Syllabus
For 4th Semester Courses of MASS MEDIA
(June 2013 onwards)

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Theory Syllabus for courses:
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S.Y.BMM  

Course: A.BMM.4.01

Title: Radio and Television

No of Lectures: 60

Learning Objective:
- To introduce the basic terms and concepts of Broadcasting.
- To give an overview of the structure and functioning of the broadcast industry.

RADIO

1. The history of Radio  
   • Growth and development of Radio abroad  
   • Growth and development of Radio in India  

2. Radio as a Medium  
   • The uses and characteristics of radio

3. Radio Transmission  
   • Types of Signals: AM, FM, Shortwave, Digital  
   • Satellite Radio  
   • Community Radio  
   • Internet Radio

4. Professions in the Industry  
   • Production Staff  
   • The Talent- the radio jockey, the news anchor, the talk show  
   • Management Staff- station director, programming heads

5. The radio Programme  
   • The music programme  
   • The talk show and discussion  
   • The phone I programme  
   • Radio documentaries and Feature

6. The Production and Recording Process  
   • The Broadcast process  
   • The work of the Radio Producer  
   • Types of studios- live radio studio vs. recording studio  
   • Types of Microphones, types of pick up patterns  
   • Sound Editing  
   • Recorders and Mixers-virtual (DAW)
7. Ownership
   - AIR & Public Service Broadcasting
   - Major FM channels in India

8. Current trends in India
   - The growth of FM
   - Development Communication

**TELEVISION**

9. The History of Television
   - Growth and development of Television abroad
   - Growth and development of Television in India

10. The Technology of Television
    - Types of Transmission- Cable DTH, Satellite, Terrestrial
    - Types of Signals

11. Professions in the Industry
    - Production Staff
    - Post Production Staff
    - Newsroom Staff

12. The Television Script
    - The Treatment
    - The two column script
    - The screenplay format
    - The storyboard
    - Interactive scripts
    - Narration scripts

13. Producing the Television Scripts
    - The Proposal
    - Pre-Production
    - Production, types of camera shots and movements
    - Post Production Linear vs Non-Linear, editing online, offline chroma
    - Audio sweetening

14. Research for Radio and Television
    - Programme Research
    - Audience Research
    - Ratings and Calculations
    - Audience Feedback
Internal Assessment: Group Project to create a radio content show of 10 minutes.

References: Meleish Robert, Radio Production, A manual for broadcasters, Focal Press
Dilazzo Ray, Corporate Media Production, Focal Press
Newcomb Horace, The Critical View, Oxford University Press
Sharma Jitendra Kumar, Digital Broadcasting Journalism, Authors Press
Bell Angelo and Joyce, Mark and Rivers, Advanced Level Media
S.Y.BMM Course: A.BMM.4.02

Title: Print production & Photography

No of Lectures: 60

Learning Objective:
- To help student understand the principles and practices of photography
- To enable students to enjoy photography as an art
- Introduction to various forms of print production

1. Properties of light, electromagnetic spectrum, reflection, transmission, refraction and polarization of light. Different types of light sources and their properties. (5)

2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation: Wide angle, Tele, Normal, Zoom (5)

3. Photosensitive material, image formation, latent image development as fixing.
   - Mechanism of aperture, shutter, camera body view, transport, lenses (10)
   - Classification of camera and their relative comparison
   - Camera operation, exposure light tables, Good and Bad camera habit
     - Various parts of camera
     - Exposure of setting
     - Effect of aperture
     - Effect of shutter speed
     - Using flash light
     - Use of camera accessories – Filter, reflector, cutters
     - Care and maintenance of camera equipment
     - Introduction to color films
     - Low key, High key pictures
     - Retouching – Photoshop
     - Shooting formats – Raw, tiff and J.pegs
     - Color and light – basic principle of color sensitivity temperature, color reversal film, color negative film

6. Light and lighting – outdoor, night, indoor lighting, indoor portraiture (5)

7. ISO setting and white balance (5)

8. Movement in art and photography
   - Dadaism, Surrealism, post-modernism (10)

9. Major landmarks in history and development of print technology (5)
10. Basic print process, contact projection, composition, in printer, special effect printer (5)

11. Print machines and image carriers. Letter press, offset, silk screen, digital print DTP
    Future trends in print technology
    Practical demos and exercises for handling typical print jobs (10)

Internal assessment: Individual project

1. Mitchell Beazley “The art of color photography” octopus publishing group Ltd.
S.Y.BMM Course: A.BMM.4.03

Title: Theory of Media

No of Lectures: 60

Learning Objective:
- To expose students to the well developed body of media theory and analysis
- To foster analytical skills that will allow them to view the media critically

1) Introduction to Media Studies (5)
   a) Definition and three questions of Media
   b) Four Eras of Media Theory

2) Media Studies as an Interdisciplinary Approach (10)
   Media Studies as a Social Science
   Karl Marx
   Juergen Habermas
   Stuart Hall
   Karl Lazarsfeld
   Michel Foucault – Power and Authority
   Marshall McLuhan

3) Early Effects Theories (10)
   Mass society Theory
   Propagandistic Theories
   Normative Theories

4) Limited Effects Theories (10)
   Lazarsfeld’s Two step flow Theory
   Carl Hovland’s Attitude Change Theory
   Lazarsfeld- Hovland Legacy
   Robert Merton’s Middle range Theory
   Joseph Klapper’s Phenoministic Theory

5) Cultural and Critical Theories (10)
   Emergence of Critical and Cultural theories
   Marxism
   The Frankfurt School
   Political Economy
   British Cultural School
   Raymond Williams’ Technological Determinism

6) Media and Society (5)
   Harold Innis’ Bias of Communication
   Bernard Cohen’s Agenda Setting
7) Introduction to Audience Theory (10)
   Types of Audiences
   Uses and Gratification
   Audience Reception
   Dependency Theory
   Cultivation Theory
   Psychoanalytical Theory

Internal Assessment: Group Project/ Individual Project/Presentation

REFERENCES:
McQuail, Denis, McQuail Reader in Mass Communication Theory, Sage Publications.
Branston Gill, and Roy Stafford, The Media Student Book, Routledge
Rayner, Philip, Peter Wall, and Stephen Kruger, As Media Studie;, The Essential Introduction. Routledge
McLuhan, Marshall
S.Y.BMM

Course: A.BMM.4.04

Title: Mass Media Research

No of Lectures: 60

Learning Objective:
• To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques
• To make students understand the link and importance of research in media education
• To equip students with necessary skills to undertake a mass media research project

Section I
Introduction to Research Concepts:

Chapter I (10)
• Introduction to Research – definition, types, need for research
• Scientific research – basic principles: empiricism, verifiability, generalization
• Understanding different methods of conducting research: case study, content analysis, semiotics, survey, ethnography

Chapter II (10)
Steps in conducting research (Part I)
1. Selection of a research problem
2. Understanding the objectives why this research problem is undertaken
3. Formulation of the research problem statement
4. Hypothesis: meaning and types of hypothesis

Chapter III (15)
Steps in conducting research (Part II)
1. Formulation of research design by understanding the following concepts:
   (a) Sampling procedure- concept of universe and sample size, probability and non-probability sampling, types of probability sampling
   (b) Sources of data collection- primary and secondary
   (c) Main tools of data collection- observation, interview, questionnaire, schedule
   (d) Other tools of data collection- radio meters, television meters, consumer panels, eye-movement tests, brain mapping
   (e) Measurement and scaling techniques
   (f) Processing of data: (i) understanding basic concepts of mean, median, mode, co-relation, standard deviation
   (ii) tabulation and classification of data
   (iii) graphic representation of data
   (iv) analysis and interpretation of data
Chapter IV
Steps in conducting research (Part III)
1. Importance of writing the research report
2. How research report is written: indexing, chapters, citation and references

Section II
Application of Mass Media Research

Chapter I Research in Print Media
Chapter II Research in Advertising
Chapter III Research in Public Relations
Chapter IV Research in Broadcast Media
Chapter V Media Research and the Internet
Chapter VI Ethical issues in mass media research
Chapter VII Basic media consumption theories based on past researches

Internal Assessment: Field project on Primary Research by applying the principles of MMR.

References:
4. Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication, New Delhi
9. Marketing Research- An applied orientation by Naresh K. Malhotra-Publisher-Prentice Hall of India Publication
10. Mass Communication- theory by Stanley J. Baron & Dennis K. Davis- Publisher-Thomson /Wadsworth
S.Y.BMM Course: A.BMM.4.05

Title: Introduction to Marketing

No of Lectures: 60

Learning Objective:
To give students an understanding in the concepts of Marketing.

1. Fundamentals of Marketing (5)
   - Marketing – An Introduction
   - What is “Marketing”? What is “Marketed”?
   - The Perspectives on marketing already in vogue
   - The Difference between Selling and Marketing
   - Need for the ‘Value Perspective’.

2. Understanding Marketing as creating, communicating and delivering value.
   (7)
   - The Value Framework – Moving from a ‘Concept’ to an Actionable Framework
   - Co-Creation of Value with Customers
   - The Value Framework and Rescue Marketing

3. The Meaning of Value in Marketing (7)
   - The Concept of Customer Value
   - Components of Customer Cost
   - The Customer Decides what value is; the Firm’s Job is to deliver it
   - Indian Consumers now increasingly vote for value
   - Value Delivery is no easy task; it requires creativity, ability to innovate and customer insights.

4. The Marketing Environment (7)
   - Strategic Response possible only with sound knowledge of environment
   - Spotting the opportunities and threats
   - The tasks involved in Marketing Environment Analysis
   - Components of the Environment to be analyzed Micro / Macro Environment
   - Environmental Components specific to the Business concerned
   - Influence of Society upon Businesses

5. Marketing Environment of India (10)
   - India’s Environment, a Masterpiece in Heterogeneity
   - Performance of the Indian Economy
   - Impact of the global slowdown/Financial Crisis on the Indian
• Economy
• India’s Marketing Environment Undergoes a Dramatic Change
• How the world views India
• India takes on the Globe; it is no longer just India being globalised
• India’s Consumer Environment

6. Formulating Marketing Strategy (7)
• The significance of Marketing Strategy
• Formulating the marketing strategy
• Marketing Strategy – Various Approaches
• Price – oriented strategy
• Price and Differentiation routes, not mutually exclusive

7. Market Segmentation and Targeting with value orientation (7)
• What is market Segmentation?
• Why Segment the market?
• Markets can be Segmented Using Several Bases
• Segmentation with value orientation
• Choosing the Target Market

8. Product Management: The fundamentals (10)
• Offering Value, the purpose; product attributes, the tool
• Main tasks in product management
• What is a product? What are its components?
• Types of Products
• Product Mix and Product Line
• Decisions on Packaging
• Managing Product Quality
• Managing the PLC of the product/Brand

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/ Ease Study/ Presentation (Power Point/ Audio- Visual presentation/ Oral Presentation)

Reference:
Marketing - An Introduction by Gary Armstrong and Philip Kotler
Marketing Management by RamasamyV.S. and Mamakumari S.
Principles of Marketing by Philip Kotler
S.Y.BMM

Course: A.BMM.4.06

Title: Film Reading & Appreciation

No of Lectures: 60

Learning Objective:
To acquaint the students with the various styles and schools of cinema throughout the world.

1) A discussion of early narrative cinema. (4)

2) A screening and discussions on Early Indian Cinema like Dadasaheb Phalke’s films and Prabhat talkies films along with a discussion of early Indian cinema, and the development of the studio system in India. (4)

3) Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane with lecture and clips on evolution of Hollywood Studio system. (10)

4) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of The Bicycle Thief) (4)

5) A discussion of French New Wave Cinema (Screening of Jean-Luc- Godard’s Breathless) (4)

6) A screening of Kurosawa’s film along with a discussion of its impact on Hollywood Cinema and Hindi Cinema. (4)


8) A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bacchan to Shahrukh Khan can be screened.) (8)

9) Screening and discussion of contemporary Hollywood film makers of 90’s and 2000 like Steven Spielberg, Ang Lee. (2)
10) A discussion of Indian-global cinema like Sallam Bombay, Namesake, Provoked. 

11) Discussion on Award winning Indian Regional film and film maker like Shantaram/ Satyajit Ray/ Adoor Gopalkrishan. 

12) Screening and discussions on cross-over films and film-makers like Shyam Benegal/ Madhur Bhandarkar. 

Reference:
1) Ed. Bill Nichols; Movies and Methods; 2 Volume; University of California 
2) Gaston Roberge; Chitra Bani; A book on film Appreciation 
3) Gaston Roberge; The Ways of Film Stuides; Ajanta Publication