

**CBCS SYLLABUS FOR B. VOC IN MASS MEDIA (BMM)****Programme Template of B.Voc in BMM****Gauhati University**

<b>SEMESTER</b>	<b>CORE COURSE (12 PAPERS, 72 CREDITAS)</b>	<b>ABILITY ENHANCEMENT CUMPOLSURY COURSE (AECC) 2 PAPERS, 8 CREDITS</b>	<b>SKILL ENHANCEMENT COURSE (SEC) 4 PAPERS, 16 CREDITS</b>	<b>DESCIPLINE SPECIFIC ELECTIVE (DSE) 6 PAPERS, 36 CREDITS</b>
<b>I</b>	BMM-VC-1016	ENG-AE-1014		
	BMM-VC-1026			
	BMM-VC-1036			
<b>II</b>	BMM-VC-2016	ENV-AE-2014		
	BMM-VC-2026			
	BMM-VC-2036			
<b>III</b>	BMM-VC-3016		XXX-SE-3XX4	
	BMM-VC-3026			
	BMM-VC-3036			
<b>IV</b>	BMM-VC-4016		XXX-SE-4XX4	
	BMM-VC-4026			
	BMM-VC-4036			
<b>V</b>			XXX-SE-5XX4.	BMM-VE-5016
				BMM-VE-5026
				BMM-VE-5036
<b>VI</b>			XXX-SE-6XX4	BMM-VE-6016
				BMM-VE-6026
				BMM-VE-6036

**FIRST SEMESTER****PAPER: BMM-VC-1016 - INTRODUCTION TO COMMUNICATION (6 credits)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of communication process alongside various models and theories that are key to the universal process of communication. Further, this paper will enable a student to learn about different media systems that are prevalent across the globe and their merits and demerits that follow.

**Total Marks= 100**

<b>UNITS</b>	<b>CONTENTS</b>	<b>Credit and Marks</b>
UNIT I	<b>Communication</b> -concept, definition, characteristics, Functions	1 credit (15 Marks)
UNIT II	<b>Types of communication</b> - intra-personal, inter-personal, group, Mass Communication	1 credit (15 Marks)
UNIT III	<b>Communication Models</b> -SMR, SMCR, Shannon and Weaver, Schramm, Gate-keeping	1 credit (15 Marks)
UNIT IV	<b>Media systems and theories</b> - Authoritarian, Libertarian, Social - Responsibility, Hypodermic Needle Theory, Need Gratification Theory	1 credit (15 Marks)
Practical	Case Study of Media Systems, Simulation Activities, Group Presentation	1 credit (20 Marks)
Internal Assessment	Assignments on allotted topics, Mid Semester Examinations	1 credit (20 Marks)

**Suggested Readings:**

- McQuail, D. (2010). *McQuail's mass communication theory*. London: Sage Publications.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.

**PAPER: BMM-VC-1016 - MASS COMMUNICATION AND MEDIA (6 credits)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of human communication process and its evolution over time. Further, this paper will enable a student to learn about different traditional as well as mass media systems. The proper will help a student know the history of mass media in the country as well as in Assam

UNITS	CONTENTS	MARKS
UNIT I	Phases in the development in human communication. Folk media, present status and development. problems and prospects of folk communication in the light of modern communication development	1 credit (15 Marks)
UNIT II	Definition and concept, types of mass communication, media of mass communication, characteristics of different mass media, audience, reach, and access	1 credit (15 Marks)
UNIT III	Early efforts in publishing newspapers in the country, Development of mass media in the post-Independence era, Language and Regional Media	1 credit (15 Marks)
UNIT IV	Radio and Television as mass media, Development of Radio, Present status. Development of Television, Present status, Films, New media	1 credit (15 Marks)
Practical	Exposure Tour to understand workings of different media and organizational activities	1 credit (20 Marks)
Internal Assessment	Assignments on allotted topics, Mid Semester Examinations	1 Credit (20 Marks)

**Suggested readings:**

- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
- B.N.Ahuja : Theory and practice of journalism
- John A.Binter : Mass communication An introduction
- R.Parthasarathi : Journalism in India
- Asamar batarikakat-alochanir itihās : 1846-2014 / Paresh Baishya
- Introduction to journalism and mass communication: Reference / J. C. Chaudhary.
- Hand book of journalism & mass communication : V. S. Gupta

**PAPER: BMM-VC-1036 – JOURNALISM (6 credits)**

**THIS PAPER IS ALIGNED WITH MES C LEVEL 4 QP OF ‘CORRESPONDENT’ (MES Q 1903)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of news and its categories. Further, this paper will enable a student to learn about different practices relating to Reporting and Editing. In addition, this paper will help a student to Undertake Journalism Projects and Researching Background Information, Conducting an interview, field reporting, News writing, copy editing and Audio visual aids and copyrights laws

UNITS	CONTENTS	Credits and Marks
UNIT I	What is news- concept and definition, sources of news, objectives Types of news - hard, soft, exclusive, scoop, breaking news, news features	1 credit (15 Marks)
UNIT II	Reporting- cultivating sources of news, formal/official sources, personal sources, introduction to functioning of news agencies Editing- meaning, System of Print media editing, general newsroom arrangement, functions at different levels, News Editor, deadline , dateline, Byline	1 credit (15 Marks)
UNIT III	<b>Undertaking Journalism Projects And Researching Background Information:</b> 1. Evaluate story ideas, factors like deadline, medium, budget, resource. 2. Conduct background research and collect information. 3. Compiling of information, document facts. <b>Conducting an interview:</b> 1. Types of interviews profiles/ biopic, news interviews, live or pre-recorded, face-to-face or over telephone/ video phone, at an outdoor location or in a studio. 2. Interview objectives, prepare questions and undertake, set-up activities, Conduct, Understand verbal and non-verbal cues.	1 credit (15 Marks)
UNIT IV	<b>Introduction to field reporting, News writing and copy editing:</b> 1. Undertake copy-writing/ script-writing for various media and types of stories including: news stories, feature stories, programme scripts (e.g. for TV or radio), 2. Anchor/ presenter scripts, narratives, interviews ,Write and edit items such as: headlines, captions, intros, outros, cues and other types of links, editorial standards, house style <b>Audio visual aids and copyrights laws:</b> 1. Audio visual aids as an effective way to convey Information. 2. Press Council of India, Norms of Journalistic	1 credit (15 Marks)

	<p>Conduct, 2005, Code of ethics and core values such as impartiality, communal harmony and Secularism, Personal attacks/ commentary on an individual and potential litigation risks.</p> <p>3. Defamation, libel and slander, What kind of information can and cannot be disclosed (e.g. matters that are sub judice, events that could ignite communal unrest etc.), Where the identify of a specific individual must not be disclosed (e.g. victims of rape and other grievous harm)</p> <p>4. How to correctly represent minority communities such as women, AIDS patients and other sections of society in a manner that is progressive, inclusive and maintains their dignity.</p> <p>How to respect intellectual property, and the implications of using copyrighted material, infringement and plagiarism</p>	
Practical	Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.	1 credit (20 Marks)
Internal	Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Discussions on current affairs, tests, debates and tests may be held regularly	1 credit (20 Marks)

### Suggested Readings:

- Sangbadikata by Dhirendranath Chakravorty
- Bishay sangbadikataa by Prasanta Chakraborty
- Ganasanyog aru sangbadikata by Utpaljyoti Choudhury
- Sangbadikata by Prasanta Kumar Mahanta
- Reporting and writing journalism by C. S. Srivastava
- Visual communication and photo journalism by P. K. Chandra
- Media writing by Vinod Kumar Pandey
- John Hohenberg : The Professional Journalist
- Emery, Adult & Ages : Reporting and writing the News
- Ralph S. Izard : Reporting the citizens news
- M.V.Kamath : Professional Journalism
- Curtis Macdougall(1953) : Interpretative reporting. New York, George Allen & Unwin Ltd.
- Pataniali Sethi : Professional Journalism
- Tom Wolfe : the New Journalism

**SECOND SEMESTER****PAPER: BMM-VC-2016 – ADVERTISING (6 Credits)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of advertising and its categories. Alongside various media of advertising, this paper will also focus on differences among various advertising media. Further, this paper will enable a student to learn about different functions of a model advertising agency as well as advertising process of in state, Central Government and PSUs.

UNITS	CONTENTS	Credits and Marks
UNIT I	Advertising- concept, definition, types of advertising outdoor, print, audio - visual media advertising.	1 credit (15 Marks)
UNIT II	Media of Advertising, how advertising for different mass media differs.	1 credit (15 Marks)
UNIT III	A model advertising agency, different functions - client servicing, media planning, creative, media buying service, space selling.	1 credit (15 Marks)
UNIT IV	Advertising in state, central governments, Public Sector Undertakings (PSUs).	1 credit (15 Marks)
Practical	1. Design an ad copy for a product 2. Script writing for electronic media ( Radio jingle, TV Commercial) 3 Planning & Designing advertising campaigns 4. Critical evaluation of advertisements	1 credit (20 Marks)
Internal	Writing & Designing ad copies, Mid Semester Examinations	1 credit (20 Marks)

**Suggested Readings**

- Cohen; Advertising.
- Dunn; Advertising its role in modern society
- P.C Chatterji (1988). Broadcasting in India, New Delhi, Sage Publications
- ULBarua: This is All India Radio.
- Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.
- Jefkins, Frank. Advertising Made Simple, Rupa& Co.
- Jethwaney, Jaishri. Advertising, Phoenix Publishing House.
- Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.
- Goldman, R. Reading Ads Socially, London Routledge, 1992.

**PAPER: BMM-VC-2026 – PUBLIC RELATIONS (6 Credits)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of Public Relations and the evolution of the industry. In addition this paper will focus on PR department in an organization. Further, this paper will enable a student to learn about the Public Relations process in state, Central Government and PSUs.

UNITS	CONTENTS	Credit and Marks
UNIT I	PR -concept and definition, growth and development of PR,	1 credit (15 Marks)
UNIT II	Traits for becoming a good PR executive, PR department in organization, PR department's relationship with other departments in an organization.	1 credit (15 Marks)
UNIT III	Growing significance of PR, target audience and publics of PR, Internal, External, Tools of PR.	1 credit (15 Marks)
UNIT IV	PR in Central and State Governments. Public Sector Undertakings (PSUs), Corporate Communications,	1 credit (15 Marks)
Practical	1. Writing a press release. 2. Planning and designing PR campaign 3. Assignment on crisis management	1 credit (20 Marks)
Internal Assessment	Activities relating Writing press release and Planning and designing of PR campaign, Mid Semester Examination	1 credit (20 Marks)

**Suggested Readings**

- Jenkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose& Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

**PAPER: BMM-VC-2036 – WRITING FOR MASS MEDIA (6 Credits)**

**THIS PAPER IS ALIGNED WITH MESC LEVEL 5 QP OF ‘SENIOR CORRESPONDENT’ (MES Q 1905)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of news writing and its categories. Further, this paper will enable a student to learn about different types of Reporting and Editing. In addition, this paper will help a student to learn print media writing, Language of Media, conflict reporting, disaster reporting and reporting in extreme weather situation.

UNITS	CONTENTS	Credits & Marks
UNIT I	Basics of news writing - news, features, articles, editorials, analysis, columns, opinion writing.	1 credit (15 Marks)
UNIT II	Different types of write ups - lead article, articles for supplements, letter to the editor.	1 credit (15 Marks)
UNIT III	Language for print media writing, selection of topics, themes, subs themes for writing.	1 credit (15 Marks)
UNIT IV	Language of Media - basic characteristics, Conflict reporting, disaster reporting- Conflict zones, during war and civil unrest, on extreme weather conditions, on natural or manmade disasters and other harsh/ hostile situations.	1 credit (15 Marks)
Practical	Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.	1 credit (20 Marks)
Internal Assessment	Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Discussions on current affairs, tests, debates and tests may be held regularly	1 credit (20 Marks)

**Suggested Readings**

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today’s Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper’s Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Reporting for the Print media’. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979



**THIRD SEMESTER****PAPER: BMM-VC-2016– INTRODUCTION TO ELECTRONIC MEDIA (Credits 6)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand the basics and fundamentals of Electronic Media. Further, this paper will enable a student to learn about Radio and TV as medium of the masses and various formats of radio and TV programs.

UNITS	CONTENTS	Credits & Marks
UNIT I	Concept of Electronic Media, the Magic of Audio -Visual Media, concept of infotainment, growth and development, status in India.	1 credit (15 Marks)
UNIT II	Radio as medium of the masses, new systems in radio broadcasting - community FM radio, internet radio, difference in program production with TV.	1 credit (15 Marks)
UNIT III	Various formats of radio programs - news and non-news, study of radio broadcasting systems like AIR, private FM radio, BBC.	1 credit (15 Marks)
UNIT IV	Growth and development of TV, various program formats -news and non - news, cable TV in India.	1 credit (15 Marks)
Practical	1. Critique of News Bulletins in English and Hindi on National and Private channels (as teaching material) 2. Screening of Documentary- ‘The future of Television News.’	1 credit (20 Marks)
Internal Assessment	The internal assessment will be based on assignments, group discussions and tests conducted in class.	1 credit (20 Marks)

**Suggested Readings:**

- Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10-40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Page nos: 47- 105)
- .Suggested Resources & Documentaries-  
-News Bulletins in English and Hindi on National and Private Channels (as teaching material)  
-Documentary- ‘The future of Television News.’

**PAPER BMM-VC-3026 MEDIA LAW AND ETHICS**

**Overview and Key Learning Outcomes:** This paper will help the students to understand basic knowledge of media laws and press code of conduct. The students will learn about the extent of freedom of press and Press Commissions & their recommendations. Various acts like, Press & Registration of Books Act, Working Journalist Act, Law of Libel & Defamation, Contempt of Court, Parliamentary Privileges, Press Council Act, Official Secret Act. The Right to Information, Copyrights, Intellectual Property Right and Social Responsibility of Press are also dealt in the paper.

UNITS	CONTENTS	MARKS
UNIT I	Introductions to the following Indian Penal Code (IPC), provisions in regard to sedition, crime against women and children, obscenity, Official Secrets Act 1923.	1 credit (15 Marks)
UNIT II	Right to Information Act, 2005, Cyber Laws, TRAI.	1 credit (15 Marks)
UNIT III	Ethical considerations for media including Privacy, Right to Reply, communal writing, legal provisions against yellow journalism, biased reporting, Press Council of India Guidelines.	1 credit (15 Marks)
UNIT IV	Press Ombudsman concept and history. Indian scenario, readers' editor, BFI, Broadcasting Content Complain Council (BCCC), Accountability of media.	1 credit (15 Marks)
Practical	Student Presentation on allotted topics	1 Credit ( 20 Marks)
Internal Assessment	Mid Semester Examinations	1 Credit ( 20 Marks)

**Suggested Readings:**

- Thakurta, Paranjyoguha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

## **PAPER: BMM-VC-3036 INFORMATION TECHNOLOGY AND MASS COMMUNICATION (Credits 6)**

**Overview and Key Learning Outcomes:** This paper will help the students to understand Information Technology (IT), introduce them to essential computer software, Elements of design and graphics and concept of spectrum in Broadcast.

UNITS	CONTENTS	Credits & Marks
UNIT I	What is Information Technology (IT), introduction to computer software like Page maker, Quark express, Photoshop. DTP.	1 credit (15 Marks)
UNIT II	Internet edition of newspapers, on-line editions, Internet as a repository of various information	1 credit (15 Marks)
UNIT III	Elements of design and graphics, design lay-out and production, typeface, different types, concept of fonts.	1 credit (15 Marks)
UNIT IV	Concept of spectrum, Radio Waves, Telecom Regulatory Authority of India (TRAI).	1 credit (15 Marks)
Practical	Designing of a Newsletter	1 credit (20 Marks)
Internal Assessment	Mid Semester Examinations	1 credit (20 Marks)

### **Suggested Readings:**

- Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
- Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.
- Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
- Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

**FOURTH SEMESTER****PAPER: BMM-VC-4016-SCRIPT WRITING FOR ELECTRONIC MEDIA (6 Credits)****THIS PAPER IS ALIGNED WITH MESC LEVEL 6 QP OF 'SCRIPT WRITER' (MES Q 3002)****Overview and Key Learning Outcomes:** This paper will help the students to sharpen their writing skills by coming up with new plots, narratives & carve a niche for themselves.

<b>UNITS</b>	<b>CONTENTS</b>	<b>MARKS</b>
UNIT I	What is a script, difference between a normal writing and a script, Various formats, Writing for Radio, differences in scripts for news and non news programme	1 credit (15 Marks)
UNIT II	Writing for TV and films, differences in scripts for news and entertainment programme, documentary films. Programme anchoring, voice over, language, presentation skills	1 credit (15 Marks)
UNIT III	Understand and detail the concept- artistic and communication goals, medium, target audience, Premise, Setting, Genre, Central themes ,Primary mood/tone, Broad character arcs, Major narrative/plot points ,Structure ,Light and sound, Taglines Loglines, Pitches ,One page synopsis, Exposés, Running diary/annotations, Storyboards	1 credit (15 Marks)
UNIT VI	Identify the research required by analyzing the concept, Understand the basics of scriptwriting, story structure, character creation, script writing software	1 credit (15 Marks)
Practical	Construct a complete story that is rooted in a central idea/premise, with integrity between the plot and characters. Develop characters that are interesting, multi-dimensional and credible, with motives that link them to the plot. Develop the story into a complete script with a coherent structure within the requisite timelines. Break the script into scenes with dialogues, visual elements, gestures and actions that ensure story progression and audience engagement. Prepare pitch presentations for pitching to the production house, if written on speculation, as required. Prepare pitch presentations for pitching it to producers, directors and/or the cast, if written under assignment, as required	1 credit (20 Marks)
Internal Assessment	Mid Semester Examination, Assignments.	1 credit (20 Marks)

**Suggested Readings:**

- “Writing for Television, Radio and New Media” by Robert L Hilliard
- “Avatars of Story (Electronic Mediations)” by Marie-Laure Ryan
- “An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres” by Robert B Musburger PhD

**PAPER: BMM-VC-4026 SOCIETY AND CULTURE OF NE INDIA (6 Credits)**

**Overview and Key Learning Outcomes:** In this paper students will be acquainted with the basics of Indian Culture and its key characteristics. Further the paper will introduce the students to Socio Polity of North East Societies and Cultures.

UNITS	CONTENTS	MARKS
UNIT I	Basic elements of Indian culture, Unity in Diversity, cultural unity in NE India, Dress, food, folk dances and songs.	1 credit (15 Marks)
UNIT II	Society and religion, various types of major and minor / ethnic religions in NE, beliefs and folk culture, rituals.	1 credit (15 Marks)
UNIT III	Dynamics of society and various social systems, Various social issues and problems in NE India.	1 credit (15 Marks)
UNIT IV	Language of NE India, Assimilation, Lingua Franca, Historical Development of North East India, Economy, Socio-political development of India, Geography of NE.	1 credit (15 Marks)
Practical	Presentation and assignment on allotted topics	1 credit (20 Marks)
Internal Assessment	Mid Semester Examination	1 credit (20 Marks)

**Suggested Readings:**

- History of North East India by Rajesh Verma
- History Culture & Traditions of North East India by Mrs. Tangjakhombi Akoijam

- Encyclopedia of North-East India, Vol. 1 Hardcover – 27 Nov 2006 by Col Ved Prakash

### PAPER BMM-VC-4036 DEVELOPMENT COMMUNICATION (6 Credits)

**Overview and Key Learning Outcomes:** In this paper students will be acquainted with the basics of a new concept called Development Communication which is assuming an ever growing significance over the years in the human society across the world.

UNITS	CONTENTS	MARKS
UNIT I	Concept of Development, Development Communication, Role of media in development, Target audiences - rural, urban.	1 credit (15 Marks)
UNIT II	Print media for development communication, media programmes, role of small newspaper	1 credit (15 Marks)
UNIT III	Television and Radio for development communication, Community Radio, Community Television, Social media/ new media.	1 credit (15 Marks)
UNIT IV	Identification, research and on any one local developmental issue, or prepare Report a news for Print Media or prepare a news script for TV/Radio.	1 credit (15 Marks)
Practical	Development Reporting	1 credit (20 Marks)
Internal Assessment	Mid Semester Examination	1 credit (20 Marks)

#### Suggested Readings:

- Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
- UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.

- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development : Harish Khanna.

## FIFTH SEMESTER

## PAPER BMM-VE-5016-INTRODUCTION TO FILM STUDIES (6 Credits)

**Overview and Key Learning Outcomes:** This paper will introduce the fundamental concepts in film studies, major structural features of cinema, master filmmakers, and key film theories. Further, the historical development of film as a distinct cultural product will be discussed focusing on its technical/ideological tuning points. The linkages of cinema with other performance/non-performance genres like literature, theatre, music, photography, etc. will be discussed in detail for establishing the interdisciplinarity of film as a cultural product.

UNITS	CONTENTS	Credit and Marks
UNIT I	Film-definition, films as a powerful mass medium, characteristics of films as a medium, concise history of films' evolution.	1 credit (15 Marks)
UNIT II	Stages in film production - pre to post production, film-making trends -global and Indian.	1 credit (15 Marks)
UNIT III	Film censorship - necessity, relevance today, CBFC, NFDC, Film festivals in India, Cine societies in India with special reference to Assam.	1 credit (15 Marks)
UNIT IV	Film appreciation, basics of film appreciation, writing about films, Regional films with special reference to Assam.	1 credit (15 Marks)
Practical	Screenings : <i>Rear Window</i> by Alfred Hitchcock (Language of Cinema) o <i>Battleship Potemkin</i> by Sergei Eisenstein (Language of Cinema) o <i>Man with a Movie Camera</i> by Dziga Vertov o <i>Germany Year Zero</i> directed by Roberto Rossellini (Italian Neo Realism) o <i>Metropolis</i> by Fritz Lang/ <i>Double Indemnity</i> by Billy Wilder (German Expressionism and Film Noir) o <i>Pather Panchalib</i> by Satyajit Ray o <i>The hour of the Furnaces</i> by Fernando Solanas o <i>Nishant</i> by Shyam Benegal/ <i>Aakrosh</i> by Govind Nihalani (Indian New wave) o <i>Pyaas</i> by Guru Dutt	1 credit (20 Marks)
Internal Assesment	Mid Semester Examinations, assignments	1 credit (20 Marks)

## Suggested Readings:

- Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol.I
- Berkeley, Los Angeles and London: University of California Press: 1967, 9-16



- Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
- Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer "Heavenly Bodies: Film Stars and Society" in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- *Ideology of Hindi Film* by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- *Global Bollywood* by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press. 2008

**PAPER: BMM-VE-5026 – RURAL COMMUNICATION (6 credits)**

**Overview and Key Learning Outcomes:** This paper will help a student understand the role of Rural Communication in a country like India. India is a developing country with lot of achievements in all the fields of modern day life including that of science & technology, agriculture and industry. Now Development communication is such a tool of development that it is highly necessary for improving the rural scenario developing nation like us.

UNITS	CONTENTS	Credits & Marks
UNIT I	What is rural communication, growth, prospects, role of opinion leaders, elders, grassroots level workers of NGOs and government agencies.	1 credit (15 Marks)
UNIT II	India's rural world scenario - total villages, populations, sex ratio, literacy rate, problems, issues, major causes of lack of development so far.	1 credit (15 Marks)
UNIT III	Problems faced by mass media and other forms of communication in reaching the rural masses.	1 credit (15 Marks)
UNIT IV	Rural Media - Radio, Print, TV and Digital Media, Reach and access	1 credit (15 Marks)
Practical	Rural Reporting	1 credit (20 Marks)
Internal Assessment	Mid Semester Examinations	1 credit (20 Marks)

**Suggested Readings:**

- Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
- UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
- Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.
- Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.
- What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.
- Modern Media in Social Development : Harish Khanna.

**PAPER BMM-VE-5036 – PRINT/AV PRODUCTION ( 6 Credits)****THIS PAPER IS ALIGNED WITH MES C LEVEL 7 QP OF ‘LIVE ACTION DIRECTOR’ (MES Q 1301)**

**Overview and Key Learning Outcomes:** This paper will help a student understand and learn the production process of both Print and Electronic media which will culminate through the production of media contents.

UNITS	CONTENTS	Credits & Marks
UNIT I	1. Innovative and creative ideas for production Animation, Advertisements (commercials and public service campaigns), Documentaries, Feature films, Short Films, Television series creative vision, production techniques 2. factors-financial, operational and technical , 3. resource requirements (talent, budget and timelines) personnel (scriptwriters, producers, technical teams)	1 credit (15 Marks)
UNIT II	How to evaluate production concepts and ideas, Sourcing financiers, Conceptualise the creative vision.	1 credit (15 Marks)
UNIT III	How to conceptualise the creative vision, Communicate requirements to the team, Direct the production process	1 credit (15 Marks)
UNIT IV	How to Direct the post-production process, Manage the production’s marketing and release	1 credit (15 Marks)
Practical	The entire class will be divided into group which will regularly produce monthly newspaper of Tabloid size Or Students have to produce a monthly news bulletin ( 5 minutes duration) or a documentary ( 15-15 minutes)	1 credit (20 Marks)
Internal Assessment	Mid Semester Examinations	1 credit (20 Marks)

**Suggested Readings:**

- Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
- News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
- Professional Journalism, by M.V. Kamath, Vikas Publications
- Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
- Journalism: Critical Issues, by Stuart Allan, Open University Press
- Modern Newspapers Practice, by Hodgson F. W. Heinemann London, 1984.
- Principles of Art and Production, by N.N. Sarkar, Oxford University Press
- Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)

**SIXTH SEMESTER****PAPER BMM-VE-6016 – MASS MEDIA IN ASSAM ( 6 Credits)**

**Overview and Key Learning Outcomes:** This paper will help a student understand regional media industry of Assam and various issues, challenges and prospects associated with it.

UNITS	CONTENTS	Credits & Marks
UNIT I	Origin and development of communication system in Assam, growth and development of mass media in the state till 1980.	1 credit (15 Marks)
UNIT II	Present media scenario in Assam, potential for future growth, recent trends, study of the state's projection and focus in the national / global media, Mass media scenario in the Rural areas of Assam.	1 credit (15 Marks)
UNIT III	Specialized newspapers and magazines - sports, science & technology, woman, children, Literature, Entertainment and News Magazines in Assam	1 credit (15 Marks)
UNIT IV	Radio in Assam, Television in Assam, Cable TV and Private satellite Channels in Assam.	1 credit (15 Marks)
Practical	Assignments, Seminar on given Topic	1 Credit ( 20 Marks)
Internal Assessments	Mid Semester Examination	1 credit (20 Marks)

**Suggested Readings:**

- ‘Sangbadikota aru Asoomeya Sangbadikota’ authored by Nabajyoti Dutta
- “Asamar Batari Kakat Alocanir Dersa Bacharia Itihas' A history of One Hundred and Fifty Years of Newspapers and Literary Magazines of Assam (1846-1996); Edited by Chandra Prasad Saikia
- ‘A Short History of Assamese Newspapers’ Prafulla Chandra Baruah
- “Asomor Batori Kakot: Eti Ruprekha” (Newspapers of Assam: An Introduction) Prafulla Chandra Baruah published by Layers Book Stall

**PAPER: BMM-VE-6026– MASS MEDIA AND LANGUAGE (6 credits)**

**Overview and Key Learning Outcomes:** This paper will help a student understand the dynamics between media and language and how language plays a vital role in vernacular media. The paper also includes critique of both Assamese media and national Media.

UNITS	CONTENTS	Credits & Marks
UNIT I	Mass media and language, Language media in Assam and NE, Strength and weakness of language media in Assam	1 credit (15 Marks)
UNIT II	Language skill for English media, spoken and written, translation etc	1 credit (15 Marks)
UNIT II	Assamese Media in 21 <sup>st</sup> century, development- issues and prospects, ethical concerns	1 credit (15 Marks)
UNIT III	National Media and Assamese Media- a comparative analysis, new trends in regional journalism	1 credit (15 Marks)
Practical	Seminars, assignments on given topic	1 credit (20 Marks)
Internal Assessment	Mid Semester Examination	1 credit (20 Marks)

**Suggested Readings:**

- ‘Sangbadikota aru Asoomeeya Sangbadikota’ authored by Nabajyoti Dutta
- “Asamar Batari Kakat Alocanir Dersa Bacharia Itihas' A history of One Hundred and Fifty Years of Newspapers and Literary Magazines of Assam (1846-1996); Edited by Chandra Prasad Saikia
- ‘A Short History of Assamese Newspapers’ Prafulla Chandra Baruah
- “Asomor Batori Kakot: Eti Ruprekha” (Newspapers of Assam: An Introduction) Prafulla Chandra Baruah published by Layers Book Stall

**PAPER: BMM-VE-6036- INTERNSHIP AND PORTFOLIO (6 Credits)**

**Overview and Key Learning Outcomes:** This paper will help a student get familiarized with actual working situation of mass media and learn some skills. This activity is also expected to develop contacts and connections in the media world for the students as it might help them in getting a job offer after they complete their course.

UNITS	CONTENTS	Credits and Marks
UNIT I	Every student will undergo an intensive internship of one month duration in a reputed media organization so that he or she become familiarized with actual working situation of mass media and learn some skills. This activity is also expected to develop contacts and connections in the media world for the students as it might help them in getting a job offer after they complete their course, it can be carried out during the summer break in educational institutions or at a convenient time for different colleges/ institutions.	6 Credits (100 Marks)
UNIT II	Every student will have to produce a confidential report over the internship from the head of the Department/ Institution/ Organization where the internship is done. During the viva voce examination this report will have to be shown to the External Examiner before final marks are awarded.	
UNIT III	Viva Voce on the total course content and overall assessment of the student's understanding of the subjects taught in the entire course spread over three years.	