National Curriculum and Credit Framework (NCCF)

Syllabus

for

BA (HONS) in MULTIMEDIA AND MASS COMMUNICATION

w.e.f. Academic Session 2023-24

Kazi Nazrul University
Asansol, Paschim Bardhaman
West Bengal 713340

Semester – I

Course Name: Introduction to Communication (Major& Minor)

Course Code:
BAMMCMJ101
BAMMCMN101

Credit: 5
(Lecture – 4, Tutorial – 1, Practical – 0)
Full Marks: 100

Major

CourseName: INTRODUCTION TO COMMUNICATION

CourseCode: BAMMCMJ101

CourseType: MAJOR	CourseDetails:MJC-1		L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Unit	Details
1	Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models.
2	Communication Basic Models – SMCR, Harold. D. Lasswell, Shannon and Weaver, Osgood and Wilbur Schramm, and Hellical Dance Model.

3	Levels of Communication – Intrapersonal – Interpersonal - Group – Mass Communication and Mass line Communication – Functions of Communication – Effects.Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.
4	Classification of Media – Various Types – Traditional Media – Classical and Folk Media – Modern Media.
5	Types of Communication - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.
6	Different forms in India, importance in development communication, relevance with popularity of modern media

Books for references:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – Jeorge Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

Course Objectives for Major Students:
- To understand the communication process
- To discuss the communication models
- To make a clear idea about different forms of mass media and to understand the relevance with the modern media.

Course Outcomes for Minor Students:
- This course will help for further study in details
- This course will help to evaluate the daily communication experiences through different communication models.
- This course will help to clarify the idea of the development of different mass media along with the importance of modern media.

Course Objectives for Minor Students:
- To understand the emergence of new media in the context of journalism

- To discuss about some important terminology related with the online journalism
- To discuss about the ethical perspective of online journalism

Course Outcomes for Minor Students:
- This course will help to make a clear idea regarding the practice of journalism through new media, i.e the online media.

SKILL ENHANCEMENT COURSE / SEC
Course Name: Computer Application
Course Code: BAMMCSE101
Credit: 3
(Lecture - 0 , Tutorial – 0, Practical – 3)
Full Marks: 50

SEC

CourseName: COMPUTER APPLICATION

CourseCode: BAMMCSE101

CourseType: SEC	Course Details: SEC-1		L-T-P: 1-0-4	
Credit: 3	FullMar ks:50	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Unit	Details
1	Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information; Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and checking power supply.
2	Operating Computer using GUI Based Operating System: What is an Operating System; Basics of Popular Operating Systems; The User Interface, Using Mouse; Using right Button of the Mouse and Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup; Common utilities. BCC – Version – 2/ Revision-1 (2015) Page 2

3	Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document.

Books for references:
1. Working in Microsoft Office – Ron Mansfield - TMH.
2. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House
3. Excel 2020 in easy steps-Michael Price – TMH publications

Course Objectives:
- To know the basic area of computer application

Course Outcomes:
- This course will help to make the students efficient in practical field.

Semester – II
Course Name: Advertising and Public Relations (Major& Minor)
Course Code: BAMMCM201 and **BAMMCMN151**
Credit: 5
(Lecture – 4, Tutorial – 1, Practical – 0)
Full Marks: 100

Major

CourseName: ADVERTISING AND PUBLIC RELATIONS

CourseCode: BAMMCMJ201

CourseType: MAJOR	CourseDetails:MJC-2			L-T-P:4-1-0	
Credit: 5	FullMarks:10	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		70

Unit	Details
1	**UnderstandingIntegratedmarketingCommunication** Meaningandconcept, Keyfeatures,ObjectivesandcomponentsofIMC, TheoreticalUnderpinningsandModelsofIMC, BenefitsandBarriers
2	**Advertising:** Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Classification of advertising: Geographic, Media, Target audience and Functions.
3	**Ad Agency:** Features, Structure and services offered, Types of advertising agencies , Agency selection criteria, Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
4	**Public Relations Theory:** Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.
5	**Media Relations Theories:** Nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation. Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, and TV channels. invitations -media invitations for press conferences, invitations for various events, writing descriptions - of a photograph/ sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Making brochures /newsletters, House Journals.

Books for references:
1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited

4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Excellence in Public Relations and Communication Management Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992.
7. The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994.
8. Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989.
9. Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996.
10. Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson, 2004.

Course Objectives for Major Studets:
- To discuss about the basics of advertising and marketing
- To understand different approaches of advertising
- To know about the basics of public relations
- To understand different strategies to follow for making public relations

Course Outcomes for Major Students:
- This course will help to make a primary idea of advertising and public relations as a part of marketing.

Course Objectives for Minor Students:
- To discuss about the basics of advertising and marketing
- To understand different approaches of advertising
- To know about the basics of public relations
- To understand different strategies to follow for making public relations

Course Outcomesfor Minor Students:
- This course will help to make a primary idea of advertising and public relations as a part of marketing.

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Skill Enhancement Course/ SEC

Course Name: Computer Application in Multimedia

Course Code:BAMMCSE151

Credit: 3

(Lecture – 0, Tutorial – 0 , Practical –3)
Full Marks: 50

SEC

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CourseName: COMPUTER APPLICATION IN MULTIMEDIA

CourseCode: BAMMCSE201

CourseType: SEC	CourseDetails:SEC-2			L-T-P:1-0-4	
Credit: 3	FullMarks:50	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Unit	Details
1	MsOffice_MsWords,Excel,Powerpoint,Photoshop
2	QuarkXpress/ InDesign, Designing Web Page Using HTML MultimediaConcepts andApplications.PageMakeUp
3	Video Editing Software - Editing Process in Adobe Premier/PinnacleStudio/FCPSoundForge/ProTools,Sound Editing-Process

Books for references:

1. Tay Vaughan, "Multimedia making it work", Tata McGraw-Hill, 2008.
2. Rajneesh Aggarwal & B. B Tiwari, "Multimedia Systems", Excel Publication, New Delhi, 2007.
3. Li & Drew, "Fundamentals of Multimedia", Pearson Education, 2009.
4. Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007
5. Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics and Multimedia", Second Edition, Vikas Publishing House.

Course Objectives:

- To know the advanced area of computer application for the practice of journalism

Course Outcomes:

- This course will help to make the students more efficient for practical experiences.

Semester-III

Major

CourseName: TELEVISION JOURNALISM

CourseCode: BAMMCMJ301

CourseType: MAJOR	CourseDetails:MJC-3		L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Content/Syllabus -

Unit –I Characteristics of TV as a mass communication medium TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes.Basic understanding of video camera-- Types and parts of camera, Types of Lenses and its usefulness, Understanding the different functions of camera. Visual composition-- Different types of shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles. Genre of television programs-- Talk Shows, News Shows, Reality Shows, Soap Operas. Lighting for production-- Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights

Unit II Fundamentals of TV reporting-Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews.Scripting for television-- Process of scriptwriting, Scripting formats, Writing for television programs.Producers and Directors, Script writers, Floor Managers, Talents, Technical Directors

Unit III Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production. TV News Gathering, Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting. Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away), Interview – types of news interview, art of conducting a good interview, Anchoring, Packaging,Steps involved in production & utilisation of a TV Program.Use of graphics and special effects. Developing a video brief

Unit IV Types of editing- linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.Usefulness of online and offline productions, Online production setup, Off line production setup. Editing-- Basics concepts of editing, Editing software-- Importance of editing, Non- linear editing software, Sound editing software

Unit V Studio and Outdoor Production Unit - Sound for Television-- Usefulness of sound in production, Techniques of sound recording, Location sound and

Sound Dubbing, Ambience, Noise and Sound effects. Television studio-- The Studio Setup, The studio equipment, Planning for studio Production. Outdoor Productions-- Electronic News Gathering, Electronic Field Production, Location Ambience

Unit VI WRITING FOR TELEVISION Television Characteristics - Seeing is Believing - Audio-Visual Medium - Written to be Heard and Seen - The Viewer - Writing Style - Easy to Listen Formula - Visual Dimension - Writing Model of News Story - Television News - News Gathering - TV News Presentaion - News Bulletins: e-News Gathering, e-field Productions and Live Coverage

Reference Books

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.

Major

CourseName: RADIO JOURNALISM

CourseCode: BAMMCMJ302

CourseType: MAJOR	CourseDetails:MJC-4		L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Content/Syllabus -

Unit –I Characteristics of radio as a mass communication medium - Characteristics of the Sound, Characteristics of the Voice,Radio as Mobile Medium. Radio studio set –up, audio equipment –Microphones, Console, Recording equipment, nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques.

Unit -II Evolution of Radio worldwide and in India-- Invention of Radio, History of Radio Broadcasting world wide, History of Radio Broadcasting in India, Pre-Independence and PostIndependence broadcasting in India. Autonomy of All India Radio: Chanda Committee to Verghese Committee.Prasar Bharati Act 1997,Formation of Prasar Bharati:Composition and Functions of Prasar Bharati.

Unit - III Technology of Radio Broadcasting—Microphone, Studio, Transmission Booth, Control Room, Transmitter, Antenna, Radio Set, Online sound editing software, Newsroom software, FM Broadcast software, sound editing software.: Types of Radio Broadcasting- Community Radio stations, Ham Radio, FM Radio stations,Internet Radio.

Unit IV Writing and production of different radio programmes-Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission.Formats of Radio Broadcasting (Music)-- Classical Music, Semi Classical Music, Folk Music, Film, Writing for Radio-Introduction to basic script formats, Terminology & writing techniques of news on radio, Writing for commercials, Public service announcements, Promotions, Documentaries and fictional materials

Unit V Characteristics of radio news-how its different from print and TV news, News gathering, News editing, Newsroom and its functioning, News pool, actualities, raw sound, voice over, sound byte , Sound recording-- Understanding sound recording, Room acoustics and sound treatment, Digital audio workstations, Studio Recording: Off-air and on-air studios, Audio mixer console, Sound effects. News and educational programme-- News Bulletin structure,

Interview and discussion, Farm/ agricultural broadcasting, Employment newsand Phone-in programme.

Unit VI Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes.Codes related toBroadcasting.Organizational Structure: Ministry of Information and Broadcasting, Prasar Bharti, Directorate of All India Radio, Regional Station, AIR Station-AM/FM/SW, Newsroom organization and structure and functions.

Reference Books -

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press
4. Gilmurray, Bob Media Students Guide To Radio Production
5. Robert Mcleish Radio Production

Minor

CourseName: RADIO AND TELEVISION JOURNALISM

CourseCode: BAMMCMN301

CourseType: **Minor**	CourseDetails:MNC-3		L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

CONTENT/SYLLABUS-

Unit-I - TV as a medium1. Understanding the medium - Nature and Language of TV 2. Formats and types for TV Programmes 3. TV News script format 4. Scripting for Fiction/Non Fiction

Unit-II - TV News Gathering 1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting 2. Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) 3. Interview – types of news interview, art of conducting a good interview 4. Anchoring - Live shows 5. Packaging

Unit-III- TV Programme Production1. Steps involved in production & utilisation of a TV Program 2. Stages of production- pre-production, production and post-production 3. The production personnel – Single camera and Multi camera production 4. Use of graphics and special effects 5. Developing a video brief.

Unit-IV- Radio as a medium 1. Radio: as a medium of mass communication, Characteristics, and Limitations 2. Different types of radio stations: State, Private FMs, Community Radio 3. Three Modes of transmission: AM, SW and FM

Unit-V- Radio Formats1. Types of Formats: A. Simple announcements B. Radio News C. Radio talks D. Radio features and documentaries E. Radio play F. Radio ads G. Phone in Programs and Music Shows

Unit-VI- Writing for the Ear 1. Knowing your audience 2. Developing your style 3. Writing for different formats.

Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly.
4. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge
5. Audio in media- Stanley R. Alten

Major

CourseName: PRINT JOURNALISM

CourseCode: BAMMCMJ401

CourseType:MAJOR	CourseDetails:MJC-5		L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Content/Syllabus-

Unit-I What is News? Definitions, Nature of News, Types of News, News Value, Hard& Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News Gathering the News: ☐ Reporting & Reporters - Training & Qualifications ☐ Reporting for Newspapers - Reporting the expected & unexpected ☐ Reporting skills- Nose for News, Observation (listening & seeing) ☐ Taking notes, finding, checking, verifying, analysing & interpreting information. Interviewing-Asking questions-Types of interviews,Interviewing techniques.

Unit-II Difference between News & Information -Stories of Human Interest. Celebrity Journalism. Trends in modern journalism. Influence of TV channels on serious news reporting in print media. Sensationalism & Entertainment. Types of Reporting: Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

Unit-III News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP, Press Council of India. Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance. Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing.

Unit-IV News Agency Journalism: History, functioning & role of PTI and UNI, International News Agencies: AP, UPI, Reuters. Syndicate.Various Types of News: Development news, mishap news, accident and crime news, court news, Agricultural,Industrial News, Sports, Theatre and Music,Cultural News.Non-news Articles:Biography, Bookreview, Film Review and Special article. Interview, Editing Processes: Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to the Space Requirements, Detecting & Correcting Errors.

UNIT V - Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.Headlining - principles, types and techniques. Principles of Layout and Design. DTP, Page Making, Typography, Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press

UNIT VI - Skills for Writing News: ☐ The basic formula - The Inverted Pyramid ☐ Writing the Lead ☐ Kinds of Leads ☐ The summary Lead ☐ Thinking through the Lead ☐ Finding the appropriate verb ☐ Organising the facts ☐ Time elements ☐ Variations on the summary Lead ☐ Datelines, Credit Lines, Bylines ☐ Checklist for the standard of the news story.

Reference Books -

News Editing - Bruce II. Westley
Outline Of Editing - M.K. Joseph
The Journalist 's Handbook - M.V. Kamath
Advanced Editing - Adarsh Kumar Varma
The Making Of An Editor - Rahul Mudgal

Major

CourseName: DIGITAL MEDIA

CourseCode: BAMMCMJ402

CourseType: MAJOR	CourseDetails:MJC-6	L-T-P:4-1-0

Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Content/Syllabus -

Unit –I Early Communication technologies and techniques, Development of image capturing devices and cinematography. Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,: New Media Technology- Evolution of Internet Technology-- ARPA net, Usenet, Origin of web, Internet in India, Growth of internet in India, Impact of internet in India. Overview of Internet-- Characteristics of internet, Networking, ISP and browsers, Domain Name System, HTML, Internet Protocol, Broadband, Bandwidth. Overview of online Communication-- Meaning of communication, Features of Online Communication, Types of websites, Video conferencing, Webcasting. New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media

Unit –II Emergence and advantage oF Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.Trends in New Media. New Media and Communication-- User generated communication, Computer mediated communication Digital media and communication-- Information Society, New World Information Order, ICT, Media Convergence. Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube, Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media &democracy, E democracy, New media & public sphere, New media & activism

Unit III Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media. Basics of convergence-- Technological convergence, Digital convergence, Implication of digital convergence on society, Convergence & regulations in India

Unit IV Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption.: Content Journalism- Traditional vs Online Journalism- difference in news consumption, Citizen journalism, Selection of news content, presentation of news, Online News Writing & Editing, News Portals, Blogs, Chat, Video, Podcasting, Live Casting

UNIT V- Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends. New Media, New Audiences-- Digital natives, Digital immigrants, Online Games and children, New Media and online society. New Media and Development-- Use of New media for development, Information Society, Surveillance society, Web commerce

UNIT VI - Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites. Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.Mobile Technology and communication-- Mobile phone: a convergent technology, Locative media, Telecommunication in India, Smartphone culture: Various Apps and communication.

Reference Books -

1. Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House 2010).
2. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999).
3. The Information, James Gleick
4. Cyberspace Aur Media, Sudhir Pachauri
5. Fundamentals of Information Technology, Deepak Bharihoke

MINOR

CourseName: DIGITAL JOURNALISM

CourseCode: BAMMCMN401

CourseType:MINOR	CourseDetails:MNC-4			L-T-P:4-1-0	
Credit: 5	FullMarks:100	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
			30		**70**

Content/Syllabus -

Unit –I Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,: New Media Technology- Evolution of Internet Technology-- ARPA net, Usenet, Features of Online Communication, Types of websites, Video conferencing, Webcasting. New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media

Unit –II Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube, Emerging trends in New Media-- Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, New media & public sphere, New media & activism

Unit III Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media. Basics of convergence-- Technological convergence, Digital convergence, Implication of digital convergence on society, Convergence & regulations in India

Unit IV Online journalism vs. traditional journalism –difference in news consumption.: Content Journalism- Traditional vs Online Journalism-difference in news consumption, Citizen journalism, Selection of news content, presentation of news, Online News Writing & Editing, News Portals, Blogs, Chat, Video, Podcasting, Live Casting

UNIT V- Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

UNIT VI - Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites. Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Reference Books -

1.Chaturvedi B. K. New Media Technology And Communication (Global Vision Publishing House 2010).

2.Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999).

3.The Information, James Gleick

4.Cyberspace Aur Media, Sudhir Pachauri

5.Fundamentals of Information Technology, Deepak Bharihoke

SEC

CourseName: WEB DESIGNING

CourseCode: BAMMCSE401

CourseType:SEC	CourseDetails:SEC-3			L-T-P:0-1-4	
Credit: 3	FullMarks:50	CA Marks		ESEMarks	
		Practical	Theoretical	Practical	Theoretical
		30		20	

Content/Syllabus -

UNIT I **-** Web Design Principles.Basic principles involved in developing a web site.Planning process.Five Golden rules of web designing.Designing navigation bar. Page design. Home Page Layout. Design Concept.World Wide Web. Why create a web site? Web Standards.

UNIT II - Concept of CSS. Creating Style Sheet. CSS Properties . CSS Styling(Background, Text Format, Controlling Fonts). Working with block elements and objects. Working with Lists and Tables. CSS Id and Class. Box Model(Introduction, Border properties, Padding Properties, Margin properties). CSS Advanced(Grouping, Dimension, Display, Positioning, Floating, Align,Pseudo class, Navigation Bar, Image Sprites, Attribute sector). CSS Color. Creating page Layout and Site Designs.

UNIT III - Introduction to HTML. HTML Documents. Basic structure of an HTML document. Creating an HTML document. Mark up Tags. Heading-Paragraphs. Line Breaks. HTML Tags. Elements of HTML. Introduction to elements of HTML . Working with Text. Working with Lists, Tables and Frames. Working with Hyperlinks, Images and Multimedia. Working with Forms and controls.

UNIT IV - Introduction to Web Publishing or Hosting. Creating the Web Site.Saving the site. Working on the web site. Creating web site structure. Creating Titles for web pages. Themes-Publishing web sites.

REFERENCE BOOKS -

1. Judith Jeffcoate - Multimedia in Practice - Technology & Applications Prentice Hall, 1995

2. AndressHolzinser Multimedia Basics, Vol-I John Villamil-Casanova, Louis Molina Multimedia – An Introduction Prentice Hall, 1998
3. Norman Desmorais Multimedia on the PC McGraw Hill Inc, 1994
4. Linda Tway Multimedia in Actions AP Professional, 1995
5. Douglas E. Wolfgram Creating Multimedia Presentations QUE Corporation, 1994