry, the various roles and stages in the process of filmmaking, marketing of films and also, the economic aspects of film. ➢ Learners will learn about the different careers in films.

SEMESTER IV	
Course Name: Computers and Multimedia - II	
Course Code: RJAUBAMMC406	
Credits: 02	**Total Lecture: 48**
UNIT I	**Lectures**
Photoshop: Advanced Image Editing	**12**
1. **Working with multiple images:** Mixing: Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool 2. **Image Effects:** Editing, Burning, Dodging, Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	

3. **Working with Layers:** Layer basics, Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers 4. **Wonders of Blend Modes:** Blend modes Advanced blending options Layer blends 5. **Fully Editable Text:** Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow), Creating Professional design using all the tools	
UNIT II	**07**
Adobe Illustrator: Vector based Drawing software	
1. **Introduction to Adobe Illustrator:** Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats 2. **Using text:** Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects 3. **Creating Simple designs:** Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity 4. **Applying effects:** Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips 5. **Exporting in Illustrator:** Exporting, Types of export, Exporting for other soft wares	
UNIT III	**08**
InDesign: Layout Software	
1. **Introduction to Adobe In Design:** List the menus, List the tools, Palates Benefits of using In Design, Application of In Design 2. **Text Edits in InDesign:** Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images 3. **Using palettes:** Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate 4. **Colour correction in InDesign:** Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication 5. **Exporting files:** Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
UNIT IV	**10**
Premiere Pro: Audio-visual: Advanced application	
1. **Introduction to editing:** Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.) 2. **Exploring Premiere Pro:** How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	

3. **Right application of various file formats:** Understanding different file formats(AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions, 4. **Using colour grading:** What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing 5. **Exporting and rendering:** Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, rendering and maintaining file format, Improving quality and time to render techniques.	
UNIT IV	**11**
Adobe Dreamweaver: Web designing software	
1. **Introduction to Dreamweaver:** Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver 2. **Working with DW:** Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW 3. **Linking pages:** Using DW to accomplish basic web page development, Page properties Title, Background image, BGcolor, Text colour Links 4. **Using Tables:** Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables Changing span, Making image into clickable link 5. **Typo in DW:** Changing Font typefaces, size, style, colours Text to hyperlink	
Internal Assessment	
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to a higher aesthetic level. **Task 1: Print- Preparing a magazine or a series of posters of different size (type of a campaign using either InDesign of PS or Illustrator**. Taking examples of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on promotion) experience. **Task 2: Electronic- Making a short clip with the use of premiere.** Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc).Embedding video with Dreamweaver	

SYBAMMC	Semester IV
RJAUBAMMC406 Paper 6: Computers And Multimedia -II	Course Outcomes: 1. Building on the learning of the previous term and further enhancing the ability of the learners to be ready for the media industry.

	2. Learners will acquire a fundamental understanding of different professional computer softwares required in various media content development processes to make the learners understand what goes behind the scene and help them choose their stream.
	Learning outcomes:
	➢ The learners are equipped with skills required during project papers in TY sem VI and enable them to work on small scale projects during the academic period.

REFERENCE BOOKS AND READING MATERIAL

Electronic Media - I

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media
7. Practice) : Peter Stewart, by Paul Chantler
8. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press, London.
9. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
10. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
11. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
12. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett Community radio in India : R Sreedher, Puja O Murada

Corporate Communication and Public Relations

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick
2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg
3. Principles of Public Relations-C.S Rayudu and K.R. Balan
4. Public Relations -Diwakar Sharma
5. Public Relations Practices- Center and Jackson
6. The Art of Public Relations by CEO of leading PR firms

Media Studies

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley J Baranand Dennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

Introduction To Photography

1. Collins Books series: Pentax Inc. Taking successful pictures, Making most of colour, Expanding SLR system, Lighting technique.
2. Minolta Photographer's handbook: Indoor Photography, Outdoor photography.
3. Life Book series: Colour, Camera, Light, Portrait.
4. Photography course:
   - ➢ Volume 1: Understanding Camera
   - ➢ Volume 2: Secrets behind successful pictures
   - ➢ Volume 3: Practicing Photography

➢ Volume 4: Handling Professional assignments

5. Me and My Camera: Portrait photography, Glamour photography, Do it in Dark (DarkroomTechniques) Pro-technique (Pro-photo): Night Photography, Beauty and Glamour, Product Photography

Film Communication - I

1. Documentaries on World and Indian Cinema (100 years of Cinema).
2. Films of Dada Saheb Phalke
3. Citizen Kane,
4. The Battle over Citizen Kane
5. Bicycle Thief
6. Roshomon
7. Do Bigha Zamin
8. Bandini
9. Sahab, Bibi aur Ghulam
10. Pyaasa
11. Awara
12. Shri 420
13. Lajwanti
14. Ek ke Baad Ek

Computers and Multimedia- I

1. Photoshop Bible McLeland Willey Publication
2. CorelDraw Practical Learning: BPB Publication
3. Quarkxpress-9 : Prepress Know-How Noble Desktop Teachers
4. Desktop Publishing with Quark 10 Kindle version
5. Digital Music and Sound Forge Debasis Sen BPB Publications

Electronic Media- II

1. Feature Writing: Meera Raghvendra Rao, 2012
2. Communication and Development: The Challenges of the Twenty First Century- V.S. Gupte, 2000.
3. On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017
5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018.
6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012.
7. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
8. Everyone Loves a Good Drought by P.Sainath. 21. Looking Away by Harsh Mandar.

Writing and Editing for Media

1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)
2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact–checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017
12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B

Media Law and Ethics

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Media Laws: By Dr S R Myneni, Asian Law

Mass Media Research

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick
4. (1998); Lawrence Erlbaum associates.
5. Media Research Methods: Gunter, Brrie; (2000); Sage
6. Mass Media Research: Wimmer And Dominick
7. Milestones In Mass Communication: Research De Fleur

Film Communication -II

1. Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc.
2. Pinjra
3. Apur Sansar
4. Megha Dhake Tara
5. Sholay

6. Amar Akbar Anthony
7. Hum Aapke Hain Kaun
8. Dilwale Dulhaniya Le Jayenge
9. Bajirao Mastani
10. Manikarnika
11. Bahubali
12. URI

Computers and Multimedia - II

1. Photoshop Bible, McLeland, Willey Publication
2. Adobe Illustrator Classroom in a book: Adobe House
3. InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
4. Adobe Premiere Pro: Practical Video Editing
5. Dreamweaver: Web designing made easy: Todd Palama.