



## Syllabus for M.Sc Media Science West Bengal University of Technology

### Duration

2 Years - 4 semesters with four options for specialization and two industry internships

### Eligibility

Graduate in any stream

### Course Details

**Total marks: 3000    Theory: 1600    Practicals (including internships & dissertations): 1400**

**Internships: 2**

Each paper is for 100 marks, out of which 60 marks for external examination and 40 marks for projects and internal assessments.

**Specialization options: Print and Cyber Media; Electronic & Entertainment Media (Radio & Television); Multimedia & Visual Communication:**

**Graphics & Animation; Marketing Communication: Advertising, PR & Event**

### First Semester

Paper	Theory	Paper	Practical
MMC 101	Mass Media and Communication	MMC 107	Still Photography & Videography lab
MMC 102	Understanding Media in Historical Perspective	MMC 108	Life Style Management Skills: Advanced Soft Skills, Theatre Workshop
MMC 103	Introduction to Journalism	MMC 109	Basic Media Software (Lab)
MMC 104	Indian Constitution, Media Laws and Ethics		
MMC 105	Introduction to Advertising and Public Relations		
MMC 106	Introduction to Visual Language: Photography & Videography		

### Second Semester

Paper	Theory	Paper	Practical
MMC 201	Development & Environmental Communications	MMC 206	Writing, Editing practicals: Publishing a newsletter
MMC 202	Folk, Traditional & Popular Media of India	MMC 207	Advanced Multimedia Software Lab:
MMC 203	Film Theory and Practice	MMC 208	Digital Filmmaking Lab
MMC 204	Applications of Information Technology in Media	MMC 209	Summer internship
MMC 205	New Media & Cyber Technology		



**Syllabus for M.Sc Media Science**  
**West Bengal University of Technology**

**Third Semester**

		<b>Print and Cyber Media</b>	
<b>Paper</b>	<b>Theory</b>	<b>Paper</b>	<b>Practical</b>
301A	Management Principles and Media Business	305A	Print Practical including photo journalism: Publishing a tabloid/ newspaper
302A	Communication Research	306A	Conducting a media research related to print or cyber media
303A	Advanced Print Journalism & Photo Journalism	307A	Web Journalism Practicals: Creating an Interactive Web Page using Dreamweaver
304A	Cyber Journalism		

<b>Electronic &amp; Entertainment Media (Radio &amp; Television)</b>			
<b>Paper</b>	<b>Theory</b>	<b>Paper</b>	<b>Practical</b>
301B	Management Principles and Media Business	305B	Production of a studio based television programme using a multi camera set up
302B	Communication Research	306B	Conducting a media research related to television or radio
303B	Radio: Theory & Practice	307B	Production of a Radio Drama/ Documentary
304B	Television Journalism		



**Syllabus for M.Sc Media Science**  
**West Bengal University of Technology**

Multimedia & Visual Communication: Graphics & Animation			
Paper	Theory	Paper	Practical
301C	Management Principles and Media Business	305C	Design Software Lab: Designing invitation cards, brochures, book covers
302C	Research on Visualization & Design Strategies	306C	Animation Software Lab: Making a one minute 2D animation film
303C	Graphic Design Principles, Typography & Layout	307C	Video / Composting Lab
304C	Principles, Styles and History of Animation		

Marketing Communication: Advertising, PR & Event			
Paper	Theory	Paper	Practical
301D	Management Principles and Media Business	305D	Publicity for an event; Preparing press kit; Organizing a press conference
302D	Research on Copywriting & Visualization Strategies	306D	Comprehensive Multimedia Ad Campaign
303D	Marketing Fundamentals & Corporate Communications	307D	Corporate film making
304D	Consumer Behaviour & Brand Management		



**Syllabus for M.Sc Media Science**  
**West Bengal University of Technology**

**Fourth Semester**

Print & Cyber Media			
Paper	Theory	Paper	Practical
401A	Comparative Media Studies	402A	Live Project
		403A	Dissertation & Viva
		404A	Opening a website & content creation
		405A	Internship

Electronic & entertainment media (Radio & Television)			
Paper	Theory		Practical
401B	Comparative Media Studies	402B	Live Project
		403B	Dissertation & Viva
		404B	Production of a television news bulletin
		405B	Internship

Multimedia & Visual Communication: Graphics & Animation			
Paper	Theory		Practical
401C	Advanced animation techniques	402C	Live Project: Developing corporate identity through logo & corporate stationery
		403C	Dissertation & Viva
		404C	Production of a TVC with animation
		405C	Internship



**Syllabus for M.Sc Media Science**  
**West Bengal University of Technology**

Marketing Communication: Advertising, PR & Event			
Paper	Theory		Practical
401D	Principles of Event Management	402D	Live Event Project
		403D	Dissertation & Viva
		404D	Planning and Executing an Exhibition
		405D	Internship

**Detailed working out of the syllabus:**

**SEMESTER 1**

**MMC 101: Mass Media and Communication (100 marks)**

**Lecture hours: 40      Tutorial hours: 20**

**Unit 1: Communication: Definition, Types, Processes, Role**

Meaning & Definition of Communication, Features of Communication, Different techniques & processes of Communication, Barriers of communication, 7C's of Communication, Verbal & Non verbal Communication, Types – Intra-personal, Inter-personal, Group, Mass Communication, Roles and Functions of Mass Communication.

**Unit 2: Models of Mass communication**

Models of Communication- Aristotle's classical model , Berlo's Model, Lasswell's Model, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Gibson, Elaboration- Likelihood Model, Gate-Keeping Model, Dance Model, New Comb Model, Uncertainty Reduction Model Convergent Model, Spiral of Silence

**Unit 3: Theories of Mass Communication**

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Cultural Imperialism Theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory, Diffusion of Innovation; Dominant Paradigm, Cultural Imperialist Theory

**Unit 4: Key Concepts in Communication**

Stuart Hall: Encoding & Decoding  
 Marshall Macluhan: Understanding the Message  
 Jurgen Habermas: Public Sphere  
 Louis Althusser: Ideological State Apparatus  
 Frankfurt School  
 Raymond Williams: On Television  
 Pierre Bourdieu: 'Fields of Journalism, Social Science and Politics'  
 Jean Baudrillard: Simulacra and Simulation



## Syllabus for M.Sc Media Science West Bengal University of Technology

**Suggested projects: Application of selected theories in contemporary media texts**

### **MMC 102: Understanding Media in Historical Perspective**

**(100 marks) Lecture hours: 40 Tutorial hours: 20**

#### **Unit 1: Early history**

Communication in pre historic era

Development of language and the oral tradition

Development of writing and record keeping, manuscripts (Global & Indian perspective)

#### **Unit 2: Era of the printed page**

Development of printing & its long term impact on society: age of enlightenment, era of books (Global & Indian perspective)

Development of newspapers and magazines (Global and Indian perspective)

#### **Unit 3: Visual representations:**

Development of photography, animation and cinema

#### **Unit 4: Development of electronic media**

Telegraph, radio, television

#### **Unit 5: Development of New Media & convergence of media**

What is new about New Media

Convergence of mechanical recording & reproductional techniques and computational techniques to form new media: A historical perspective

Emergence of Cyber Culture

**Suggested Projects: Exploring local history of different media; studying growth of media in a chosen era; correlating growth of media to socio economic political factors**

### **MMC 103: Introduction to Journalism**

**Lecture hours: 40 Tutorial hours: 20**

#### **Unit 1: News & features**

Role and qualities of a journalist; broadcast journalism vs. print journalism

Meaning of news, hierarchy of news, hard and soft news, structure of a news report, writing headlines, objectivity and bias

News versus features; types of features

#### **Unit 2: Newspapers, magazines, newsletters**

Anatomy of a newspaper, analysis of the front page, comparative study of two newspapers, the OP ED page, sports pages, photos in a newspaper

Online editions of newspapers and the special features they offer

Types of magazines: news magazines, lifestyle magazines, special interest magazines

Meaning and importance of newsletter

#### **Unit 3: Reporting**

1. Introducing the role of the reporter and its significance within mass media; training and qualifications to be a reporter; the expected and unexpected in reporting; reporting skills and functions.
2. Stages in the reporting process- newsgathering and journalistic research; developing ideas a news 'sense'; understanding what makes a story newsworthy and what does not; understanding how news stories are constructed.
3. Skills for News Reporting- The basic formula (i.e. the 5Ws and 1 H); the Inverted Pyramid; Writing Leads and understanding its various kinds; Other skills- incl. observation (seeing and listening), fact-finding, analyzing and interpreting materials, note-taking, interviewing types and skills.



## Syllabus for M.Sc Media Science West Bengal University of Technology

4. Writing news reports- Starting with lead paragraphs, using quotes in the body of the report and ending with a balanced conclusion.
5. Extracting news reports from external sources- Citizens, press releases and conferences, institutional/government bodies, businesses and charities, etc.
6. Theories in Reporting- Types of Reporting: Objective, Interpretative, Investigative, Legal, Developmental, Political, Crime, Sport, Financial, Science, Health, Education, etc. Understanding the importance of clarity and accuracy in news reporting, incl. jargons, euphemisms, gaps in the facts, verification processes.

### Unit 4: Editing

1. Understanding the nature and importance of editing; principles of editing; the editorial desk and its functions; preparing edited copy before it goes to press; following editing policy, i.e. the stylebook; editing and proof-reading symbols and understanding their significance.
2. Qualifications and functions of sub-editors, chief sub-editors and departmental editors; copy selection and copy-testing; principles, types and techniques in headlining.
3. Structure and functions of newsrooms for daily and weekend newspapers, as well as weekly, monthly periodicals; understanding different sections in newspapers and magazines and their functions.

### Suggested Projects:

- Comparative study & analysis of two newspapers for a period of one week
- Coverage of a news story for a period of 1 month and submission of a report on that.
- Analyzing the Front Page of a daily newspaper for two weeks focusing on the Leads, Anchor Story & Headlines.
- Comparative analysis of the Editorial pages of two newspapers.

### **MMC 104: Indian Constitution, Media Laws & Ethics**

**(100 marks)      Lecture hours: 40    Tutorial hours: 20**

#### Unit 1:

Press Laws- Need to study; Media Ethics & Professional Morality, Code of Ethics & Guidelines for the Press  
The McBride Commission, NANAP and NWICO  
Freedom of the press in India, Press during Emergency

#### Unit 2:

The Press Council Act and the Press Council of India, TRAI, Broadcasting Bill and the BRAI, Indian Broadcasting Federation, Lokpal Bill and Lokayukta.

#### Unit 3:

The Press (Objectionable matters) Act, Defamation, Libel & Slander  
Contempt of Court, Copyright, Intellectual Properties Act  
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,



## Syllabus for M.Sc Media Science West Bengal University of Technology

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,  
Drugs and Magic Remedies Act  
Sedition Act

### Unit 4:

Internet & Cyberspace in the present age, Evolution & History of Cyber Crime, Various Cyber Crimes, Cyber Laws & Information Technology Act

### Suggested Projects:

- Case studies of the respective laws have to be researched & discussed in the class by the students.
- Students will write an analytical essay on press freedom based on contemporary case studies

### **MMC 105 Introduction to Advertising and Public Relations**

**100 marks    Lecture hours: 40    Tutorial hours: 20**

#### Section A

##### Unit 1:

Origin & Development of Advertising, History of Indian Advertising,  
Advertising: Meaning, Attributes, Goals, Process of Advertising,  
Role of Advertising,  
Advertising Types,  
Principles,

##### Unit 2:

Publicity, Propaganda and Sale Promotion, Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning  
Budgeting, Steps in Advertisement Planning,  
Advertising Creativity

- Copy Writing and Visualization

##### Unit 3:

Advertising Agency,  
Function & Role.  
Selection of Advertising & Agency,  
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

Structure of Agencies

- How agencies started & the agency business today
- Types of Agencies
- Agency Structure and Function
- Media related decisions





## Syllabus for M.Sc Media Science West Bengal University of Technology

### Unit 4:

Advertising ethics. Emerging trends/issues

### Section B

#### Unit 1:

PR- Definition, PR-Publicity/Propaganda & Public Opinion

History of PR-

- Growth as a communication function
- PR- as a management function
- PR- principles, planning, implementation, research, evaluation
- PRO- qualifications and function

PR Tools

- Press releases
- Press conference
- House journals
- Corporate films
- Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters)

Community relations / Employee relations / Govt.relations / Lobbying / CSR (Corporate Social Responsibility)

PR in India (Both public & private sector)

Role & Function of a PR-Agency

Emerging trends in PR

Crisis Management: Predictable and unpredictable crisis, crisis situations, reaction to crisis, crisis communication, more than just debunking the damage, Out of adversity, post crisis communication. The relationship between individual and organization stress, coping with stress.

### Suggested Projects:

- Comparative Analysis of two successful brands in the creation & retention of Brand Image.
- Analyzing the changes in the ad campaigning of a successful brand
- Writing a PR Campaign
- Preparing a House Journal

### MMC 106 Introduction to Visual Language: Photography & Videography

100 marks    Lecture hours: 40    Tutorial hours: 20

Unit 1: Basic Aspects of Visual Culture

- **Painting:**
  - John Berger's *Ways of Seeing* – Selected Reading
  - Perspective and Renaissance Painting
  - Impressionism
  - Avant Garde Art- Surrealism, Dadaism and Cubism
  - Graphiti as Art and Resistance
- **Photography:**



## Syllabus for M.Sc Media Science West Bengal University of Technology

Development of Photography  
Genres of Photography – Candid, Glamour, Wildlife, Sport and War  
Analogue and Digital  
Aesthetics of Photography – Composition, light, frame, color  
and monochrome effects  
Study of Photographers and their work – Cartier Bresson and Raghu Rai

### Unit 2: Optics & Chemistry of photography

Image formation, view finder cameras, twin lens cameras, single lens cameras  
Types of lenses  
Aperture, exposure time, film speed, exposure meters  
Image formation in available light, Lighting, Image formation in artificial light  
Developing, printing and enlargement of photographs  
Dark room techniques, chemicals used in developing and printing

**Unit 3: Digital photography and photo editing:** Digital image formation, auto mode Vs. manual mode, comparison of digital and analogue techniques, capturing motion, photo editing using Photo Shop

### Unit 4: The Video Camera

Types of video cameras, Basic operation of a video camera, Recording formats (HD, SD)

**Suggested projects: Analysing camera and lighting pattern in a chosen film; analysing a chosen photographer's work; a project based on family portraits or family albums**

### MMC 107 Still Photography & Videography Lab

Contact hours: 40 Practice hours: 20

Familiarization with a view finder camera, DSLR camera, Exposure meter, Exercise of doing a photo essay  
Familiarization with artificial lights, an exercise in lighting  
Familiarization with video camera and its basic operations.  
Exercise of doing a 10 shot exercise

### MMC 108 Lifestyle Management Skills: Advanced Soft Skills, Theatre Workshops

Contact hours: 40 Practice hours: 20

Verbal presentations

- Telephonic communications
- Face to face communication
- Body language and attire
- Interview skills (Conducting an interview, facing an interview)
- Pitching skills

Written communications

- Business letters
- Emails
- How to say 'no' politely

Visual presentations

- Optimal use of PPT
- Other visual media



## Syllabus for M.Sc Media Science West Bengal University of Technology

Team work & networking

- Communication with peers
- Communication with boss
- Communication with subordinates

### Suggested Projects:

- Students will undergo a Theatre Workshop and put up a short skit.

### MMC 109 Basic Media Software (Lab)

Contact hours: 40 Practice hours: 20

- Application software: Photoshop: Photo editing; designing; lay out; compositing; matte painting; colour correction.
- Application software: Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons -Use of colours in publishing concepts.

## SEMESTER 2

### MMC 201 Folk, Traditional and Popular Media

(100 marks) Lecture hours: 40 Tutorial hours: 20

#### Unit 1: Folk Media – Definition, Meaning

Use and Structure of Folk Tales: Narratology Theory of Vladimir Propp

Forms of Folk Music – Western (United States and Europe)

Indian (Bengal, Maharashtra)

Traditional Folk Media and its Classification - Jatra, Pala, Leela,

Yakshagana, Tamasha, Nautanki, Street Play, Puppetry, Palla Therkuttu, Chhou.

Traditional Folk Media and Communication

Traditional Folk Media in Promoting – Health, Education, Tourism, Women’s Issues

#### Unit 2: Popular Media – Definition, Meaning

Popular and Mass Media and their relation

High art, Low Art and Pop Art – A Study on Andy Warhol

Forms of Popular Media – Print, Radio, Television, Cinema and New Media

Relation between Traditional, Popular and Mass Media

Popular Media and Cultural Hegemony – examples of Advertisement and Cinema

#### Unit 3: New Folk Media

New Media and Democratization of Communication

Eisenstein and his work on New Folk Media

YouTube, P2P and the question of Intellectual Property Law

**Suggested Project: Doing a video documentation of a folk media form**



## Syllabus for M.Sc Media Science West Bengal University of Technology

### **MMC 202 Development & Environmental Communications**

**100 marks Lecture hours: 40 Tutorial hours: 20**

#### **Unit 1: Development fundamentals**

Meaning of development, development index, GDP, poverty index, literacy index, health index & mortality rate, sustainable development, Government's schemes and policies

#### **Unit 2: Beats in development communication**

Education, agriculture, rural development, migration urban town planning, people's initiatives, natural resource management, micro finance & rural economy, individual entrepreneurial ventures, role of NGOs, human rights

#### **Unit 3: Issues related to environment**

Air, water, soil pollution; biodiversity preservation; international protocols, Global summits

#### **Unit 4: Communicating environmental issues**

Role of media in sensitizing the people, significance of World Environment Day, Earth Day etc, need for proper research and accurate data

#### **Suggested Projects:**

- Students will have 45 min. to write a 30 lines' text on any aspect of the chosen country.
- Students will write a 45 lines' news story on their state/district's literacy situation.
- Students will develop a news story on the influence of mass media on development in their state/district.
- Students will write international news stories on community radio stations

### **MMC 203 Film Theory & Practice**

**100 marks Lecture hours: 40 Tutorial hours: 20**

#### **Unit 1: What is Cinema**

Christian Metz's theory of film language, Andre Bazin's theory of realism, Eisenstein's montage theory

#### **Unit 2: Cinema and other arts**

Cinema & theatre; Cinema & music; Cinema & literature

#### **Unit 3: The practice of cinema: Idea to screen**

- Visualization strategies
- Treatment and structure
- Writing the screenplay
- Writing narration
- Character, action, dialogues
- Shooting script and storyboard
- Adding sound to visuals
- Juxtaposition of visuals (Editing)

**Suggested projects: Analysis of a film; Developing a script for a short film**

### **MMC 204 Applications of Information Technology to Media**

**100 marks Lecture hours: 40 Tutorial hours: 20**

#### **Unit I: Basics of Computer**

- Origin and growth of computer
- Devices of computer system



## Syllabus for M.Sc Media Science West Bengal University of Technology

- Computer memory and its types
- Operating system and its types (Open source and proprietered, compatibility between different operating systems)
- Basics of computer language

### Unit 2: Process of data transmission

- Basic elements of computer network
- Types of network
- Network topologies

### Unit 3: Data storage and retrieval

- Various compressed and uncompressed file formats for texts, images, audio and video
- Search engines

**Suggested project: Creating a domain for sharing resources among the students of the college**

### **MMC 205 New Media & Cyber Technology**

**100 marks    Lecture hours: 40    Tutorial hours: 20**

#### Unit 1: World Wide Web

- Domains & portals
- Search engines & browsers
- Peer to peer file transfer
- Hyperlinks
- Wikipedia
- Web 2.0

#### Unit 2: Security & surveillance

#### Unit 3: Social networking

#### Unit 4: Hacking, ethics and emerging cultural trends

- IPR & copyleft
- Cyber Culture in Indian perspective: Ravi Sundaram's Essay *Recycling Modernity*
- Piracy Culture and debate over Plagiarism
- The emerging idea of commons
- Emerging derivative artforms like database cinema, mash up music and collage

#### **Suggested projects:**

- Preparing a blog.
- Analyzing two video sharing websites in terms of content.

### **MMC 206 Writing Editing Practicals: Publishing a newsletter**

**100 marks    Contact hours: 40    Practice hours: 20**

Introduction to Quark Express



## Syllabus for M.Sc Media Science West Bengal University of Technology

News gathering, reporting, editing, photography, page layout, printing, distribution (Those who opt for the page lay out software in MMC 207 will do the actual page layout)

### **MMC 207 Advanced Multimedia Software Lab**

**100 marks Contact hours: 40 Practice hours: 20**

Students will choose **any one** of the following pair of softwares:

- Quark Express & Page Maker
- Flash & After Effects
- Final Cut Pro & Adobe Premiere
- HTML & Dream Weaver & Notepad ++

### **MMC 208 Digital Filmmaking Lab**

**100 marks Contact hours: 30 Production, post production: 30 hours**

Practice sessions in camera handling, framing, camera movements

Practice sessions in sound recording & track laying

Practice sessions in basic editing

Shooting & editing a 10 minute film (Those who opt for the editing software in MMC 207 will do the actual editing of the film)

### **MMC 209 Summer Internship**

**100 marks**

Students will do a month long summer internship and submit a report at the end of the internship.

### **Third Semester**

#### **MMC 301 Management Principles & Media Business**

**100 marks Contact hours: 40 Tutorial hours: 20**

*There will be some common lectures for all electives followed by specialization lectures for the four electives*

**Unit 1: Organizational structure of the industry in question (Print/electronic/Ad agency/PR Agency/digital marketing agency)**

**Unit 2: Hierarchy & patterns of ownership and control prevalent in the industry in question**

**Unit 3: Relevant Acts in Parliament leading to growth of the industry (print or electronic media or cyber media) in India**

**Unit 4: Technological infrastructure & investment required in the industry in question**

**Unit 3: Mode of revenue generation**

**Unit 4: Ethical practices**

**Suggested projects: Comparative study of one global and one local media house**

#### **MMC 302 Communication Research**

(MMC 302A: Print and Cyber Media, MMC 302B: Electronic & Entertainment Media (Radio & Television), MMC 302C : Multimedia & Visual Communication: Graphics & Animation, MMC 302D: Marketing Communication: Advertising, PR & Event)

**100 marks Contact hours: 40 Tutorial hours: 20**

##### **Unit 1: Understanding research**

- Meaning & scope of research
- Posing the research question
- Framing a hypothesis



## Syllabus for M.Sc Media Science West Bengal University of Technology

- Planning a research methodology
- Qualitative and quantitative research
- Primary & secondary research
- Market research Vs. Academic research

### Unit 2: Tools of research

- Participant observer
- Content analysis
- Survey through questionnaire
- Focus group discussion
- In depth interview
- Textual analysis

### Unit 3: Writing the report

- Data analysis
- Anatomy of a research report
- Writing the executive summary
- Writing the inferences
- Reference & citations

### Unit 4: Overview of research agencies

**Suggested Projects: Study of standard surveys like National Readership Survey, TAM, Census; Conducting a small survey; conducting a focus group discussion & an in depth interview**

**For 302A and 302B, research should be aimed at understanding emerging trends in the respective media or its impact on society**

**For 302C and 302D, research should be aimed at developing the required media product/artifact**

### **303A Advanced Print Journalism & Photo Journalism**

**100 marks          40 contact hours    20 tutorial hours**

#### **Unit 1: Breaking news and follow up stories**

**Unit 2: Editorial responsibilities:** Technique of editing a report, headline writing, designing the front page, positioning and sorting of news in different pages

#### **Unit 3: Writing features, reviews and editorials: styles and contents**

#### **Unit 4: Investigative journalism**

**Unit 5: Photo journalism:** Importance of photos in journalism, challenges of photo journalism, beats in photo journalism, studying some iconic photos, studying works of different photo journalists; agencies of photo journalism

**Suggested projects: Writing three reviews – a book review, a film review and a restaurant review; Writing an interview based feature on a personality; Doing a photo essay on a current issue**



## Syllabus for M.Sc Media Science West Bengal University of Technology

### 303B Radio Theory & Practice

100 marks      40 contact hours      20 tutorial hours

**Unit 1: Historical perspective:** Development of telegraph leading to development of radio; contributions of Jagadish Chandra Bose and Marconi; growth of radio in USA, UK and India; technology of radio broadcast – Medium wave, short wave, AM, FM, satellite radio, internet radio

**Unit 2: Radio in India:** Growth of All India Radio after independence, growth of FM channels; Ham radio and Community radio

**Unit 3: Genres of radio programmes**

**Unit 4: Writing for the ear:** Writing for radio – news, chat shows, RJ's scripts, radio dramas, radio talk, types & techniques of radio interview

**Suggested projects:** A critical evaluation of a community radio in the city; A guided tour of All India Radio or a private radio station and writing a report on the same; Comparing profiles of two private FM channels on the basis of listening to the two channels regularly for a fixed period of time

### 303C Graphic Design Principles, Typography & Layout

100 marks      40 contact hours      20 tutorial hours

**Unit 1: Design elements:** Line, Colour, Shape, Texture, Space, Form

**Unit 2: Principles of design:** Unity, Point, line and plane, Balance, Hierarchy, Scale, Dominance, Similarity, Contrast

**Unit 3: Designing icons & symbols**

**Unit 4: Designing visual interfaces**

**Unit 5: Development of Typography & Typefaces:** History of development of typography, typeface design, typeface for news headlines, advertisements, websites and other online interfaces, review of selected typefaces

**Unit 6: Typography & Visuals:** Juxtaposition of Texts with Visuals; Merging Texts with Visuals; Substituting Visuals with Texts

**Suggested Projects:** Assessing psychological impact of type faces through a survey; Study of continuity and change over decades in the use typefaces by a particular newspaper; Critical evaluation of design and layout of advertisements or hoardings

### 303D Marketing Fundamentals & Corporate Communications

100 marks      40 contact hours      20 tutorial hours

**Unit 1: Meaning of market:** What is market, market segmentation, marketing mix, four ps of marketing

**Unit 2: Products for marketing:** Consumer durables, fast moving consumer goods, services; Positioning a product in the market, Product Mix, Product life cycle

**Unit 2: Analysing the market:** Market research, SWOT analysis, market share and market growth

**Unit 3: Online marketing opportunities, Marketing through channel partners**

Processes for effective communication: Advertising; Sales Promotion; Public Relations; Direct Marketing

**Unit 4: Methods and tactics in corporate communications:** Management communications, Marketing communications, Organizational communications

**Unit 5: Components of corporate communication:** Corporate branding, Corporate & organizational identity, Corporate responsibility, Corporate reputation, Crisis communications, internal/employee communications, Investor relations

**Unit 6: Public relations:** Issue management, media relations, Company/spokesperson profiling

**Suggested projects:** Case studies of various media houses with emphasis on image building and crisis management

### 304A Cyber Journalism

100 marks      40 contact hours      20 tutorial hours

**Unit 1: Meaning and scope of cyber journalism:** How cyber journalism is different from conventional journalism (hyperlinked, convergent, interactive and immediate); critical evaluation of some sites and texts, digital media and its publics





## Syllabus for M.Sc Media Science West Bengal University of Technology

**Unit 2: Writing for the hyper text based media:** Web page, blog, email, cellular text messaging, social networking sites, Twitter and other new media in development.

**Unit 3: Creating an interactive webpage using Dreamweaver**

**Unit 4: Technological infrastructure: its scope and challenges:** Organization, Technology and Multi Mediated Storytelling; Speedy Networks, New Gatekeepers; Networked Technology & Financial Concentration; Open Source Production Processes; Code as Law, Architecture and Politics.

**Unit 5: Emergence of collaborative citizen journalism:** Telling personal stories in digital media; “Personal journalism” – Pundits, Freelancers, Public Intellectuals

**Unit 6: Journalism’s public role revisited:** Origin & Nature of the Public Sphere; Public Sphere in the Internet Era; New Communities, New Routines, News Communities; Social Software & ‘We’ Media; Journalism’s Public Role Revisited

**Suggested Projects: Conducting an Interactive Quiz or Poll Online; A Short Project with Open Source Software available on Net; Creating a Blog and Uploading Reviews of Other Blogs**

### **304B Television Journalism**

**100 marks      40 contact hours      20 tutorial hours**

**Unit 1: Broadcast journalism: Principles & Practice:** Broadcast Production, Broadcast Genres, Politics, Society and Journalism

**Unit 2: Structuring Broadcast News:** What Constitutes Television News; Sources of News; Structure of a News Capsule; Writing for the Ear; Writing to Visuals, Types of Visuals (Live footage, library footage, graphics), P2C, Body Language & Dress Code for a Reporter; Ethical Codes for a Reporter; Live Broadcast Vs. Delayed Broadcast; Television Newsroom; Anchoring a Story; Hierarchy of News; Compiling a News Bulletin; Breaking News Vs. Follow Stories

**Unit 3: Other Genres of Programmes in News Channels:** Interviews, Panel Discussions, Review Programmes; Lifestyle Programmes; Features; Documentaries

**Unit 4: Development of Television Journalism in India:** Doordarshan, Newstrack, Private News Channels; Local Vs. Global (International News Channels, National News Channels, Local News Channels)

**Unit 5: Media Policies, Regulations and Ethics:** Prasaar Bharati, Broadcast Bill, TRAI, Public Service Broadcasting Vs. Corporate Media

**Unit 6: Sports and the Media:** Cricket Vs. Other Sports; IPL Vs. Ranji Trophy; Cheer Leaders & Sexism in Sports; Cricketization of Media; Coverage of Olympics; Economics & technology of Sports Coverage

**Suggested Projects: Content Analysis of any news bulletin for seven consecutive days; Following a particular current affairs programme or a talk show for a period of time and writing an analysis of the same.**

### **MMC 304C Principles, Styles & History of Animation**

**100 marks      Contact hours: 40      Tutorial hours: 20**

**Unit 1: Principles of animation** – persistence of vision, psi phenomenon

**Unit 2: Early history** – flip book, phenakitoscope, praxinoscope, zoetrope, Muybridge’s experiment, stop motion animation, development of animation in America (Walt Disney vs independent styles) and East Europe (with emphasis on puppet animation)

**Unit 3: Styles of 2D and 3D animation**

**Unit 4: Story boarding and animatrix**

**Suggested projects: Watching animation films from different parts of the world and analysing their style; studying the work of any good animation artist in India; visit to an animation studio; making a stop motion animation film**

### **MMC 304D Consumer Behaviour & Brand Management**

**100 marks      Contact hours: 40      Tutorial hours: 20**

**Unit 1: Variable involved in understanding consumer behaviour:** Psychology of consumer behaviour; Sociological & anthropological aspects of consumer behaviour; Environmental factors



## Syllabus for M.Sc Media Science West Bengal University of Technology

**Unit 2: Dominant Forces Shaping Consumer Research**

**Unit 3: Consumer Behaviour & Management**

**Unit 4: Brand:** Definition of Brand, Brand Name, Brand Attributes, Brand Positioning, Brand Identity; Sources of Brand Identity, Brand Image; Brand Identity Vs. Brand Image; Brand Personality; Brand Awareness; Brand Loyalty; Brand Association

**Unit 5: Brand Management:** Building a Brand; Brand Equity; Brand Equity & Customer Equity; Brand Extension; Co-Branding

**Suggested Projects: Study the brand equity of an existing brand; case studies of brand building**

### **SEMESTER 4**

#### **MMC 401A,B Comparative Media Studies**

100 marks      40 contact hours      20 tutorial hours

Unit 1: Comparison Across Media

Unit 2: Comparison Across National Borders

Unit 3: Comparison Across Historical Periods

Unit 4: Comparison Across Disciplines

Unit 5: Comparison Across Making and Thinking

Unit 6: Comparison Across Perspectives

**Suggested Projects: Studies of intertextuality in media; Studies of media in one country gaining popularity in another country; Addressing the issues of cultural imperialism.**

#### **MMC 401C Advanced Animation Techniques**

100 marks      Contact hours: 40      Tutorial hours: 20

- Introduction to 3D Animation Software
- Combining Animation with Live Action

#### **MMC 401D Principles of Event Management**

100 marks      Contact hours: 40      Tutorial hours: 20

- What is an event, what is event management, what it takes to be an event manager
- Types of events – wedding, other domestic events, fashion shows, corporate events, fairs, musical events etc
- Planning & research/SWOT analysis, target audience analysis
- Self funded events, sponsored events, commissioned events
- Ideation, concepts for events, venue decoration
- Event checklist, recce, trial, tests, auditions
- Marketing an event (Branding, advertising, press management, invitations etc)
- Post event follow up
- Safety aspects, security, first aid
- Team selection
- Budgeting
- Event documentation, monitoring post event coverage
- Virtual promotion, managing overseas event
- How to open your own event management company

#### **MMC 402 Live Project**



## Syllabus for M.Sc Media Science West Bengal University of Technology

100 marks Contact hours: 10 Execution hours: 50

Students will take up a project from a real life client and execute it. The client may be a corporate body or an NGO or an educational institution or a publishing house. Students specializing in Electronic & Entertainment Media may do a promotional film or a documentary for an NGO, students of Print & Cyber Journalism may do a feature that will be published in a newspaper or online, students of Marketing Communication may do a PR campaign for an organization or an Ad campaign, students of Visual Communication may design a book or any other publication for the client.

### **MMC 403 Dissertation & Viva**

100 marks Contact hours: 10 Research hours: As required

Students will take up any topic of their choice from the entire curriculum for an indepth research. The research will entail field visits, interviews, surveys, photo or video documentation, textual analysis. The topic of the research will have to be original. After the research, the students will have to write a dissertation paper with all the supporting evidence of the research. For evaluation of the dissertation, an extensive viva will be taken by an external examiner.

### **MMC 405 Internship**

100 marks

45 days to 60 days internship with an organization in line with the student's specialization. Marks awarded will be based on the report submitted by the student and assessment report given by the employer.

### **Reading list: Books, Essays, Portals**

#### **Cinema**

*How to Read a Film* by James Monaco

*Film Art* by Bordwel and Thompson

*Film Theory & Criticism*, Ed. Leo Braudy, Marshall Cohen, Oxford University Press

*Movies and Methods*, Ed. Bill Nichols, Seagull Books

*Directing the Documentary* by Michael Rabiger

*The History of Narrative Cinema* By David Cook

*Alternative Script Writing: Successfully breaking the rules*, Ken Dancyger, Jeff Rush, Focal Press

*Writing the Short Fiction Film*, Pat Cooper, Ken Dancyger, Focal Press

#### **Television**

*Television Production* By Gerald Millerson

*India on Television*, Nalin Mehta, Harper Collins

*Shooting People: Adventures in Reality TV*, Sam Brenton and Reuben Cohen, Verso

*Thinking Through Television*, Ron Lembo, Cambridge University Press

*Before the Headlines: A Handbook of Television Journalism* By Chandrakant P Singh Pub: Macmillan

*The Art of the Television Interview*, Trisha Das, PSBT

*Television: Technology and Cultural Form (Routledge Classics)* by Raymond Williams

*Dominick, Josef R. The Dynamics of mass communication. Media in the digital age*, University of Georgia, Athens, Mc Graw Hill. New York 2002.

*Wulfemeyer, K. Tim. (1984). Beginning Broadcast Writing. Ames Iowa: Iowa State University Press.*

*Studio and Outside – Broadcast Camera Work – Peter Ward.*

*Directing and Producing for Television. A Formal Approach – Ivan Cury*



## Syllabus for M.Sc Media Science West Bengal University of Technology

### **New Media**

*Cyber Bani: Being a Human in the New Media Environment*, Gaston Roberge, Gujarat Sahitya Prakash  
*Media Dancer: Who Sets the Tune*, Gaston Roberge, Gujarat Sahitya Prakash  
*The Language of New Media*, Lev Manovich  
*New Media: Theories and Practices of Digitextuality*, Ed. Anna Evert, John Caldwell, Routledge  
*The Information: A History, A Theory, A Flood*, James Gleick, Fourth Estate  
*SARAI Reader 01: The Public Domain* Pub: CSDS  
*New Information Technology* by Tom Forrester (ED).  
*Communication Technology, The New Media In Society: Newyork, free Press.*  
*India's Information Revolution* by A. Songhala and E.M. Rogers.  
*UNESCO: World Communication Reports.*  
*Communication Services Via Satellite: Butterworth Heinmann.*  
*Globalisation and Its Discontents: Joseph Stiglitz.*  
*Spectrum Auction: Peter Cramton" Handbook of Telecommunication Economics.*  
*Communication Technology, The New Media In Society: Newyork, free Press.*  
*Business Organizations and Collaborative Web: Practices, Strategies and Patterns (Premier Reference Source) by Kamna Malik (Author, Editor), Praveen Choudhary (Editor),*

### **Radio**

*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  
*Writing for Radio* by Annie Caulfield, Crowood  
*Chrisell, Andrew. Understanding Radio. Methuen & Co. Ltd. New York. 1986, pp.19-45. Gouh, Howard. Planning, producing, presenting the radio programme: An AIBD manual for media trainers. Malaysia. 1982, pp. 175-77*  
*Wilby, Pete (1996). The Radio Handbook. London: Routledge*

### **Print Media**

*Print Media Communication And Management: Elements, Dimensions And Images 01 Edition: Aruna Zachariah, Kanishka Publishers Distributors (2007)*  
*India's Newspaper Revolution: Capitalism, Technology and the Indian Language Press, 1977-1999* by Robin Jeffrey  
*Stein, M. Paterno, Susan, and Burnett, Christopher (2006), The Newswriter's Handbook Introduction to Journalism, Blackwell Publishing.*

### **Communication Research**

*Mass Communication Research Methods* By Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold; Pub: MacMillan  
*The Landscape of Qualitative Research: Theories and Issues* Ed. Norman K Denzin, Yvonna Lincoln; Pub: Sage  
*A Handbook of Media & Communication Research* By Klaus Bruhn Janssen Pub: Routledge  
*Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches 0002 Edition (Paperback)* by Arthur Asa Berger

### **Advertising & PR:**



## Syllabus for M.Sc Media Science West Bengal University of Technology

*Brought to You By*, Lawrence R Samuel, University of Texas Press  
*Commercial Breaks: Insights into Advertising & Marketing*, Winston Fletcher, Advertising Press  
*Ogilvy on Advertising*, David Ogilvy, Prion  
*Brand Positioning*, Subroto Sengupta, TMH  
*The Craft of Copywriting*, June A Valladares, Response Books  
*Essentials of Advertising* – J. S. Chauhan, Jagajit Singh, P. N. Malhan, Oxford and IBH Publishing Co.  
*Advertising and Communicating Management: Michael L. Ray*, Prentice Hall  
*Ogilvy on Advertising by David Ogilvy*  
*Advertising In A Digital Age by Gabriela Taylor*  
*Advertising* – James S. Norris  
*Advertising* – Frank Jefkins  
*Advertising as Communicator* – Gillian Dyor  
*Advertising as Service to Society* – Mc Ewan John  
*Advertising Made Simple* – Frank Jefkins

### Visual Culture & Photography

*Ways of Seeing* By John Berger Pub: BBC and Penguin Books  
*The Photograph*, Graham Clarke, Oxford University Press  
*The Mind's Eye*. Henri Cartier Bresson  
*An Inner Silence: Portraits of Henri Cartier Bresson*, Agnes Cire, Jean Luc Nancy  
*River of Colour: The India of Raghubir Singh*, Raghubir Singh

### Development Communication:

*The Handbook of Global Media and Communication Policy* by Robin Mansell, Marc Raboy  
N. Jayaweera and Amunagama (Eds.): *Rethinking Development Communication*, Singapore: AMIC,  
Duchi (Ed.): *Development Communication at Grassroot Level*,  
R. Ostman (Ed.): *Communication and Indian Agriculture*, New Delhi: Sage:  
U. Narula and B. W. Pearce: *Development as Communication*.  
A. P. Thrithwala: *Growth and Development*. India: 2020.  
*Indian Economy* – Latest edition.  
*Geeta Aravamudan : Disappearing Daughters*.

### Mass Communication & Culture:

*Revolution of Media Communication: K Shipra*, Alfa Publication (2007)  
*Media and Communication* by Paddy Scannell, Sage Publications (CA) (2007) *Mass Communication Theory* – Dennis MaQuail  
*Mass Communication & Journalism In India* – D.S. Mehta  
*Mass Communication in India* – Keval J. Kumar  
*Mass Communication* – Carter Martin D.  
*Mass Communication Theory* – Stanley J. Baren & Dennis K. Davis  
*Introduction to Mass Communication* – Agee, Ault & Emery  
*Life to those Shadows* – Noel Burch  
*Stuart Hall, Encoding: Decoding in Hall, s et al, (eds) Culture, Media, Language*, Hutchinson, 1986  
*The Sociology of Culture* by Raymond Williams  
*Marshall McLuhan: The Medium and the Messenger 2 Rev ed Edition* by Philip Marchand, MIT Press (MA)  
*Understanding Media: The Extensions of Man New edition Edition* by Marshall McLuhan, MIT Press (MA)  
*The Medium is the Massage Marshall McLuhan Quentin Fiore* by Marshall McLuhan, Penguin Books India  
*Curran, James and Gurevitch, Michael (2000), Mass Media and Society*, Oxford



## Syllabus for M.Sc Media Science West Bengal University of Technology

### University Press

Walter Benjamin, *Work of Art in the Age of Mechanical Reproduction*, in Jessica Evans and Stuart Hall (eds) *Visual Culture- The Reader*, Open University 1999

*Bourdieu and the Journalistic Field* edited by Rodney Benson, Érik Neveu

*Simulacra and Simulation (The Body, In Theory: Histories of Cultural Materialism)* by Jean Baudrillard, University of Michigan Press.

*Media, Culture and Society: An Introduction* by Paul Hodkinson, SAGE Publications Ltd

*Jean Baudrillard: Selected Writings: Second Edition* by Mark Poster (Editor), Jacques Mourrain (Translator), Stanford University Press

*Handbook Of Journalism And Mass Communication - Vir Bala Aggarwal*

### Media Management:

*Media and Communication Management-C.R. Rayudu*

### Press laws & Indian Constitution:

*Laws of the Press in India – Justice Durgadas Basu*

*Press & Press Laws in India – H. P. Ghosh*

*Essential Laws for Journalism – R. M. Taylor*

*Press Laws – Nirad Kumar Bhattacharya*

*Mass Media & Related Laws in India – B. Manna*

*Gaping for Ethics in Journalism – Eugene H. Goodwer*

*Nature of Cyber Laws – S.R. Sharma*

*Indian Constitution* by Patanjali N. Chaturvedi, Kunal Books

*The Indian Constitution (Paperback)* by Madhav Khosla, Oxford University Press

### Marketing:

*Marketing Management (12th Edition)* by Philip Kotler

*Marketing Management – R. Saxena*

*Marketing* by Charles W. Lamb

### Links to online resources

#### Animation techniques

[http://minyos.its.rmit.edu.au/aim/a\\_notes/01\\_cutouts\\_project.html](http://minyos.its.rmit.edu.au/aim/a_notes/01_cutouts_project.html)

[www.amu.cz/cs/amu/organizacni.../10\\_Film%20Animation.../view](http://www.amu.cz/cs/amu/organizacni.../10_Film%20Animation.../view)

<http://www.animation.cz/en/dictionary>

#### Photo journalism

<http://photojournalismlinks.com/>

<http://greatphotojournalism.com/>

<http://markhancock.blogspot.in/>

<http://www.journalismdegree.com/photojournalism-career/>

<http://lightbox.time.com/2012/12/11/times-best-photojournalism-of-2012/#1>

#### Cyber journalism



## Syllabus for M.Sc Media Science West Bengal University of Technology

<http://cyberjournalist.org.in/>

<http://cyberjournalist.org.in/excerpt.pdf>

<http://www.thefreedictionary.com/Internet+journalism>

<http://www.educationnewsindia.com/2011/09/cyber-journalism-new-media-reporting.html>

[http://www.ehu.es/argitalpenak/images/stories/libros\\_gratuitos\\_en\\_pdf/Ciencias\\_Sociales/Online%20Journalism%20Research%20methods.pdf](http://www.ehu.es/argitalpenak/images/stories/libros_gratuitos_en_pdf/Ciencias_Sociales/Online%20Journalism%20Research%20methods.pdf)

### **Advertising and marketing strategies**

<http://www.jeffbullas.com/2012/12/20/5-successful-facebook-marketing-campaigns-case-studies/>

[http://tobaccocontrol.bmj.com/content/9/suppl\\_2/ii18.full](http://tobaccocontrol.bmj.com/content/9/suppl_2/ii18.full)

<http://www.apcoweb.com/news/casestudies.htm>

<http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG287.htm>

<http://www.simplyzesty.com/facebook/case-study-nutella-facebook-ad-campaign-outperforms-tv/>