

BANGALORE UNIVERSITY
DEPT. OF ELECTRONIC MEDIA
Jnanabharathi Campus
Bangalore-560056

Syllabus for
Third and Fourth Semester UG Program
BACHELOR OF SCIENCE IN MULTIMEDIA
(B.Sc. in Multimedia)

National Educational Policy (NEP 2020 Scheme)

w.e.f.

Academic Year 2021-22 and onwards





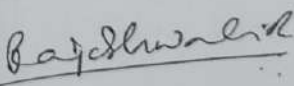
Proceedings of the Board of Studies (BOS) Dept of Electronic Media

The Board of Studies meeting of Department of M.Sc Electronic Media was convened on 20th August 2022, at 11:00 a.m in the Department of Electronic Media, Bangalore University, Jnanabharathi Campus, Bangalore-560056.

The Board discussed the following agenda and approved:

1. The BOS Approved Third and Fourth Semester B.Sc Basic/Honors Multimedia Syllabus, according to NEP frame work and approved implementation of Syllabus from academic year 2022-2023.
2. The Board approved the Examiners List of M.Sc Electronic Media, M.Sc Film Making, M.Sc Graphic and Animation, B.Tech UVCE and B.Sc Basic/Honors programmes for academic year 2022-2023.
3. The Board resolved to make correction in the Title of the M.Sc Graphics and Animation II & III semester papers.
4. The paper EM406 Documentary Production in 2019 -2020 revised syllabus, as it involved scientific research approach in its conceptualization, data gathering procedure, practical applications of the research finding, impact assessment and the said Projects are supervised by the faculty members, papers may be considered as equal to students having completed a Research Project.
5. The Board of Studies members resolved to rename the paper titled EM406 Documentary Production in revised Syllabus 2019 as EM406 Audio-Visual Research Project.

The following members were present

Name	Designation	Signature
1. Dr. T.Sripathy Assistant Professor Department of Electronic Media Bangalore University Bangalore -56	Chairman	
2. Dr. Varghese P A Professor Dept of Mass Communication and Journalism Kuvempu University	Member	
3. Dr.Satish Kumar Professor Dept of Mass Communication and Journalism Kuvempu University	Member	
4. Dr. Vahini Assistant Professor Department of Electronic Media Bangalore University Bangalore -56	Member	
5. Dr. Rajeshwari R. Assistant Professor Department of Electronic Media Bangalore University Bangalore -56	Member	

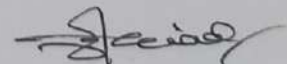
Member Absent

1. Dr.Arul Selvan
Professor,Dept of Electronic Media Studies Mass
and Communication Pondicherry University
2. Dr.B.Radha
Professor,Dept of Media Communication
Central University of Tamil Nadu.

The meeting ended with thanks giving to Members.



Samsung Quad Camera
Bangalore University



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ಸಂಯೋಜಕರು
ವಿದ್ಯುನ್ಮಾನ ಮಾಧ್ಯಮ ವಿಭಾಗ
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ,
ಜ್ಞಾನಭಾರತಿ ಆವರಣ,
ಬೆಂಗಳೂರು-560056

Proposed Curriculum Structure for Undergraduate Multimedia Degree Programme

II A. Model Programme structure for Bachelor of Science (Basic/Hons.) with practicals with one major and one minor

Semester	Discipline Core (DSC)(Credits) (L+T+P)	Discipline Specific Elective (DSE) /Open Elective (OE) (Credits)(L+T+P)	Ability Enhancement Compulsory Course (AECC) (L+T+P)		Skill Enhancement Course(SEC)			TOTAL CREDITS	
					SKILL BASED (Credits) (L+T+P)	VALUE BASED (credits) (L+T+P)			
I	MM A1 (4+2) Other subject B1(4+2)	OE-1 (2)	L1-1(3), L2-1(3), (4hrs. each)	-	SEC-1 Digital Fluency(2) (1+0+2)	Physical Education for fitness (1) (0+0+2)	Health & Wellness (1) (0+0+2)	6 3	
II	MM-A2 (4+2) Other subject B2(4+2)	OE-2 (2)	L1-2(3), L2-2(3), (4hrs. each)	Environmental Studies (2)	-	Physical Education – Yoga (1) (0+0+2)	NCC/NSS/R &R(S&G) / Cultural (1) (0+0+1)	6 3	
Exit option with Certificate in Media and Entertainment (50 credits)									
III	MM A3 (4+2) Other subject B3(4+2)	OE-3 (2)	L1-3 (2) L2-3 (2) (4hrs. each)		--	SEC-2: Artificial Intelligence (2) (1+0+2)	Physical Education – Sports (1) (0+0+2)	NCC/NSS/R &R(S&G) / Cultural (1) (0+0+1)	6 3
IV	MM-A4 (4+2) Other subject B4(4+2)	OE-4 (2)	L1-4(3) L2-4(3) (4hrs. each)		Constitution of India (2)	-	Physical Education – Games (1) (0+0+2)	NCC/NSS/R &R(S&G) Cultural (1) (0+0+1)	6 3
Exit option with Diploma in Television Production (100 credits) OR choose any one of the core subjects as Major and other as Minor									

V	MM A 5 (3+2) MM A 6 (3+2) Other subject B5(3+2)	Vocational - 1 (2)	-	-	SEC - 3: SEC Cyber Security(2) (1+0+2)	-	-	12 3
VI	MM A 7 (3+2) MM A 8 (3+2) Other subject B6(3+2)	Vocational - 2 (3) Internship (2)	-	-	SEC-4: Professio nal communic ation (2)	-	-	12 3
Exit option with Bachelor of Science, B.Sc. Degree in Multimedia (142 credits) OR continue studies with Major in the fourth year								
VII	MM A 9 (3+2) MM A 10 (3+2)	MM E1 (3) MM E2 (3)	-	-	-	-	-	2 2
	MM A 11 (3)	Research Methodology (3)						
VIII	MM A 12 (3+2)	MM						2
	MM A 13 (3+2) MM A 14 (3)	E3 (3) Research project (6)*	-	-	-	-	-	0
Award of Bachelor of Science Honors Degree, B.Sc. (Hons.) Degree in Multimedia (184 credits)								

SEMESTER III

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre- requisite course (s)	Pedagogy	Assessment
3	MM A3-T TV NEWS REPORTING AND WRITING	Will acquire the knowledge of basic rules of television reporting, sources for television News. TV reporting and writing techniques and writing to visuals.	Certificate in media and entertainment with multimedia as a subject	Theory, case studies and Problem solving methods	Continuous internal assessment formative assessment-30% End Semester examination Summative assessment 70%
	MM A3-P COPYWRITING AND EDITING	Learn basics of revising written news, improve the copy and matching the writing to visuals		Hands-on training and field studies	
	MM OE3 UNDERSTANDING TV MEDIUM OR UNDERSTANDING RADIO MEDIUM	1. Be able to get an introductory account of television as a mass media 2. Be able to get an introductory account of radio as a mass media		Theory, Case studies and Self-study	

SEMESTER IV

Se mes ter	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre- requisite course (s)	Pedagogy	Assessment
4	MM A4-T TV NEWS RODUCTION	Students will be introduced to different formats of TV news programmes such as news bulletin, panel discussion, interviews, news casting.	----	Theory, case studies and field studies	Continuous Internal assessment Formative assessment-30% End Semester examination Summative assessment 70%
	MM A4-P TELEVISION ROGRAMME PRODUCTION	Students will be introduced to different formats of TV programmes and their stages of production such as preproduction, production and post-production		Data handling and Hands- on- training	
	MM OE4 UNDERSTAN DING CINEMA MEDIUM OR UNDERSTAN DING SOCIAL MEDIA	1. Be able to get an introductory account of cinema as a mass media 2. Be able to develop knowledge about social media and social media content generation		Theory, Case studies and Self-study	
Exit option with Diploma in Television Production (100 credits) OR choose any one of the core subjects as Major and other as Minor					

Job opportunities for the Exit option with Diploma in television production

- Camera crew in the media houses
- Copy editors at television, news portals and other new media platforms
- Video editors in television news/entertainment channels, production houses, news portals
- Studio technicians/assistants
- Bulletin producers
- Panel producers

**B.Sc. (Basic/Hons.) Multimedia syllabus of
MMA3-T: Television News reporting and writing (T)**

Number of Theory credits	Number lecture hours per week	Number of practical credits	Number of practical hours per week
04	04	02	04

Programme specific objectives	
PSO 1	To introduce the students about concept and meaning of news
PSO 2	To teach students on news gathering tools
PSO 3	To make students to understand the nuances of specialized areas of reporting
PSO 4	To train them in various types of television news script writing

Programme outcomes	
PO 1	Students will know the concept of news, news values
PO 2	Learner will acquire the skill to identify appropriate sources of news and tools used to gather the news
PO 3	Student will get acquainted with various beats and techniques of covering various issues.
PO 4	Learner will gain the knowledge of writing various television news script formats

Content of theory course	52 Hrs
Unit 1: News basics	10 Hrs
News meaning. Elements: 5 W's and 1H. News values: timeliness, impact, proximity, controversy, prominence, drama, oddity, Numbers, Human interest, visual content. Types of news: hard news, soft news. Structure: inverted pyramid, narrative, hour glass. Sources of news.	
Unit 2: Television news gathering	14 Hrs
Television news gathering tools: Camera, Mobile, Microphone and other accessories. News gathering techniques: Research, interview, Bites, Live Reporting, OB Van, MOJO	

Unit 3: Beat Reporting	
Metro, Political, Crime, legal, legislature, Education, Health, Sports, Entertainment, Business, Science, Investigative, Sting operation	14 Hrs
Unit 4: Television news writing	
Television news writing techniques: 7C's of news writing, News script formats, AV, AB, AVB, AVG, Package.	14 Hrs

Books for Reference

1. [D. P. Starr, D. W. Dunsford](#) (2014), *Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals*, Rowman & Littlefield Publishers, ISBN-13 : 978-0810889118
2. [Keller T, Steve H, \(2016\)](#), *Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing*, Aitbs Publishers, India, ISBN 13: 978-9374736012
3. [Rene J. Cappon, \(2019\)](#), *The Associated Press Guide to News Writing, 4th Edition*, Peterson's
4. [Surbhi Dahiya, Shambhu Sahu, \(2021\)](#), *Beat Reporting and Editing: Journalism in the Digital Age*, SAGE, ISBN 13: 978-9354792144
5. [The Associated Press, \(2020\)](#), *The Associated Press Book 55th edition*
6. [f.Jfi. gAAUAÀ£ÁxÀgÁ'i, \(2020\)](#) ¥ÀwæPÉÆÃzÀð"ÀÄ, PÁªÀÄzsÉÃ£ÀÄ ¥ÀæPÁ±À£À, "ÉAUÀ¼ÀÆgÀÄ
7. [qÁ. £ÁUEÃAzÀæ, \(2014\)](#), n.«. "ÀgÀçUÁjPÉ, ²æÃ ZÀ£ÀBPÉÃ±Àª ¥ÀæPÁ±À£À

Content of practical paper

MMA3-P: Copy writing and editing (P)

List of exercises

(Teaching hours=04 hours /week; Total Credits=2)

1. Writing AV Script for 1 minute
2. Writing AVB Script for 3 minute
3. Writing Television news package for 5 minute
4. Preparing questions for television interview for 5 minute
5. Writing and editing political news
6. Writing and editing crime news
7. Writing and editing Health news
8. Writing and editing Education news
9. Writing and editing Business news
10. Writing PTC script

Note: All the above scripts should be submitted trough lab record book.

B.Sc. (Basic/Hons.) Multimedia syllabus of

MM OE 3: Understanding Television

Number of theory Credits	Number of lecture hours
3	3
	Programme specific objectives
PSO1	To introduce students to the growth and development of television in India.
PSO2	To teach familiarize them with various television program formats.
PSO 3	To make them understand about the impact of television.
	Programme outcomes
PO 1	Students will understand the growth and development of television in India.
PO 2	Students will gain knowledge about various television program formats.
PO 3	Students will be able to analyse the impact of television.

Content	42 Hrs
Unit-1: Introduction to Television	14 hrs
Television as a medium of communication, strengths and weaknesses, growth and development of television in India, Public and Private channels, entertainment news and TV channels in India.	
Unit-2: Television program formats	14 hrs
News bulletin, panel discussions, interviews, phone-in-programmes, Reality shows, and Special audience programmes- women, children and audience.	
Unit-3: Impact of television	14 hrs
TV transmission, terrestrial, cable, satellite/DTH, ITV, IPTV, mobile TV, Role and impact of television on social, cultural and economic aspects.	

References

1. Amrita Singh (2019) Telly Guillotined; How TV changed India SAGE publication.
2. Esta de Fossard John Rider (2005) Writing and producing for TV and film SAGE publication.
3. Jonathan Gray, Ananda D Lotz (2019) Television Studies Pality Press
4. Keval J kumar (2000) Mass Communication in India Jaico Publishing House.
5. RR Gulati (2019) Modern Television practice Transmission, reception and application new age International Ltd Publisher

6. Sunetra Sen Narayan (2013) *Globalization And television: A study of the Indian Experience*, Oxford University Press.

B.Sc Multimedia – syllabus of

MM OE3: UNDERSTANDING RADIO

Number of Theory credits	Number lecture hours/week
03	03

Programme specific objectives	
Pso 1	To introduce student to the evolution of radio in India
Pso 2	To make them understand about various radio programs formats
Pso 3	To enable them assess the role and impact of radio

Programme outcomes	
Po 1	Students will become aware about growth and development of radio in India
Po 2	Students will learn about different radio programmes
Po 3	The students will be able to analyze role and impact of radio

Content of Theory Course	42Hrs
Unit - 1 Introduction to Radio	14Hrs
Radio as a medium of communication, Strengths and weaknesses, Evolution and development of radio in India, Public service and commercial radio, Community Radio, FM radio, Internet Radio.	
Unit – 2 Radio Program Formats	14Hrs
Radio talk, interview, drama, feature, news, special audience programs: women, children, youth, students, phone-in-programmes, agriculture programmes.	
Unit – 3 Status and Impact of Radio	14Hrs
Status of radio in India, impact of radio on urban and rural population. Role of radio in development. Functions of radio: Information, education and entertainment.	

Books Recommended:

1. Alice Oseman , (2017), *Radio Silence*, Harper Collins
2. Neelamalar M, (2018), *Radio Programme Production*, PHI Learning
3. Pankaj Athawale, (2017), *Stay Tuned: The Story of Radio in India*, Indus Source Books
4. Robert McLeish, Jeff Link, (2015), *Radio Production*, Taylor & Francis
5. Vinod P, K K Malik, (2007), *Other Voice: The Struggle for Community Radio in India*, SAGE

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**B.Sc. (Basic/Hons.) Multimedia syllabus of
MMA4 -T: Television News Production**

Number of theory Credits	Number of lecture hours/week
4	4
	Programme specific objectives
PSO1	To make the students to know televisionnewsroom structure
PSO2	To make students to understand thetelevision news production.
PSO3	To make students familiarize with PCR activities
PSO4	To make students aware of newsroom functionaries and their roles
	Programme outcomes
PO 1	Students will understand the television newsroom structure
PO 2	Students will know the television news production
PO 3	Students will get acquainted with the PCR activities
PO4	Studentswill get the knowledge of newsroom functionaries
Contents	52 Hours
Unit-1: TV Newsroom Structure	10 Hours
Introduction to various sections in tv newsroom-input, output and other important sections. Functions of these sections.	
Unit-2: Television News Production	16 Hours
Production of audio-visual content for news, structuring a TV news report, production of voice over, packages and story formats, News visual editing: bytes, recorded and live visuals, graphics, adding subtitles.	
Unit-3: PCR activities	13 Hours
Ques and commands, studio floor management, rundown sheet management, coordinating with anchors and editorial team, managing various news programmes-news bulletin, news casting, interviews, panel discussions, live reporting, phone-in-live.	
Unit-4: Television News Production Team	13 Hours
Responsibilities of Television news producer, show or bulletin producers, studio director, set designer, graphic artist, cameraperson, vision mixer, audio engineer, video editor and others in television news production.	

References

1. Champagne B. et. al. (2020). Writing for Electronic Media, Digital Commons, Utah State University.
2. Musburger, R. B. (2017). An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Focal Press, Oxford.
3. Padgaonkar, L., & Singh, S. (Eds.). (2012). Making News, Breaking News. Westland.
4. Zettl, H. (2011). Television production handbook. Cengage Learning.
5. Ted White and Frank Bernas, (2010). Broadcast News: Writing, Reporting and Producing, Focal Press, Oxford.

- Schroeder, A. (2009). Writing and producing television news: from newsroom to air. New York: Oxford University Press.

Content of Practical Paper

MM A4-(P): TELEVISION PROGRAMME PRODUCTION

List of exercises

(Total Teaching Hours =4 hrs/week; Total Credits = 2)

1. Camera movements-Pan, Tilt, Zoom
2. Shot compositions: Close up, Mid close up, Mid shot, Mid long shot, Long shot, Extreme long Shot
3. PTC (Piece to Camera) using camera/mobile - Minimum 60 Seconds
4. Write a dual column script for a 60 second television Programme
5. Single camera production: Interview
6. Multi-camera production: Panel discussion
7. Video recording of news programmes such as rally/stage programmes.
8. Video recording of entertainment programmes such as college cultural programmes/film release event
9. News coverage using camera/mobile-2 News items
10. Bytes using camera/mobile(record bytes at least from two people)

Note: Submit the scripts in a record book and productions in CD/DVD/Pendrive.

**B.Sc. (Basic/Hons.) Multimedia syllabus of
MM OE 4: UNDERSTANDING CINEMA**

Number of Theory Credits	Number of lecture hours/Week
3	3

	Programme specific objectives
PSO 1	To introduce the students to cinema.
PSO 2	To familiarize them with various films genres
PSO 3	To make them understand about various issues and trends

	Programme outcomes
PO 1	Students will be able to comprehend the history and development of cinema.
PO 2	Students will gain knowledge about various cinema genres.
PO 3	Students will be familiar with various issues and trends

Content	42 Hrs
Unit-I Introduction to cinema	
Cinema as a medium of mass communication, strengths and weaknesses, evolution of cinema in India, brief history of Kannada cinema.	14 hrs
Unit-II Cinema Genres	
Westerns and gangster, fantasy and science fiction, romantic, comedy, musical cinema, horror, art, commercial, documentary films.	14 hrs

Unit-III Issues and trends	
Awards and festivals: international, national and state. Film certification in India. Delivery platforms: Theaters, OTT and TV.	14 hrs

REFERENCES:

1. Ahmed, O. (2015). *Studying Indian cinema*. Liverpool University Press.
2. Bollywood Cinema Kaleidoscope. (2020). India: Doshor Publication.
3. Chaki, S. (2015). *A Journey Through 100 Years of Indian Cinema: A Quizbook on Indian Cinema*. India: Jennifer Ormond.
4. Devasundaram, A. I. (2016). *India's New Independent Cinema: Rise of the Hybrid*. United Kingdom: Taylor & Francis.
5. *Documentary Film Festivals Vol. 1: Methods, History, Politics*. (2020). Germany: Springer International Publishing.
6. *Film Festivals: History, Theory, Method, Practice*. (2016). United Kingdom: Taylor & Francis.
7. Nair, P. K. (2017). *Yesterday's Films for Tomorrow*. India: Film Heritage Foundation.
8. Patel, D. (2020). *Naoroji: Pioneer of Indian Nationalism*. (n.p.): Harvard University Press.
9. Rajadhyaksha, A. (2016). *Indian Cinema: A Very Short Introduction*. United Kingdom: Oxford University Press.
10. *Recent Trends in Coatings and Thin Film-Modeling and Application*. (2021). Switzerland: MDPI AG.
11. Simone, P., Kanzler, M. (2021). *Focus 2021 World Film Market Trends: Tendances Du Marché Mondial Du Film*. (n.p.): Council of Europe.

B.Sc. (Basic/Hons.) Multimedia syllabus of

MM OE 4: Understanding digital media

Number of theory credits	Number of lecture hours/week
03	03

<u>Programme specific outcomes</u>	
PO1	Students will be able to recollect the history and characteristics of digital media.
PO2	Students will be able to explore various digital media platforms.
PO3	Students will be acquainted with online journalism.

Content	42 Hrs
Unit 1: Introduction to digital media	
Digital media: Meaning, definitions, characteristics, growth and development, multimedia platforms and e-commerce.	14
Unit 2: Digital news platforms	
Blogs, news portals- Dailyhunt, Inshorts, Briefing, NewsPoint India, Quora, Flipboard, Manorama Online Newsapp, ETVBharath, One India, Shortpedia, web portals of major newspaper and television news channels, popular social media platforms.	14
Unit 3: Online Journalism	
Introduction to Online Journalism, Citizen Journalism, Mobile and Social media Journalism, Online Newspaper, Streaming Media, Electronic Publishing.	14

References:

1. Arvidsson, A., & Delfanti, A. (2019). Introduction to digital media. Wiley-Blackwell.
2. Baghel, D. S., & Singh, U. S. (2015). Social media and Indian youth. Sanjay Singh Baghel.
3. Devi, S. (2022). Media discourse in contemporary India: A study of television news. Routledge.
4. Franklin, B., & Canter, L. (2019). Digital journalism studies: The key concepts.
5. Griffey, J. (2020). Introduction to interactive digital media: Concept and practice.
6. Lievrouw, L. A., & Loader, B. D. (2020). Routledge handbook of digital media and communication. Routledge.
7. Narayan, S. S., & Narayanan, S. (2016). India connected: Mapping the impact of new media. SAGE Publishing India.
8. Ranganathan, M., & Rodrigues, U. M. (2010). Indian media in a globalised world. SAGE Publishing India.

9. Rao, S. (2019). Indian journalism in a new era: Changes, challenges, and perspectives.
10. Steensen, S., & Westlund, O. (2020). What is digital journalism studies? Routledge.