

West Bengal University of Technology

BF-142, Salt Lake City, Kolkata-700064

Media Science Revised Syllabus (To be applicable for the students who admitted in the academic session 2004-2005, 2005-2006 & 2006-2007)

Nomenclature of BMS will be changed to BMS(H) for the Batch starting from Academic Year 2008-2009

FIRST SEMESTER

A. THEORY:

| <u>A. THEORY</u> | | | | | | | |
|------------------------|---------|--------------------------------------|----------------------------|---|---|-----------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-101 | Development of Mass Communication | 3 | 1 | 0 | 4 | 4 |
| 2. | MMS-102 | Laws & Ethics in Mass Communication | 3 | 1 | 0 | 4 | 4 |
| 3. | MMS-103 | Print Journalism & Comparative Media | 3 | 1 | 0 | 4 | 4 |
| 4. | MMS-104 | Basic Computer Application | 3 | 1 | 0 | 4 | 4 |
| Total of Theory | | | | | | 16 | 16 |

B. PRACTICAL:

| <u>B. PRACTICAL</u> | | | | | | | |
|---------------------------|---------|--------------------------------|----------------------------|---|---|----------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-194 | Basic Computer Application Lab | 0 | 0 | 4 | 4 | 4 |
| Total of Practical | | | | | | 4 | 4 |

C. SESSIONAL:

| <u>C. SESSIONAL</u> | | | | | | | |
|---|------|----------|----------------------------|---|---|-----------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| Total of Sessional | | | | | | 0 | 0 |
| Total of 1ST Semester | | | | | | 20 | 20 |

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SECOND SEMESTER

A. THEORY:

| A. THEORY | | | | | | | |
|------------------------|---------|--|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-201 | Electronic Media: Planning & Production | 3 | 0 | 0 | 3 | 3 |
| 2. | MMS-202 | Electronic Media: Writing, Editing & Execution | 3 | 0 | 0 | 3 | 3 |
| 3. | MMS-203 | Press Photography | 3 | 1 | 0 | 4 | 4 |
| 4. | MMS-204 | Environment & Ecology | 3 | 0 | 0 | 3 | 3 |
| | | | | | | | |
| | | | | | | | |
| Total of Theory | | | | | | 13 | 13 |

B. PRACTICAL:

| B. PRACTICAL | | | | | | | |
|---------------------------|---------|--|-------------------------|---|---|----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-291 | Electronic Media: Planning & Production Lab | 0 | 0 | 3 | 3 | 3 |
| 2. | MMS-292 | Electronic Media: Writing, Editing & Execution Lab | 0 | 0 | 3 | 3 | 3 |
| 3. | MMS-293 | Press Photography Lab | 0 | 0 | 3 | 3 | 3 |
| | | | | | | | |
| Total of Practical | | | | | | 9 | 9 |

C. SESSIONAL:

| C. SESSIONAL | | | | | | | |
|---|------|----------|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| | | | | | | | |
| Total of Sessional | | | | | | | |
| Total of 2nd Semester | | | | | | 22 | 22 |

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THIRD SEMESTER

A. THEORY:

| A. THEORY | | | | | | | |
|------------------------|---------|--------------------------------------|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-301 | Marketing in Mass Media | 3 | 1 | 0 | 4 | 4 |
| 2. | MMS-302 | Stage Production & Direction | 3 | 1 | 0 | 4 | 4 |
| 3. | MMS-303 | Advertising | 3 | 1 | 0 | 4 | 4 |
| 4. | MMS-304 | Film & Television: Theory & Practice | 3 | 1 | 0 | 4 | 4 |
| 5. | MMS-305 | Information & Computer Technology | 3 | 0 | 0 | 3 | 3 |
| Total of Theory | | | | | | 19 | 19 |

B. PRACTICAL:

| B. PRACTICAL | | | | | | | |
|---------------------------|---------|--|-------------------------|---|---|----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-394 | Film & Television: Theory & Practice Lab | 0 | 0 | 3 | 3 | 2 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| Total of Practical | | | | | | 3 | 2 |

C. SESSIONAL:

| C. SESSIONAL | | | | | | | |
|---|------|----------|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| | | | | | | | |
| Total of Sessional | | | | | | 0 | 0 |
| Total of 3rd Semester | | | | | | 22 | 21 |

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FOURTH SEMESTER

A. THEORY:

| <u>A. THEORY</u> | | | | | | | |
|------------------------|---------|---|----------------------------|---|---|-----------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-401 | Writing & Opinion Pieces | 3 | 1 | 0 | 4 | 4 |
| 2. | MMS-402 | Public Relations | 3 | 1 | 0 | 4 | 4 |
| 3. | MMS-403 | Film & Television: Theory & Practice | 3 | 1 | 0 | 4 | 4 |
| 4. | MMS-404 | Study of Media Scene in India: Print & Cinema | 3 | 1 | 0 | 4 | 4 |
| Total of Theory | | | | | | 16 | 16 |

B. PRACTICAL:

| <u>B. PRACTICAL</u> | | | | | | | |
|---------------------------|------|----------|----------------------------|---|---|-------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| Total of Practical | | | | | | | |

C. SESSIONAL:

| <u>C. SESSIONAL</u> | | | | | | | |
|---|---------|------------------|----------------------------|---|---|-----------|------------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-484 | Video Production | | | | 4 | 4 |
| Total of Sessional | | | | | | 4 | 4 |
| Total of 4th Semester | | | | | | 20 | 20 |

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FIFTH SEMESTER

A. THEORY:

| A. THEORY | | | | | | | |
|------------------------|---------|---|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-501 | Media Management | 3 | 1 | 0 | 4 | 4 |
| 2. | MMS-502 | Entrepreneurship in Media | 3 | 1 | 0 | 4 | 4 |
| 3. | MMS-503 | Design & Page Make Up | 3 | 1 | 0 | 4 | 4 |
| 4. | MMS-504 | Film & Television: Theory & Practice | 3 | 1 | 0 | 4 | 4 |
| 5. | MMS-505 | Study of Media Scene in India: Radio, Television, New Media | 3 | 1 | 0 | 4 | 4 |
| Total of Theory | | | | | | 20 | 20 |

B. PRACTICAL:

| B. PRACTICAL | | | | | | | |
|---------------------------|---------|---------------------------|-------------------------|---|---|----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-593 | Design & Page Make Up Lab | 0 | 0 | 3 | 3 | 2 |
| Total of Practical | | | | | | 3 | 2 |

C. SESSIONAL:

| C. SESSIONAL | | | | | | | |
|---|------|----------|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | | | | | | | |
| Total of Sessional | | | | | | | |
| Total of 5th Semester | | | | | | 23 | 22 |

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SIXTH SEMESTER

A. THEORY:

| A. THEORY | | | | | | | |
|------------------------|--------------------|--|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS-601A/B/C/D/E/F | Specialization | 6 | 2 | 0 | 8 | 8 |
| 2. | MMS-602 | Media Research | 3 | 1 | 0 | 4 | 4 |
| 3. | MMS-603 | Personality Development & Interview Skills | 3 | 1 | 0 | 4 | 4 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| Total of Theory | | | | | | 16 | 16 |

B. PRACTICAL:

| B. PRACTICAL | | | | | | | |
|---------------------------|------|----------|-------------------------|---|---|-------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| | | | | | | | |
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| | | | | | | | |
| Total of Practical | | | | | | | |

C. SESSIONAL:

| C. SESSIONAL | | | | | | | |
|---|-----------|----------|-------------------------|---|---|-----------|---------------|
| | Code | Subjects | Contacts (periods/week) | | | | Credit points |
| | | | L | T | P | Total | |
| 1. | MMS - 681 | Project | | | | | 14 |
| Total of Sessional | | | | | | | |
| Total of 6th Semester | | | | | | 16 | 30 |

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FIRST SEMESTER

MMS101 – Development of Mass Communication

1. Communication through the spoken word
2. Process of Communication – Theories of Mass Communication (Cultivation Theory, Agenda Setting theory, Cultural Imperialism Theory, Spiral of Silence Theory, Media Dependency Theory, etc.)
3. Newspapers, magazines and books
4. A brief history of Print Media in Global context
5. Motion Pictures – introduction to international film history
 - History and development of film as a communication medium from the invention of image duplication (major techniques such as daguerreotypes, zoetrope, phenakistoscope, bioscope, cinematographe, etc)
6. Radio and Television
 - Historical developments as international media (beginning from late 19th century)
 - Technology, history and regulation
7. Folk and rural media
 - Characteristics of folk, popular and mass culture (identification of differences between them)
 - Use of folk and popular media in development initiatives such as women empowerment, health awareness, population control, etc.
8. Mass Media and Society – Role and Social Responsibilities of Media (Functionalist & Marxist Theory of Mass Media)

Suggested Book List

1. Mass Communication Theory – Dennis MaQuail
2. Mass Communication & Journalism In India – D.S. Mehta
3. Mass Communication in India – Keval J. Kumar
4. Mass Communication – Carter Martin D.
5. Mass Communication Theory – Stanley J. Baren & Dennis K. Davis
6. Introduction to Mass Communication – Agee, Ault & Emery
7. Life to those Shadows – Noel Burch
8. Oxford History of World Cinema
9. History of Narrative Film – David Cook
10. How to Read a Film – James Monaco

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MMS-102 – Laws and Ethics in Mass Communication

1. Defamatory, Defamation, Libel & Slander
2. Freedom of the press, The Press (Objectionable matters) Act, Press Council, PIB, Press During Emergency, Professional Secrecy & the law, Code of Ethics & Guideline for Press
3. Contempt of Court, Copyright, Intellectual Properties Act
4. Press & Registration of Books Act, Delivery of Books & Newspapers Act, Official Secrets Act, Indian Telegraph Act, Indian Post Office Act, Newspaper (Price & Page) Act, Newspaper (Price Control) Act, The Press Council Act, Working Journalists (Fixation of Wages) Act, Prevention of Seditious Meeting Act, Prevention of Publication of Objectionable Matter (Repeal Act), Young Persons (Harmful Publication) Act 1956, etc.
5. Media Ethics & professional Morality
6. Internet & Cyberspace in the present age, Evolution & History of Cyber Crime, Various Cyber Crimes, Cyber Laws & Information Technology Act
7. Reality TV & Documentary – Subjectivity & Objectivity

Suggested Book List

1. Laws of the Press in India – Justice Durgadas Basu
2. Press & Press Laws in India – H. P. Ghosh
3. Essential Laws for Journalism – R. M. Taylor
4. Press Laws – Nirad Kumar Bhattacharya
5. Mass Media & Related Laws in India – B. Manna
6. Gaping for Ethics in Journalism – Eugene H. Goodwer
7. Nature of Cyber Laws – S.R. Sharma

MMS103 – Print Journalism and Comparative Media

1. Introduction to mainstream & Allied Media
2. Journalism : an overall scenario
 - Definition, duties and purpose of journalism
 - Journalism versus Literature
 - A comparative study of forms and formats of print and audio visual journalism
3. Print Journalism
 - Factors determining news value – elements of news-worthiness
 - The news story – its construction

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- The main types of news stories – Hard news, human interest stories, features)
 - Introduction to the different beats – Political, Police (Crime, Accidents), Health, Sports, Commerce, Science (including environment), Metro-centric, Art & Culture, Law
 - Column & Columnist
 - Sources of news – Building your sources
 - News Agencies
4. Comparative Scenario : Print and Audio Visual
- Comparative analysis between print/radio/TV reporting
 - Different approaches in reporting for print/radio and TV
 - Words and moving pictures – developing a sense of writing to visuals
 - Analysis of news bulletins of TV and Radio
 - The spoken word versus the visual medium
 - Requisites for developing as a reporter – the inquiring mind; capacity for legwork and research; ability to locate and interview the person connected with the story; perception of totality; wide reading of both newspapers and books to widen horizons.
5. The new Information Technology
6. Inter-relationship of Media with Advertising and Public Relations

Suggested Book List

1. News Reporting & Editing – K. M. Srivastava
2. Professional Journalism – M. V. Kamath
3. Basic News Writing – Melvin Mencher
4. Journalist's Handbook – M. V. Kamath
5. The Art of Modern Journalism – J. J. Aster
6. Reporting – M. V. Charnley
7. Professional Journalists – John Hohenberg
8. Editing & Design – Harold Evans
9. News Editing Theory & Practice – Sourin Banerjee
10. News Reporting & Editing – B. N. Ahuja
11. Radio & Television – K. M. Srivastava
12. The techniques of Radio Journalism – Herbert
13. The Work of a television Journalist – Tyrrel
14. Public Relations in India – J. M. Kaul
15. Advertising – Frank Jefkins
16. Journalism as a Profession – S. K. Sharma & Anil Chaturvedi

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MMS104 – Basic Computer Application

1. Basic Computer Architecture : Fundamentals of Computer, Block Diagram of PC, peripheral devices of PC and their functions
2. Number System & Data representation: Decimal number system, Binary number system, Decimal to Binary conversion, Binary operations. Octal number system & conversion. Octal to decimal, Binary to Octal & Vice versa.
3. Boolean Algebra: Definition. Difference between Boolean and ordinary algebra. Two valued Boolean algebra. Basic theorems of Boolean algebra.. Precedence of operators, Boolean functions and truth tables. AND, OR, NOT gates. DeMorgan's theorem. NOR, NAND gate. XOR and XNOR gate. Conversion of Boolean expressions into logic diagram using AND, OR, NOT gates.
4. Logic Circuits: Combinational Logic Circuit, Adder, Subtractor, Decoder, Encoder.
5. Operating System : Introduction & Classification of Software, working principle of MS DOS (Some basic internal and external commands and functions such as creating files) Windows and its components – Accessories, Program Manager, Main Desktop Icons.
6. MS Office : Introduction to Word Processing – invoking MS Word – create, edit, save document, cut & paste operations on blocks of text, headers and footers, Mail Merge, Printer Setup. Introduction to Excel, concept of worksheet, making charts & graphs, performing calculations.

MMS194 – Basic Computer Application Lab

1. Knowledge of WINDOWS 98 and later versions.
2. Familiarity with MS Office, Internet Explorer, etc.
3. Prepare a Power Point Slide Presentation on any relevant topic from the field of Media.

Suggested Book List

1. Computer Fundamentals – P. K. Sinha
2. Computer Fundamentals – B. Ram

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SECOND SEMESTER

MMS 201 - Electronic Media: Planning & Production

- **The evolution of media leading to the electronic era**
The cyber era and the new media

- **The meaning of electronic media**
Core electronic media—radio and television
Secondary electronic media—audio and video cassettes
Extended electronic media—CDs, memory sticks
Interactive multimedia—CD ROMs and DVD Roms
New electronic media—Internet, virtual storage

- **Common characteristics of radio and television**
Commonalities and differences

- **Genres of radio and television programmes**
Interviews
Panel discussions
News presentation
Features
Game Shows
Quizzes
Dramatic presentations
Advertisements
Interactive programmes
Documentaries
Instructional programmes
Live telecast of sports and other events

- **Live programmes versus pre-recorded programmes**
Types of live programmes
Interactive and non-interactive
Single camera and multi camera with demo/field visit

- **Designing, planning and scripting programmes for radio**
Single microphone
Two microphones
Multiple microphones/inputs

- **Familiarization with equipment required for production**

Audio
Microphones
Mixers
Cables
Recorders
Amplifiers
Equalizers

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Speakers

Video

Familiarization with video camera – Basic Functions & Controls

- **Basics of visual language**
Shots, scenes, sequences
Camera angles, image sizes, camera movements
Lenses, mis-en-scene
- **Basics of editing**
Meaning of editing
Need for fragmentation and joining
Types of cuts
Other transitions
- **Designing, planning and scripting studio-based TV programmes**
Production with single, two and multiple cameras

MMS 291 - Electronic Media: Planning & Production Lab

- 1) Two to three field trips
- 2) Radio programme production
 - a) single microphone
 - b) two microphones (preferably interview-based)
 - c) production with multiple inputs
- 3) TV programme production :
 - a) single camera
 - b) planning and scripting for a three camera set-up
- 4) Editing
Introduction to different audio and video editing software
Shooting a short interview-based programme using a single camera and editing it

MMS 202 - Electronic Media: Writing, Editing & Execution (The practice of hands-on journalism)

- **Essentials of a good reporter**
Comparative analysis between print/radio/TV reporting
 - Different approaches in reporting for print/radio and TV
 - TV – the visual medium – Definitions and characteristics.
 - Words and moving pictures – Developing a sense of writing to visuals.
- **Analysis of news bulletins of TV and radio**
 - The spoken word versus the visual medium
- **Personality development of a news anchor**
Personality development of a reporter
 - Attitude • Presentation style • Facing the camera • PTC • Phone-Ins

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- Reporting live • Choice of words • Voice modulation
- **Going on a shoot**
 - 1) Preparation • Team effort • Knowing the basics of camera shots and camera movements
 - 2) Maintaining a shoot catalogue • Visuals and sound bytes
 - 3) Visuals • Sound bytes • Vox-pop • Perspective
- **Handling different news**
 - Scheduled
 - Press conferences • Public Meetings • Planned stories • Interviews
 - Unscheduled
 - Events • Developing stories
 - Balancing a story
- **Interviews**
 - Studio / Field / Sound bytes
 - Attitude / The right question
 - Preparation / Backgrounder
- **The Rush tape**
 - Logging a shoot
 - Previewing a shoot
 - Footage: Rush / File / Graphics / Archival
- **Writing news for TV**
 - The news script/ News capsule
 - Different formats – News package/VOSOT/Anchor+Byte
 - The art of writing to visuals
 - Building a news story in the absence of adequate visuals
- **Writing a news feature**
 - Script for news features / Soft stories
 - Writing scripts for documentaries
- **Editing a news story**
 - Knowing the editing studio / Machine graphics
 - Formats – Linear and Non-Linear
 - Editing a news story from a rush tape
 - Live coverage – Online editing
 - Recording a story – Online and Offline editing
- **Editing features and documentaries**
- **Understanding broadcast**
 - Uplink / Downlink • Satellite • Transponder • Earth station • PCR • Cable channel • Terrestrial channel link (DD 1) • Deferred telecast

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MMS 292 - Electronic Media: Writing, Editing & Execution Lab

- Group exercise: Knowing camera and sound
- 3 member team: Shooting a news capsule with correspondent/camera man/assistant
- Previewing the rush tape:
Logging the visuals / bytes / selection of visuals and bytes
- Group exercise: Writing the script
- Packaging a complete news bulletin with different capsules
- Anchoring the news
- Broadcast – PCR/Uplink/Downlink/Earth Station/Cable Transmission

Suggested Book List for MMS 201, MMS 202, MMS 291, MMS 292

1. Radio & television – K. M. Srivastava
2. Broadcast Television – S. C. Bhatt
3. Broadcast Journalism: An Introduction to News Writing – Mark W. Hall
4. News Writing for Broadcast – Ed Bliss
5. The technique of Television Production – Millerson G
6. Television Commercials – Wainwright
7. The work of a TV Journalist – Tyrrel
8. Writing for Television – Kaminsky
9. Communication Media – P. N. Malhan
10. The Age of Television – Carl Bode
11. Logics of Television: Essays in Cultural Criticism – P. Mellanscamp, ed.
12. Switching Channels – Nilanjana Gupta
13. Television Culture – John Fiske
14. Visible Fictions: Cinema, Television, Video
15. Manufacturing Consent – Herman & Chomsky

MMS -203 - PRESS PHOTOGRAPHY

- History of Press Photography -1839, 1850, 1855, 1871, 1880, 1904,1905
- To understand –Need for a Cameral Film, Lenses, Flash gum, Filters, Exposure/ Through view finder, Light, Subject, Composition, Sharpness
- How to hold a camera -Why it shakes, Why it is Fuzzy, Why it is out of Focus, What is Focus, Still or Moving -Distance, Composition, Correct exposure, Follow the exposure meter through your finder, what is view finder. Etc.

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- What is compact Camera -Single Lens Camera, Twin Lens Camera
- Meaning of Press photography
- Working for a news paper or magazine, channel in Press Photography, Sports News, Accident, Incident, Flood; Earthquake, Tornado, Famine, VIP, Seminar, Public meeting, Reception, Feature Photography, Time for a photographer on the same day -there is no "Tomorrow" for him.
- Understanding Spot News
- Understanding Sports News
- Understanding Accident News
- Model of a photographer -Commercial, Industrial, or Photoshop .Press Photography, News Photography, Photo Journalism
- Categories of a photographer -Staff Photographer/ PP, Freelance photographer/ PP, Agency Photographer/PP
- Digital Photography -- Camera, Deleting, Chips, depending upon ME(Mega Bytes), Pixel

MMS -293 - PRESS PHOTOGRAPHY LAB

- Handling a professional still camera
- Exercise on given themes
- Developing the prints
- Working on Graphic software such as Photoshop & Corel Draw

Suggested Book List for MMS 203, MMS 293

1. Professional News Media – John Hohenberg
2. Press Photography – Nirod Roy
3. Better Photography (Magazine)
4. Studio Photography: essential skills – John Child
5. www.photographyessentialskills.com

ENVIRONMENT & ECOLOGY(MMS-204)

General

Introduction, components of the environment, environment degradation. Role of NGOs like Green Peace in environment protection.

Ecology

Elements of Ecology; Ecological balance and consequences of change, principles of environmental impact assessment.

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Air Pollution and Control

Atmospheric composition, energy balance, climate, weather, dispersion, sources and effects of pollutants, primary and secondary pollutants, green house effect, depletion of ozone layer, standards and control measures.

Water Pollution and Control

Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ground water pollution, standards and control.

Land Pollution

Lithosphere, pollution (municipal, industrial, commercial, agricultural, hazardous solid wastes); their origin and effects, collection and disposal of solid waste, recovery and conversion methods.

Noise Pollution

Sources, effects, standards and control.

Books:

1. Environmental Science, Cunningham, TMH
2. Environmental Pollution Control Engineering, C.S. Rao, New Age International
3. Environmental Science, Wright & Nebel, PHI
4. Environmental Pollution Analysis, S.M. Khopkar, New Age International
5. Environmental Mgmt, N.K. Oberoi, EXCEL
6. Environmental Mgmt, Mukherjee, VIKAS

THIRD SEMESTER

MMS – 301 Marketing in Mass Media

1. Introduction to marketing – definition
2. Scope of marketing – core marketing concepts
3. Environmental factors affecting marketing
4. Factors influencing consumer buying behaviour, buying decision process
5. Marketing segmentation, basis of segmentation and market targeting
6. Position and differentiation, various tools of differentiation
7. Product decision and strategies
8. Product Mix, Product life cycle
9. From Product to Brand, Brand Positioning, Brand Identity and Equity
10. Packaging

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11. Setting the Price, Pricing Strategies
12. Marketing through channel partners
13. Processes for effective communication: Advertising; Sales Promotion; Public Relations; Direct Marketing

Suggested Book List

1. Marketing Management – Philip Kotler
2. Marketing Management – R. Saxena
3. Marketing Management – Gandhi

MMS 302 – Stage Production & Direction

1. Preconception of drama and acting
2. History and development of Indian Theatre: Jatra, Kobigaan, Puppet Theatre, Panchali
3. “Natya Shastra” of Bharat Muni
4. Type of acting in different media – Stage/ Audio/ Audio Visual
5. Planning of Stage Production and Role of a Director
 - Selection of Drama & Acceptance by Director, Actor
 - Viability in all respect like costing, flexibility, availability, set, light, sound, costume, make-up, auditorium
 - Reading part of Drama, consumption
 - Orientation of different sections
6. Set, lighting zones, make-up costumes, music, acting area, height, length and depth of stage, use of action area, front, middle and backstage, apron area
7. Comparison between amateur and commercial theatre
8. Renowned Producers and Directors of world theatre

Suggested Book List

1. Indian Theatre: Theatre of Origin, Theatre of Freedom – Ralph Yarow
2. Dramatic Concept, Greek & Indian: A Study of Poetics & Natyashastra – Bharat Gupta
3. Contemporary Indian Drama – ed. By Urmil Talwar & V. Chakraborty

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MMS 303 –Advertising

1. Definition of Advertising
2. History of Advertising
3. Social & Economic benefits of advertising
4. Types of advertising – Consumer, Corporate, Industrial, Retail, National, Regional, Trade, Professional, Social, Product, Classified & Display
5. Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning
6. Agency organization
 - Dimensions of agency business
 - The Creative Services
 - Account services
 - Marketing services
 - Administrative services
 - Advertising Copy & Layout
 - Advertising Media—Print, radio, Television, Web, Film, Outdoor
 - What does it mean working with an agency? Selecting an agency
7. Structure of Agencies
 - How agencies started & the agency business today
 - Types of Agencies
 - Agency Structure and Function
 - Media related decisions
 - How agencies generate revenues and profit
 - Starting & Managing a small agency
 - Client-agency relationship
8. Research in advertising; Advertising ethics; Advertising & law
9. Emerging trends/issues & development in advertising

Suggested Book List

1. Advertising Made Simple – Frank Jefkins
2. Creative Advertising – H. M. Hopner
3. Creative Advertising Theory & Practice – Sandra E. Moriarty
4. Advertising – James S. Norris
5. Advertising – Frank Jefkins
6. Advertising as Communicator – Gillian Dyor
7. Advertising as Service to Society – Mc Ewan John

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8. Brand Positioning – Subroto Sengupta
9. Successful Branding – Pran k. Choudhury
10. Advertising – David Ogilvy

MMS 304 - FILM & TELEVISION – THEORY & PRACTICE

1. Study of different schools of film making (Hollywood, German expressionism, neo realism, surrealism., French new wave,)
2. when cinema began it's journey- (Kinetoscope, Lumier brothers, Melies, Porter, Griffith)
3. The stages of making a film: Pre-production, production, post-production
4. Key men and their importance in making a film (Producer, director, script writer, camera person, editor, music director etc).

MMS 394 - FILM & TELEVISION – THEORY & PRACTICE (lab)

1. Knowledge of an editing software- premier pro.
2. Production of a short silent/ talkie fiction film.
3. Production of a short non-fiction film.
4. Compulsory weekly screening of fiction and non-fiction film and maintaining a 'film diary', where the students will have to write their own critical view towards the films whichever they are enjoying every week.

Suggested Book List

1. Film Art: An Introduction – D. Bordwell & K. Thompson
2. Movies & Methods (2 vols.)
3. The Technique of Film Editing – L. Reisz & G. Millar
4. Oxford History of World Cinema
5. A History of Narrative Film – David Cook
6. How to read a film – James Monaco
7. The Oxford Guide to Film Studies
8. Film Theory & Criticism – Ed. Leo Braudy & Cohen
9. Non-Fiction Film: A Critical History – R. M. Barsam
10. Documentary: A History of Non-Fiction film – E. Barnouw

MMS 305 Computer Technology

1. Data Communication – Components, Data Representation, Data Flow Direction
2. Signals – Analog & Digital; Bandwidth, Distortion, Throughput

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3. Data Transmission – Steps in transmission, sampling, mode of transmission, Modulation/demodulation, Time Division Multiplexing & Frequency Modulation
4. Transmission Media – Twisted Pair Cable, Coaxial Cable, Fibre Optic cable, Wireless Media, satellite
5. Networks – Need for Computer Network; distributed processing; Physical Topology; Categories of Network; OSI Model
6. The Internet – Brief History; Internet Model; Website; Domain name registration; domain server; HTML; Cyber Crime & Cyber Law
7. Open Sources -- Open Sources Concept, relevance to Internet, LINUX vs. Windows
8. Future of ICT

Suggested Book List

1. Data Communication & Computer Networks – Farouzen, TMH
2. Computer Networks – Tannenbaum, Pearson Education

FOURTH SEMESTER

MMS – 401 WRITING & OPINION PIECES

1. Creative & Journalistic Writing-a comparative study
2. Feature & Feature writing, variety of Features
3. Feature & News Story
4. Article
5. Feature & Article
6. Feature Syndicates / Agencies
7. Middle
8. Reviews (Film, Book, Music, Plays, TV/ Radio programmes, etc.)
9. Editorial
10. Op Edit
11. Column & Columnist
12. Cartoon & Cartoonist
13. Letters to the Editor
14. Interview (Print/ Electronic/ Web)
 - a. Types-News, Symposium, Personality
 - b. Art of Interview

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- c. Preparation for an interview
- d. Role & responsibilities of an interviewer
- e. Interviewer versus Interviewee

Suggested Book List

1. The Technique of Clear Writing – Robert Cunnig
2. Articles & Features – R. P. Nelson
3. The Art of Modern Journalism – J. J. Astor
4. Feature Writing for Newspaper – D. R. Williams
5. Modern Journalism – C. G. Miller
6. Professional News Writing – Hiley H. Ward
7. News Writing & Reporting – James M. Neal & S. S. Brown
8. Creative Writing – Dorothy Bowler & Diane L. Borden

MMS – 402 PUBLIC RELATIONS

1. PR- Definition, PR-Publicity/Propaganda & Public Opinion
2. History of PR-
 - Growth as a communication function
 - PR- as a management function
 - PR- principles, planning, implementation, research, evaluation
 - PRO- qualifications and function
3. Media relations
 - Press releases
 - Press conference
 - House journals
 - Corporate films
 - Other PR Tools
4. Corporate PR- Communication with publics(internal / external)
5. Community relations / Employee relations / Govt. relations / Lobbying / CSR (Corporate Social Responsibility)
6. PR in India (Both public & private sector)
7. PR counseling, PR-Agencies

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8. PR & Advertising, PR & Propaganda
9. PR in crisis management, Event management & PR
10. PR & latest technology, Emerging trends in PR

Suggested Book List

1. Public Relations in India – J. M. Kaul
2. Practical Public Relations – Sam Black
3. Applied Public Relations – K. R. Balan
4. This is PR: The Realities of Public Relations – Newson, Turk & Kruckeberg
5. Planned Press & PR – Frank Jefkins
6. PR: A Scientific Approach – Baldeo Sahani
7. Jana Sanjog – Samar Baru
8. Public Relations – Subir Ghosh
9. Effective PR – Cutlip & Center
10. Public Relations in Business & Public Administration in India – V. M. Dhenkney

MMS 403- FILM & TELEVISION – THEORY & PRACTICE

Analysis of Visual Texts – Film & television on the basis of the following –

1. Auteur Criticism – Auteur Theory & Film Analysis
2. Genre Criticism – Genre characteristics, Schools of Genre criticism, Film Analysis (eg. Study of Western Genre)
3. Semiotics – Major theories & Film Analysis (Peter Wollen, Metz)
4. Psychoanalysis – Freud, Lacan & film analysis (Zizek)
5. Feminist Film Theory

Suggested Book List

1. Major Film Theories – J. D. Andrew
2. Theories of Authorship – ed. John Caughie
3. Film Genre Reader – ed. B. K. Grant
4. Signs & Meaning in Cinema – Peter Wollen
5. Film Language: A Semiotics of Cinema – C. Metz
6. The Four Fundamental Concepts of Psychoanalysis – J. Lacan

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7. Looking Awry: An Introduction to Jacques Lacan through Popular Culture – S.Zizek
8. The Imaginary Signifier – C. Metz
9. Multiple Voices in Feminist Film criticism – ed. Diane Carson
10. Movies & Methods

MMS 404 – STUDY OF MEDIA SCENE IN INDIA – PRINT & CINEMA

1. Print Media in India
 - a. Ancient Period
 - b. Pre-Independence Period
 - From Hickey to Harish Chandra Mookherjee, from Rammohan to Gandhi
 - The role of Indian Press during freedom struggle
 - Press Censorship vis-à-vis Vernacular Press Act & Gagging Act
 - c. Post-Independence Period
 - Proliferation of vernacular press
 - Function of the Indian press during the Emergency
 - d. Post-Liberalization Situation
 - Liberalization in Indian Economy – the effect in Indian Print Media
 - Proliferation of media business
 - Foreign direct Investment in Print Media – after effects

2. Cinema in India – History and development of Film as popular culture with special emphasis on Indian Cinema
 - Silent Cinema in India – Phalke & tradition; emergence of Mythological
 - Studio Era and Social Film; Nationalism & Indian cinema
 - Cinema in the 1950s & 60s
 - Indian parallel cinema – Ray, Ghatak, Mrinal Sen, Benegal
 - Bollywood Phenomenon

Suggested Book List

1. History of Indian Press – S. Natarajan
2. The Press – Chalapati Rao
3. History of Indian Journalism – J. N. Basu

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4. Bengali Press (1818 – 1868) – Samarjit Chakrabarty
5. Critic of Colonial India – Sumit sarkar
6. Journalism in India – Rangaswami Parthasarathi
7. The Story of the Newspaper – Chanchal Sarkar
8. History of Journalism – Arabinda Majumdar
9. History of English Press in Bengal – Mrinal Kanti Chanda
10. Making Meaning in Indian Cinema – ed. R. Vasudevan
11. Ideology of the Hindi Film: A Historical Construction – M. Madhava Prasad
12. History of Narrative Film – David Cook
13. Indian Film – E. Barnouw & S. Krishnaswamy
14. Interrupted Cinema – L. Gopalan
15. The Encyclopaedia of Indian Cinema – A. Rajadhyaksha & P. Willemen

MMS-483 VIDEO PRODUCTION

Proposal, Recce, Scripting and production of a video programme (fiction/non fiction) of minimum duration 10 mins. – to be done in groups.

Fifth Semester

MMS 501 – MEDIA MANAGEMENT

1. Ownership pattern and control of Media in Indian perspective – Print, Radio & Television;
2. Organizational set up of Government and Private owned media organization: A special mention about the organizational set up of AIR, Doordarshan and various upcoming private television channels;
3. Important departments of media (print, electronic & web) and their functioning;
4. The new autonomous concept of media – a special mention about Prasaar Bharati, Cable TV Regulation Act etc.

Suggested Book List

1. Newspaper Organisation and Management - H L Williams
2. Newspaper Circulation - J S Davenport
3. Principles of Newspaper Management - P L Edward
4. Media Ownership & Control in the age of Convergence – Elizabeth Fox

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5. The Indian Media Business - Vanita Kohli
6. Sangbadpatra Sangathan O Parichalona - Pabitra Mukherjee

MMS 502 – ENTREPRENEURSHIP IN MEDIA

1. Bringing out a newspaper;
2. Launching a TV/Radio channel;
3. Launching of news & entertainment portal (Web Media);
4. Marketing of various print & audio visual media through an effective promotional mix

Suggested Book List

1. Newspaper Organisation and Management - H L Williams
2. Newspaper Circulation - J S Davenport
3. Principles of Newspaper Management - P L Edward
4. Media Ownership & Control in the age of Convergence – Elizabeth Fox
5. The Indian Media Business - Vanita Kohli
6. Sangbadpatra Sangathan O Parichalona - Pabitra Mukherjee
7. Marketing Management - Philip Kotler

MMS 503 – DESIGN & PAGE MAKE UP

1. Introduction to Page Make Up.
2. Development and history of Page Make Up.
3. Different types and forms of Page Make Up used in modern Journalism.
4. General study and development of design.
5. Various types and key concepts of Design.
6. Techniques & Practice of Design.
7. History of Design.

Suggested Booklist

1. Modern Newspaper Design - E C Arnold
2. Editing & Design - Harold Evans
3. Newspaper Design - Allen Hutt

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MMS 593 – DESIGN & PAGE MAKE UP LAB

1. Knowledge of design, graphic and page make up software – Corel Draw, Photoshop, Flash, After Effects, Quark Express, Freehand

MMS 504 - FILM & TELEVISION – THEORY & PRACTICE

1. Introduction to Asian Cinema – Japan, Hong Kong & China
2. Introduction to the cinemas of the developing countries-Iran & Middle East, Latin American cinema and African cinema.
2. Regular screening of the films related to their everyday study, maintaining ‘film diary’ and making critical judgement of those films.

Suggested Book List:

1. Oxford History of World Cinema, OUP
2. How to read a film, James Monaco
3. The Oxford guide to film studies

MMS 505 - STUDY OF MEDIA SCENE IN INDIA – RADIO, TELEVISION, NEW MEDIA

1. Birth and development of AIR; Developmental Radio; FM broadcasting & Rise of Private FM channels in India;
2. Early years of Television in India (developmental era, SITE, the Emergency); 1982 Asian Games & Commercialization; Satellite Boom & Post Liberalization television scenario in India; DTH, Convergence, Broadcast Bill;
3. The New media in India;
4. History of Indian Media Policy – Indian Telegraph Act, Prasaar Bharati, etc.

Suggested Books:

1. Radio & Television, K.M. Srivastava
2. The work of Television Journalist, Tyrrel
3. The techniques of Radio Journalism, Herbert

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Sixth Semester

MMS 601 – SPECIALIZATION

Any one of the following can be selected for specialization:

1. Print Journalism
2. Photography
3. Radio
4. Video & Television
5. Advertising & PR
6. Design, Animation & Page Make Up

MMS 681 – PROJECT

Project must be submitted according to the specialization paper chosen.

MMS 602 – MEDIA RESEARCH

- a. Research – Definition;
2. Elements of research – Introduction, Objectives, Use of Independent & Dependent variables;
3. Statistics in Research – Basic Statistics – Graphs & charts, Sampling, Mean, Median, Mode, Designing/Developing/Types/Writing/Assembling/Administering the questionnaire;
4. Applied areas of Media Research.
Research in Print Media (Types of Print Media Research: Readership Research, Circulation Studies, Typography/ Make up, Readability Research)
Research in electronic media (Rating & Non-Rating Research, Program Testing)
Research in Web Media
5. Research Ethics
 - Objectives
 - Protection of Privacy in research

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- Federal Regulations Concerning Research
- Ethics in data analysis & reporting

MMS 603 – PERSONALITY DEVELOPMENT

- Communication Skills – Spoken & Written (including elements of grammar);
- The Confidence Quotient – Developing interactive skills strategy;
- Presentation skills – How to make corporate presentations;
- The Individual Identity: How to write a good CV; How to speak at an interview; How to make an individual presentation (with Power Point)

MMS –601A PRINT MEDIA

Unit one:

1. Introduction, types and characteristics of print media
2. Comparison with other media.
3. Origin of newspapers in India with reference to Bengal Gazette.
4. Role of language press in freedom movement.
5. Growth of news agencies- foreign and Indian.

Unit two:

1. Identifying news and their relative importance.
2. Techniques of interview. Human interest stories.
3. Structure of news – traditional and alternative forms.
4. Interpretative reporting.
5. Investigative reporting.

Unit three:

1. Selection and editing of news, photographs and graphics.
2. Art and techniques of writing headlines and captions.
3. Basic knowledge of typography.
4. Translation. Content writing for Web edition.
5. Planning front and inside pages.

MMS –601B: VIDEO AND TELEVISION

1. Internship for 15 days in any popular audio-visual productions house or television channel. (15 days)
2. Workshop on budgeting and marketing of audio-visual productions. (4 classes)
3. Workshop on music/audio designing. (4 classes)
4. workshop on digital camera handling and use of lights. (6 classes)

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5. Workshop on script writing for audio-visual media (tele-films, serials, news-capsules, documentary). (10 classes)
6. workshop on non-linear editing. (2 classes)
7. Workshop on making news capsules and other digital audio-visual productions. (4 classes)

(STUDENTS REQUIRE PRACTICAL EXPOSURE, THEY CAN FOLLOW THE BOOKS OF THE EARLIER SEMESTERS ON THE ABOVE MENTIONED FIELDS.)

MMS –601C: Advertising and Public Relations

- 1) Advertising –its definition and development.
 - What is Advertising? Relationship and difference between P.R. and Advertising.
- 2) The Advertising Media-
 - Which media is best suited for the different types of advertising?
- 3) The Indian Scene.
 - Growth of Media Expenditure.
- 4) Advertising Communication process and Appeals.
 - AIDA, Hierarchy of Effect Model, Innovation and Adoption Model, Theory of Buyer Behaviour, Advertising Appeals, Rational Appeals.
- 5) Advertising Creativity
 - Copy Writing and Visualization
- 6) Advertising and P.R. Budget.
 - Administering the Budget, Methods of Determining Appropriation.
- 7) Evaluation of P.R. and Advertising Effectiveness.

1 month Internship.

MMS 601D: Radio

History of Radio

History of Radio in the Global Context – History of AIR – Current Perspective – Rise of FM radio in India - Radio as a mode of Mass Communication – Difference with other media.

Ethics in Radio Broadcasting

Commercial Broadcasting Code – AIR code – Radio broadcast during election – Audience Research - balance & fairness

Different Formats of Radio Programs

Special audience program – radio plays – radio documentary – features – program for youth – music – discussion – AIR services

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Radio News – Production & Management

The structure of newsroom - Role of News Producer & other radio journalists – reporting for radio - Planning and developing radio news – preparing the running order – Outside Broadcasts – managing guests

Radio News Writing

News gathering – Story treatment – National, Regional & Local bulletin – How to write radio news copy – language & grammar - Understanding Clip, Cue, dispatch, package, radio talk, soundbites, etc.

Radio Presentation & Anchoring

Qualities of a radio presenter – reporting live – radio announcer – anchoring non-news programs – commentaries – phone-ins – radio talk – types & techniques of radio interview

Technicalities of Radio

Radio broadcasting studio operation– mixers – microphone – levels & equalizers - sound editing & processing – studio software – satellite radio – managing on-air programs.

Reading List

Radio Production, Fifth Edition by Robert McLeish

Radio & Television Journalism (K. M. Srivastav)

Audio Visual Journalism (B. N. Ahuja)

International Radio Journalism by Tim Crook

Radio production handbook: A beginner's guide to broadcasting by Arthur C Matthews

Basic Radio Production Handbook by M. Rogers McSpadden

Modern Radio Production by Carl Hausman, Philip Benoit, and Lewis B. O'Donnell

Radio Programming: Tactics and Strategy (Broadcasting & Cable Series) by Eric Norberg

MMS 601 E: Design, Animation & Page Make Up

PART A

Interface Design Issue

Golden rules of Interface design

Interface design models

PART B

Animation: Basic Concepts

Principles of animation

Pros & Cons of animation

Animation in Early Motion Pictures

Early animation technique

Animation in Broadcast & Interactive Design

Motion Graphics in television

Motion graphics in interactive media

Concept & Design

Script analysis and visualization

Storyboard

Animatics

Character design

Animation Tools & Techniques

Classical vs. Cell Animation

Traditional Animation Technique

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- Non digital production
- Digital production
- Animation Compositing**
 - Nature of compositing
 - Layer blending operations
- Output & Delivery**
 - Animation file types
 - Rendering
 - Output criteria
 - Optimization; data compression
 - Output for web and digital media

The students are required to develop a small animation film (Duration: 5-10 minutes) as part of their project. The students may use the following software – Photoshop, CorelDraw, Adobe Audition, Sound Forge, Flash, Premiere, After Effects, 3D Max.

PART C

Page Layout

What is layout?
Purpose of layout design. Kinds of layout design.
Planning layout design.

Principles of page layout. Elements of layout.

Photo caption.

Outlines of printing technologies.

Typography. Choosing and using type. Dos & Donts of typography.

The students are required to design a newspaper as part of their project. The students may use the following software – QuarkXpress, Photoshop, and CorelDraw.

Reading List

Theory & Practice of Journalism by B N Ahuja
News Editing in Theory and Practice, Sourin Banerji
Editing, design and book production, Foster Charles, Journey Man
Motion Graphics Design and Fine Art of Animation – Principles and practice by Jon Krasner
Computr Graphics by Donald Hearn & M. Pauline Baker
Multimedia Computing Communication by Ralf Steinmetz
Klara Nahrstedt
Software Engineering by Press Man

MMS 601F: Photography

1. The Camera and how to handle it?

- a) Type of camera
- b) The Lens, shutter, Diaphragm, Focussing

2. Accessories

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a) The Tripod, The Exposure Meter, The Lens Hood, Films

3. Black & White Films

- a) General, Colour sensitivity
- b) Speed of Films, makers of film
- c) Grain, Halation and Irradiation

4. Lighting and Equipment

- a) Daylight
- b) Artificial Light
- c) Electronic Flash guns
- d) Spotlight
- e) High Key and Low key
- f) Flood Lamps

5. Processing the Film

- a) The darkroom
- b) Equipment, Developer, Development method, Fixer, Washing, Negative faults

6. Printing & Enlargement

- a) Printing papers, Fixing prints, Washing prints, Making Prints, Drying prints, Contact Prints, Enlarger, Enlargement

7. On the assignment

- a) Press Photography
- b) Night Photography
- c) Life on Record

8. Touching up and Finishing

- a) Trimming and Mounting
- b) Touching up by Airbrush and Chinese Ink.

Videography

The Video Camera Technology

Single Chip cameras

Three chip cameras

HD camera & film camera

Video Camera lenses and filters

Lens & image control

Camera filters: Neutral density filter, Graduated filter, Colour correction filter, Low contrast filter, etc.

Lighting for video

Three point lighting

Composition & Framing in Video

Basic shots – Simple shots, Complex shot, Developing shot

Camera movements

Post Production & Editing

Time Code Editing

Computerized Non-linear editing and effects

Constructing continuity & Montage

Audio for video

Digital video encoding

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Reading List

Photography by Eric De Mare

The Complete Kodak Book by Mitchell Bezley

Better Photography (Magazine)

Photographic Charcha (Bengali Magazine)

Cinematography: Image Making for Cinematographers, Directors, and Videographers by Blain Brown

Cinematography: Third Edition by Kris Malkiewicz

Matters of Light & Depth by Ross Lowell

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