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FACULTY OF APPLIED SOCIAL SCIENCE AND HUMANITIES

SEMESTER – II

B.A. (Hons.) Multi Media and Mass Communication

MULTI MEDIA AND MASS COMMUNICATION

COURSES OFFERED BY DEPARTMENT OF MMMC

STRUCTURE OF SECOND SEMESTER

Framework: Bachelor of Arts (Hons.) Multi Media and Mass Communication								
Sem	Core (DSC)	Elective (DSE)	Generic Elective (GE)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC)	Internship/ Apprenticeship/Project (2)	Value addition courses (VAC)	Total Credits
II	DSC - 4 **(3 L + 1 T)** Communication Research **4 Credits** DSC - 5 **(2 L + 2 P)** Still Photography **4 Credits** DSC - 6 **(2 L + 2P)** Designing Visual Communication **4 Credits**		GE-2 **(3 L + 1 T)** Public Service Broadcasting **4 Credits**	Choose one from a pool of courses (2)	Choose one from a pool of courses (2)		Choose one from a pool of courses (2)	**22 credits**

Communication Research
DSC – 4

Course Objectives

1. To understand the role and functions of media research: aims, subjects, fields, primary and secondary sources.
2. To introduce various methodologies of research.
3. To introduce ways of analysing data generated by different kinds of research.
4. To develop a research proposal for academic and professional purposes.

Course Learning Outcomes

i. Undertaking research for mass communication, understanding objectives.
ii. Data collection and ethics of research.
iii. Understand the various methodologies of research.
iv. Develop a research proposal: structured format, citation of sources.

Unit 1
Introduction to Communication Research

- Definition, Role and Functions of Research
- Role of Theory in Research
- Primary and Secondary Data
- Types of Communication Research: Market Research, Consumer Research, Media Research, Archival Research, Online Research and Opinion Polls

Unit 2
Research Methodology

- Quantitative and Qualitative Methodology
- Quantitative Methods: Survey, Sample, Questionnaire Design
- Qualitative Methods: Content Analysis, Ethnographic Methods, Interview
- Tools of Data Analysis: Presentation and Visualisation of Data

Unit 3
Developing a Proposal

- Research Objectives, Aims and Questions, Review of Literature
- Feasibility: Field Access, Size of Sample, Time and Funding
- Ethical Issues and Questions: Informed consent, privacy issues, protection of sources, anonymity, Human Rights, IPR- Permission, Acknowledgement, Plagiarism

- Budget, Bibliography and Citation

References

Essential Readings

- Berger, A. A. (1998). *Media research techniques*. London: Sage.
- Hansen, A. (2011). *Mass communication research methods*. London: Sage.
- Kothari, C. R. (2004). *Research methodology methods & techniques*. New Delhi: New Age International
- Wimmer, R. D., & Dominick, J. R. (2009). *Mass media research: An introduction*. New York: Thomson Wadsworth.

Additional Resources:

Suggested Reading

- Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future*. Connecticut: Cengage Learning.
- Croteau, D., & Hoynes, W. (2003). *Media society: Industries, images, and audiences*. London: Sage.
- McLuhan, M., & Moos, M. A. (1998). *Media research: Technology, art, communication.* London: Routledge
- Neuendorf, K. A. (2017). *The content analysis guidebook.* Los Angeles: Sage.

Keywords

Media Research, Thesis Statement, Proposal Writing, Methodology, Ethics, Data Collection, Analysis

Still Photography
DSC – 5

Course Objectives

1. To train students with hands-on skills using different types of still cameras.
2. To train them for digital editing and manipulation in photography.
3. To familiarize students with the contemporary image making techniques.
4. To make them understand the theoretical perspective behind politics of an image.
5. To prepare students to use photography as a tool of creative expression.

Course Learning Outcomes

i. Understanding and interpreting the photograph as a historical and technological artefact.
ii. Familiarity with the elements of a still cameras and techniques of their usage.
iii. Production with a still camera.
iv. Skill acquisition of lighting techniques and digital editing for photography.
v. Production of a theme based photography project.

Unit 1
The Photograph

- Photography, Photograph and Culture
- The Black and White; Colour and its Impact
- Image and Text: The Captioned Photo
- The Photograph in Virtual Spaces: Instagram, Pinterest, Snapchat, Flickr

Unit 2
Camera- Controls and Tools

- Image and the Camera
- Photographic Optics: Lenses- Types and Specifications
- Exposure: Aperture, Shutter Speed, ISO, Depth of Field, Perspective, Use of Filters
- Camera Settings: Menu and Resolution
- Shooting Modes: Point and Shoot, SLR, DSLR, SLD, SLT, Mirrorless and Mobile

Unit 3
Lighting Techniques and Editing

- Fundamental Lighting Concepts and Techniques: Colour Temperature and On-camera Flash
- White Balance and its Uses
- External Lighting Techniques
- Digital Editing: Adobe Photoshop, Lightroom, Apps and Open Sources

Practical:

Field Work and Production on Multiple Themes

References

Essential Readings

- Ang, T. (2018). *Digital photography: an introduction.* United Kingdom: Dorling Kindersley Limited.

- Barthes, R., & Dyer, G. (2010). *Camera lucida: Reflections on photography.* United Kingdom: Farrar, Straus and Giroux.

- Barthes, R. (1977). *Image, music, text.* United Kingdom: Fontana Press.

- Berger, J. (2008). *Ways of seeing.* United Kingdom: Penguin Books Limited.
- Fox, A. (2015). *Langford's basic photography: The guide for serious photographers.* United States: Taylor & Francis.
- Edwards, S. (2006). *Photography: A very short introduction.* United Kingdom: OUP Oxford.

- Sontag, S. (2008). *On Photography*. Penguin.

Additional Resources:

Suggested Readings

- Berger, J., & Dyer, G. (2013). *Understanding a photograph*. Penguin.

- Adams, A. (2018). The Camera. United States: Little, Brown.

- Szarkowski, J. (2007). The Photographer's Eye. United Kingdom: Museum of Modern Art.
- Smith, R. S., Fox, A., & Langford, M. (2007). *Langford's basic photography: The guide for serious photographers.* Germany: Elsevier/Focal Press.
- Kelby, S. (2020). *The digital photography book.* United States: Rocky Nook, Inc.

Teaching Learning Process

- Blended, interactive classroom teaching
- Hands-on equipment use in the Photography Lab
- Hands-on software training in the Multi Media Lab
- Production of photography Project
- Workshops
- Internships

Keywords

Newsroom, Editorial Policy, Layout, Indesign, Corel Draw, Broadsheet

Designing Visual Communication
DSC – 6

Course Objectives

1. To train students to understand various visual mediums of design.
2. To develop skills to use and interpret graphics for communication.
3. To understand the function of various design elements used for effective visual communication.
4. To acquire comprehensive skills in designing and creating layouts using manual techniques.

Course Learning Outcomes

i. Understanding of graphics and images as visual communication.
ii. Design and graphics as communication.
iii. Acquiring comprehensive skills in designing.
iv. Capacity to use acquired skills and knowledge to produce a book cover/ poster

Unit 1
Communication and Graphics

- What is Visual Communication?
- Elements and Principles of Design
- Roles and Responsibilities of a Graphic Designer
- Ethical Issues and Legal Implications in Visual Communication: Morphing and Manipulation

Unit 2
Colour Theory and Typography

- Introduction to the Theory of Colours: Primary, Secondary and Tertiary
- Colour Composition and Schemes
- Font Types and Font Families
- Character Settings in a Design

Unit 3
Technology in Visual Communication

- File Formats of Images
- Vector, Raster and Bitmap Graphics
- Working with Images

- Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television and New Media
  Practical:
  Application of Elements and Principles of Design: Book Cover and Poster

References

Essential Readings

- Davis, M. (2012). *Graphic design theory*. London: Thames and Hudson. Ohio
- Joss, M., & Nelson, L. (1977). *Graphic design tricks and techniques*: North Light Books.
- Sarkar, N. N. (2012). *Art and print production*. Canada: Oxford University Press.
- Villamil, J., & Molina, L. (1999). Multimedia: *An introduction.* Indianapolis: Que Education.
- White, A. W. (2002). *Elements of graphic design: Space, unity, page architecture, and type*. New York, NY: Allworth Press.

Additional Resources:

Suggested Readings

- Ambrose, G., & Harris, P. (2019). *Design thinking for visual communication*. Bloomsbury Visual Arts.
- Lester, P. M. (2021). *Visual communication: Images with messages*. Lex Publishing.

E-resources

- http://design.tutsplus.com/graphic Design Illustration Tutorials
- http://www.springer.com/in/book/9783540673262
- https://stuyhsdesign.wordpress.com/web-design/elements-and-principles-of-design/
- https://99designs.com/blog/tips/principles-of-design/?clickid=yodxCa3ROxyLW2ZwUx0Mo3Z0UkBxWtS7kziWXI0&utm_medium=27

Teaching Learning Process

- Blended, interactive classroom teaching
- Media-lab work
- Hands on Software Training
- Class work application demos
- Production of Book Cover/ Poster/ Brochure
- Internships

Keywords: Drawing Board, Graphic Narrative, Software, Visuals, Design

Public Service Broadcasting
GE – 2

Course Objectives

1. To know about the global overview of Public Service Broadcasting.
2. To understand the functioning and role of various government agencies like Prasar Bharati, AIR, Doordarshan, Films Division etc.
3. To know about the latest technology adopted in various Public Service Broadcasting agencies.
4. To have an understanding about the global revenue models of Public Service Broadcasting.

Course Learning Outcomes

i. Understanding the concept of Public Service Broadcasting
ii. Critical evaluation of global revenue models in Public Service Broadcasting
iii. Understanding of role and functions of Prasar Bharati and other agencies

Unit 1
Introduction to Public Service Broadcasting

- Global Overview of Public Service Broadcasting
- Model Public Service Broadcasting Law, UNESCO
- Public Service Model in India: An Overview
- Early Public Service Broadcasting in India: Prasar Bharati, All India Radio, Doordarshan, Films Division

Unit 2
Revenue Models of PSB

- Government Grants Model
- License Fee Model
- Hybrid Model
- Advertising Model

Unit 3
Public Service Broadcasting in the Digital Age

- Radio and the Digital Age
- PSB Television and Webcasting
- Direct to Home Public Service Broadcasting

- Curriculum Broadcasting in the Digital Age: E-pathshalas

References

Essential Readings

- Chatterji, P. C. (1991). *Broadcasting in India.* New Delhi: Sage.
- Ghosal, H. R. (1962). *An outline history of the Indian people.* Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
- Saxena, A. (2011). *Radio in new avatar: AM to FM.* New Delhi: Kanishka, Distributors.

Additional Resources:

Suggested Readings

- Fleming, C. (2010). *The radio handbook.* London: Routledge.
- Luthra, H. R. (1986). *Indian broadcasting.* New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
- Natarajan, J. (1955). *History of Indian journalism.* Delhi: Publications Division, Ministry of Information and Broadcasting.

E-resources
- http://osou.ac.in/eresources/Deveopment%20of%20Public%20Srvice%20Bradcasting%20in%20India.pdf
- https://unesdoc.unesco.org/ark:/48223/pf0000141584

Teaching Learning Process

- Blended, interactive classroom teaching
- Illustrations with vase studies
- Multi-media students presentations
- Self-study
- Written assignment

Keywords

Public Service Broadcasting, Revenue Models, Prasar Bharati, Air, Doordarshan, ICT