BANGALORE   UNIVERSITY

DEPT. OF ELECTRONIC MEDIA

Jnanabharathi Campus

Bangalore-560056

SCHEME AND SYLLABUS

For the Course

BACHELOR OF SCIENCE IN MULTIMEDIA

(B.Sc. in Multimedia)

NEP 2021 Scheme

w.e.f.

Academic Year 2021-22 and onwards

Introduction

The course curriculum for undergraduate studies under choice based credit system (CBCS) for B.Sc. Multimedia (Basic/Hons.) is framed in this document. This exercise was undertaken as part of the nationwide curriculum restructuring initiative by the National Education Policy-2020. The main objective of framing this curriculum of B.Sc. (Basic/Hons.) Multimedia is to impart the students a holistic understanding of the subject giving substantial weightage to the core contents, skill, value-based and ability enhancement. The syllabus has given due importance on the main streams of the body of knowledge on 'Electronic Media' with due recognition of its wide spectrum. Efforts have been made to integrate use of recent technology and use of MOOCs to assist teaching-learning process among students. The framework is designed to equip students with valuable cognitive abilities and skills so that they successful in meeting diverse needs of professional careers in a developing and knowledge based society. The ultimate goal of the syllabus is to enable the students to have an in-depth knowledge on the subject and enhance their scope of employment at every level of exit. Adequate emphasis has been given on the new and emerging technologies and understanding of the subject under the changing system and global scenario. This course serves as plethora of opportunities in different fields right from radio, television, cinema, advertising, graphics and animation to research.

Graduate attributes in B.Sc. Multimedia

Some of the characteristic attributes a graduate Multimedia should possess are:
• Multimedia competence catering to professional needs
• Skilled communication
• Team work and collaboration
• Logical thinking and reasoning
• Digital media and ICT efficiency
• Analytical reasoning and appropriate interpretation skills
• Project Management Skills

- Ethical awareness / reasoning
- Self-directed learning efficiencies leading to a productive lifelong learning process
- Reflective thinking
- Research-related skills such as review of literature, design of experiments, statistical competence, report writing and prepare target specific communication packages

Flexibility

- The programmes are flexible enough to allow liberty to students in designing them according to their requirements. Students may choose a single Major, one Major with a Minor, and one Major with two Minors. Teacher Education or Vocational courses may be chosen in place of Minor/s. Below listed are the various options students may choose from.

- One Major subject/discipline, Two Languages, Generic Electives, Ability Enhancement, Skill Development and Vocational courses including Extracurricular Activities.

- One Major and one Minor subject/discipline along with Languages, Generic Electives, Ability Enhancement, Skill Development and Vocational courses including Extracurricular Activities.

- Two Major subject/disciplines along with Languages, Generic Electives, Ability Enhancement, Skill Development and Vocational courses, including Extracurricular Activities (subject to fulfilling the requirements as stated in 3.i and 3.ii)

- One Major subject/discipline and one Vocational course along with Languages, Generic Electives, Ability Enhancement and Skill Development and courses including Extracurricular Activities.

- One Major Discipline and One Education Discipline along with Languages, Generic Electives, Ability Enhancement and Skill Development Courses including Extracurricular Activities.

Progressive Certificate, Diploma, Bachelor Degree or Bachelor Degree with Honors provided at the end of each year of exit of the Four-year Undergraduate Programme/Five-year Integrated Master's Degree Programme

EXIT OPTIONS	Credit required
CERTIFICATE upon the successful completion of the First year (Two Semesters) of the Multidisciplinary Four-Year Undergraduate Programme/ Five-year Integrated Master's Degree Programme.	50 credits
DIPLOMA upon the successful completion of Second year (Four Semesters) of the Multidisciplinary Four-Year Undergraduate Programme/ Five-year Integrated Master's Degree Programme.	100 credits
BASIC BACHELOR DEGREE at the successful completion of Three year (Six Semesters) of the Multidisciplinary Four Year Undergraduate Programme/ Five-year Integrated Master's Degree Programme.	142 credits
BACHELOR DEGREE WITH HONOURS in a Discipline at the successful completion of Four years (Eight Semesters) of the Multidisciplinary Four Year Undergraduate Programme/ Five-year Integrated Master's Degree Programme.	184 credits
MASTER'S DEGREE IN A DISCIPLINE at the Successful completion of the Fifth Year (Ten Semesters) of the Five-year Integrated Master's Degree Programme.	

Aim of UG Programme in Multimedia

The aims and objectives of our UG educational programs in sciences in general and Multimedia in particular should be structured to:

- Create the facilities and environment in all educational institutions to consolidate the knowledge acquired at +2 levels and to motivate and inspire the students to create deep interest in Multimedia, to develop knowledge and understanding of Multimedia concepts, principles and skills to cater into the job requirements.
- The aim of the program is to offer a universal understanding of Media and Entertainment industry's activities and equip students with the necessary

knowledge and skills required to become an expert media professional ready to take on the challenges of the industry.

- Understanding and essential aspects of Multimedia in diverse subject areas such as Television, Radio, News portals, Social media, Graphics and Animation as well as cinema.
- Learn, design and get trained in various skills such as writing, presenting, creative thinking and handling video and audio equipment. To enable the students to be media content creators and media managers by enhancing the application of mind to exhibit theory into practice.
- Develop the ability to focus on problem solving, critical thinking, team work and collaboration.
- Emphasize the importance of learning media skills in present time of unprecedented media growth.

The progressive curriculum proposed shall position knowledge and skills required on the transformation of novice problem solvers (at entry level of the program) to expert problem solvers (by the time of graduation) as given below:

- At the end of first year – Ability to understand the media world and trained to take-up assisting responsibilities at various fields of multimedia.
- At the end of second year – Ability to execute industry required skills in the field of television.
- At the end of third year – Ability to create new content and expressions by understanding the nitty-gritty of multimedia including Radio, television, new media, graphics and animation along with cinema.
- During fourth year – Experience of workplace in the form of internship or Research Experience preparing for higher education or Entrepreneurship and employment.

MODEL CURRICULUM

Name of the Degree Programme: B.Sc. (Basic/Hons.)

Discipline Core: Multimedia

Total Credits for the Programme: 184

Starting year of implementation: 2021-22

PROGRAMME OUTCOMES

By the end of the Programme the students will be able to develop:

1. Disciplinary knowledge in fields related to Multimedia
2. Multidisciplinary competence catering to multimedia content creation and management
3. Systemic and critical thinking with reference to multimedia- skills, knowledge and application
4. Problem identification skills and sustainable solution provisioning
5. Analytical reasoning and appropriate interpretation skills
6. Self-directed learning efficiencies leading to a productive lifelong learning process
7. Research-related skills such as review of literature, design of experiments, statistical competence, report writing and prepare target specific communication packages
8. Cooperation/Team work
9. Reflective thinking

Assessment:

Weightage for assessments (in percentage)

Type of Course	Formative Assessment/IA	Summative Assessment
Theory	**40**	**60**
Practical	**25**	**25**
Projects/Experiential Learning		

(Internships etc.)	Viva-voce = 30	Report = 70

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 suchas 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: Professional communication (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**
	MM A 11 (3)	Research Methodology (3)	-	-	-	-	-	**2**
VIII	MM A 12 (3+2)	MM E3 (3) Research project (6)*						**2**
	MM A 13 (3+2) MM A 14 (3)		-	-	-	-	-	**0**
Award of Bachelor of Science Honors Degree, B.Sc. (Hons.) Degree in Multimedia (184 credits)								

*L+T+P= Lecturing in Theory + Tutorial + Practical. Numbers in the parenthesis refer to credits.

*In lieu of the research project, two additional elective papers/ Internship may be offered

CURRICULUM STRUCTURE FOR THE UNDERGRADUATE DEGREE PROGRAMME - B.Sc.(BASIC/HONS.)

Total Credits for the Programme: **184**

Starting year of implementation: **2021-2022**

Name of the Degree Programme: **B.Sc. (Basic/Hons.)**

Discipline/Subject: **Multimedia**

SEMESTER-I

Programme Articulation Matrix

Semester	Title / Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre-requisite course(s)	Pedagogy	*Assessment*
1	**MM A1-T** UNDERSTANDING VISUAL MEDIA	Will develop in-depth knowledge of visual media such as television, photography, and cinema, able to study the characteristics of visual media	PUC or equivalent subjects	Theory and course projects	
	MM A1-P FUNDAMENTALS INTERNET AND NEW MEDIA	Will be able to learn about web browsers, search engines, email, internet communications, networking, security and its applications		Hands-on-training	
	MM OE1 INTRODUCTION TO MEDIA AND ENTERTAINMENT **OR**	1. Will develop the knowledge and understanding of the Divisions media and entertainment and able to appreciate the holistic approach about the field 2. Will be able to acquire communication skills for professional life, personality		Theory, case studies and self-study	continuous internal assessment formative assessment-30% End Semester examination Summative assessment 70%

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre- requisite course (s)	Pedagogy	Assessment
	COMMUNICATION SKILLS	development and to be confident			

SEMESTER II

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre- requisite course (s)	Pedagogy	Assessment
2	**MM A2-T** PHOTOGRAPHY	Will be able to get an introductory account of the photography for media and its techniques and use the acquired knowledge		Theory, case studies and course projects	
	MM A2-P MOBILE VIDEOGRAPHY	Will be able to analyze the opportunities of mobile technology in media field		Hands-on-training	
	MM OE2 SOCIAL MEDIA MANAGEMENT **OR** MEDIA LITERACY	1. Be able to develop knowledge about social media and create, distribute the content for social media profiles, monitor online conversations, collaborate with influencers. 2. Be able to acquaintance about media literacy and able to access, critically evaluate and create or manipulate media.	-	Theory, Case studies and Self- study	Continuous internal assessment formative assessment-30% End Semester examination Summative assessment 70%
Exit option with Certificate in Media and Entertainment (50 credits)					

Job opportunities for the Exit option with Certificate course

- Independent media content creator

- Social media video content generator

- Video editors at new portals

- YouTube content generation and management

- Videography, photography and video editing jobs at media organizations

- Social media managers for political leaders and parties/NGOs and other institutions

- Self-employment

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 COPYWRITTING 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 UNDERSTADING 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

Semester	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 UNDERSTANDING CINEMA MEDIUM **OR** UNDERSTANDING 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
- Radio programme producers/ Rj-ing/Audio editors and Vj-ing
- Self-employment

SEMESTER V

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre- requisite course (s)	Pedagogy	Assessment
5	**MM A5-T1** –POLITICAL COMMUNICATION	Students are trained to be political communicators after understanding political scenario and its relation with media.		Theory and statistical practices	Continuous internal assessment Formative assessment-30% End Semester examination Summative assessment 70%
	MM A5-P1 GRAPHICS DESIGNING	Students will learn the skills of designing graphics for multimedia platforms with practical orientation		Hands-on-training	
	MM A5-T2 DISCIPLINES OF FILM MAKING	Basic disciplines of film making and its production process will be taught.		Theory, Self study and Case studies	
	MM A5-P2 FILM APPRECIATION	Students are trained to critically analyze the films and write reviews for different media platforms.		Hands-on-training	
	MM A5 -V1 MEDIA RELATIONS **OR** ENTERTAINMENT AND MEDIA MARKETING	1. Will be able to understand the significance of media relations for public and private institutions. 2. Strategies of media and entertainment marketing will be taught.	Diploma in Television Production with Multimedia as a subject and total credit score of 100	Theory and seminar/term paper	

SEMESTER VI

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre-requisite course (s)	Pedagogy	Assessment
6	**MM A6-T1** CORPORATE COMMUNICATION	Will understand various corporate communication skills, process involved, CSR, crisis management and community relations.	-	Theory, Self- study and Case studies	Continuous internal assessment Formative assessment-30% End Semester examination Summative assessment 70%
	MM A6-P1 MEDIA PRESENTATION TECHNIQUES	Will be trained to present various programmes for radio and television along with public speaking skills		Hands-on-training	
	MM A6-T2 BROADCAST MEDIA LAWS AND ETHICS	Acquire knowledge on broadcast media laws, self – regulations, and important IPC, CRPC acts related to media professionals		Theory, Self-study and Case studies	
	MM A6-P2 INTERACTIVE MULTIMEDIA	Will get the knowledge about creation of interactive multimedia platforms web designing, use of multimedia elements for media platforms		Hands-on-training	
	MM A6-V EVENT MANAGEMENT **OR** TV AND DEVELOPMENT	1. Will get the knowledge of creating, developing and executing various media and other events 2. Enabled to critically evaluated the role of TV in development aspects		Theory and seminar/term paper	
Exit option with Bachelor of Science, B.Sc. Degree in Multimedia (142 credits) OR continue studies with Major in the fourth year					

Job opportunities for the Exit option with Bachelor of Science Degree

Employers in the field include large broadcasters, independent production homes, newspapers and magazines, marketing corporations, advertising, PR, and promoting corporations, film preservation, and archiving, multimedia authoring and digital style corporations, organizations concerned cultural event management, graphics and animation industry, all government private companies, organizations and institutions.

Along with above job opportunities some more avenues are

- TV/ Film/ Video Producer
- Videographer
- Video editors
- Advertising copy editors
- Adverting managers
- Ad production crew
- Assistant director at film
- Graphic artists/designers
- Sound recorder and editor
- Screen writer
- Technical director
- Broadcast presenter
- Anchors
- Television reporters
- Panel producers
- Social media managers
- Screen writers
- Archivist
- Event Manager
- Public relation officer
- VFX Artist

SEMESTER VII

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre-requisite course (s)	Pedagogy	Assessment
7	**MM A7-T1** DIGITAL MEDIA ADVERTISING	Will get acquaintance with digital media advertisements, brand building, promotion of products and services on multimedia platforms		Theory, Self- study and Case studies	Continuous internal assessment Formative assessment- 30% End Semester examination Summative assessment 70%
	MM A7-P1 EMEDIA COMMERCIALS	Acquire the skills to produce advertisements for radio, TV and digital media		Hands-on- training	
	MM A7-T2 NEWS ROOM TECHNOLOGY	Get the knowledge of advance technology used news rooms of multimedia		Theory, Self- study and Case studies	
	MM A7-P2 RADIO PROGRAM PRODUCTION	Students will be introduced to different formats of radio programmes and their stages of production such as preproduction, production and post-production		Hands-on- training	
	MM A7-T3 MEDIA RESEARCH	Will get to know about the research methodology and various research techniques leading to applied research. Will develop skills of handling statistical and data interpretation tools.		Theory, Self- study and Case studies	
	MM A7-P3 E-CONTENT DEVELOPMENT	Will be empowered to produce educational content and understand the process content production		Hands-on- training	
	MM A7OE1 SCIENCE AND TECHNOLOGY COMMUNICATION **Or** **MM A7OE2** ENVIRONMENT COMMUNICATION	1. Stimulate scientific and technological observations of the students and enable them to communicate science and technology in the layman's language. 2. Able to identify the environment importance and enable them to disseminate information related to environment concerns through effective communication practices			

SEMESTER VIII

Semester	Title /Name of the course	Programme outcomes that the course addresses (not more than 3 per course)	Pre-requisite course(s)	Pedagogy	Assessment
8	**MM A8-T1** DEVELOPMENT COMMUNICATION	Acquire the knowledge on development concepts, models, theories and development communication case studies	-	Theory, Self- study and Case studies	Continuous internal assessment Formative assessment-30% End Semester examination Summative assessment 70%
	MM A8-P1 VIDEOGRAPHY	Will be trained to handle video camera with technical orientation		Hands-on- training	
	MM A8-T2 COMMUNICATION MODELS AND THEORIES	Will get the idea of communication models and theories along with their applications		Theory, Self-study and Case studies	
	MM A8P2 2D ANIMATION	Will get training in 2D animation to create movement in a two-dimensional space which includes characters, creatures, FX and backgrounds		Hands-on training	
	MM A8-T3 ELECTRONIC MEDIA MANAGEMENT	Will be able to understand the practice of directing and controlling media related businesses and business functions		Theory, Self- study and Case studies	
	ES A8-R RESEARCH PROJECT	Students will be trained to write the research proposal and its execution		Application of research learning	
Award of Bachelor of Science Honors Degree, B.Sc. (Hons.) Degree in Multimedia (184 credits)					

Job opportunities for the B.Sc. (Hons.) Degree in Multimedia

Employers in the field include large broadcasters, independent production homes, newspapers and magazines, marketing corporations, advertising, PR, and promoting corporations, film preservation, and archiving, multimedia authoring and digital style corporations, organizations concerned cultural event management, graphics and animation industry, all government private companies, organizations and institutions, research institutes.

Along with above job opportunities

- Research associates
- Research field officers
- Research project managers
- TV correspondents
- Visual Communication Designer.
- Graphic Artist.
- Desktop Publisher
- Digital Photographer
- Web Designer
- Instructional Designer.
- Animator
- Cartoonist
- Podcaster
- Advertising manager
- Corporate communicator

SEMESTER I

B.Sc. (Basic/Hons.) Semester 1

Title of the Paper: MM A1-T

UNDERSTANDING VISUAL MEDIA

Number of Theory Credits	Number of lecture hours/semester	Number of practical Credits	Number of practical hours/ semester
4	52	2	52

Programme specific objectives	
PSO 1	To introduce the students about photography, films, television and advertisements
PSO 2	To explain each medium's historical development and functions in our society
PSO 3	To analyze the current trends and economics of each medium
PSO 4	To recognize the future of visual media

Programme outcomes	
PO 1	Students will able to analyze the strengths of each visual media
PO 2	Have the knowledge of reaching audience with suitable media
PO 3	Will acquire the knowledge of industry trends and opportunities for them in the industry
PO 4	Able to investigate visual media in relation to society, culture and the arts.

Content of Theory Course 1	52 Hrs
Unit – 1 Photography	
History, types, functions, shot compositions, trends, writing suitable captions. Digital photography- advantages and disadvantages, Understanding digital cameras, Role of lighting in photography, Qualities of news photographer, future of photography.	13
Unit – 2 Television	
History, Characteristics and functions of television, Development of satellite channels, Major television networks of India. Impact of globalization on television programme production, Status and future of television in India, Impact of television on society.	13
Unit - 3 Cinema	
History, Characteristics and functions, Introduction to Indian film industry- Eminent film makers and actors of India, Film genres, Film making trends, Censorship, Film societies, Film awards, Film festivals, Impact of cinema on society.	13
Unit – 4 Advertising	
History, functions and types, television and cinema as medium of advertising. Gender representation in Indian advertisement, trends in advertising, major advertising agencies of India, advertising as media revenue, Digital advertising. Impact of advertising on society.	13

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1. Kobre Kenneth, (2017). The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey (2012), Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, (2002). Photojournalism: An Introduction, Wadsworth Thomson
4. Herbert Zettl, (2006) Television Production Handbook. US: Wadsworth
5. Keval J. Kumar (2013). Mass Communication in India. Jaico, Mumbai.
6. P.C. Chatterjee, (1991). Broadcasting in India. Sage. New Delhi.
7. Jaishri Jethwaney, Shruti Jain, (2006) Advertising Management, Oxford University Press.
8. S. A. Chunawalla (2008), Foundations of Advertising: Theory & Practice, Himalaya Publishing House.
9. Geoffrey Nowell-Smith, (2018). The History of Cinema: A short Introduction, OXFORD

Content of Practical Paper
MM A1-P

FUNDAMENTALS INTERNET AND NEW MEDIA

List of exercises

(Total Teaching Hours = 52; Total Credits = 2)

1. Creation of email id, Sending official and formal letters through email

2. Working with web browsers- browsing various news websites and analyze the contents

3. Search engines- working with various search engines and understand the characteristics of them

4. Downloading text, images, files and saving them in folders

5. Downloading software and installing

6. Scheduling meeting and webinars through online media

7. Creating google forms for information gathering

8. Publishing and promoting content through social media

9. Uploading video and audio to various social media platforms

10. Working with various digital file formats

B.Sc. (Basic/Hons.) Semester 1

MM OE1
INTRODUCTION TO MEDIA AND ENTERTAINMENT

Number of Theory Credits	Number of lecture hours/ semester
3	42

	Programme specific objectives
PSO 1	To explain radio and television industry with respect their forms, operations and formats, job opportunities.
PSO 2	To introduce film and advertising industry with respect their forms, operations and formats, career opportunities
PSO 4	To teach animation and gaming industry with respect their forms, operations and formats, job opportunities.

	Programme outcomes
PO 1	Will acquire the information on radio and television field. Understand the job opportunities in each field.
PO 2	Will understand the nitty-gritty of film and advertising field. Students will know the industry size and career opportunities.
PO 3	Able to know the overview of animation and gaming industry along with career opportunities.

Content of open elective course 2	42 Hrs
Unit – 1 Radio and Television	
Radio industry in India, major stations, Public and private broadcasting, community radio, podcasting, radio programming genres. Major channels and their programming genres with respect to General entertainment channels, news, sports, kids, music, etc. Understanding concepts of reach, viewership and TRPs. Carrere opportunities in Radio and TV.	**14**
Unit - 2 Film and Advertising	
Indian Film Industry: Market Size, growth rate, international trends, etc, Product Life Cycle for filmed entertainment: Music release, theatrical release, DTH, New Media (VOD, IPTV), satellite, cable and terrestrial telecast, overseas release, sequels. Advertising industry: Interdependence between advertising and entertainment, industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms, Career opportunities in advertising, Carrer opportunities in film and advertising.	**14**
Unit – 3 Animation and gaming	
Major international animation studios, Indian and International franchises, Dynamics of Indian Animation Industry, Animation programme genres, Career opportunities in animation, Gaming Industry, Gaming platforms: PC, console, online gaming, mobile gaming, multi player gaming and their potential, Career opportunities in gaming space.	**14**

REFERENCES

1. Albarran, A.B The Media Economy (2nd ed.). Routledge. (2017).
2. Govt. of India, Radio and Television: Report of the Committee of Broadcasting and Information(1966).
3. Govt. of India, Akash Bharti (Report of The Working Group of Autonomy for Akashvani & Doordarshan) 2 Volumes, Publication Division, Min. of I&B(1978).
4. Yves Thoraval, The Cinema of India, MacMillan India(2000).
5. David Ogilvy, Ogilvy of advertising, London Pan Books, London, Sidgwick & Jackson (1988).
6. David Ogilvy, Confessions of an Advertising Man, London, Longman (1969).
7. Harrison, Tony (ed), A handbook of Advertising Techniques, Kogan page, London(1989).
8. Kleinman, Philip, Advertising Inside Out, W.H. Allen, London(1977).

Title of the Paper: MM OE1
COMMUNICATION SKILLS

Number of Theory Credits	Number of lecture hours/semester	Number of hours/week
3	42	3

	Programme specific objectives
PSO 1	To introduce the student to the concept of communication and its types and methods
PSO 2	To teach them effective communication methods and preparations required for communication
PSO 3	To make them understand the responsible public engagements and writing skills.

	Programme outcomes
PO 1	Students will able to do SWOT analysis with respect to their communication and understand the world of communication
PO 2	Students will acquire the skills to prepare themselves systematically to be effective public speaker as well as establish appropriate interpersonal relationship
PO 3	Will acquire the knowledge of communication through technology based platforms and learn the skill to write formal and informal letters.

Content of open elective course 2	42 Hrs
Unit – 1 Communication Basics	
Communication: Definition and functions; Elements and process of communication; Types of communication: Verbal and non-verbal; Intrapersonal, Interpersonal, Group and Mass communication: Communication models; Communication in team building and teamwork.	**14**
Unit – 2 Effective communication	
Public speaking and presentation; Writing, reading, speaking, listening skills: Techniques of effective communication- Creative thinking, innovation, inquiry and analysis, Evaluation and syntheses of information. Development, interpretation, and expression of ideas through written, oral, and visual communication; Techniques of interpersonal relationships.	**14**
Unit - 3 Responsible communication and Writing exercises	
Knowledge of civic responsibility; Ability to engage effectively in regional, national, and global communities through email, social networking sites. Writing business letters, personal letters, preparing a resume.	**14**

REFERENCES

1. Krishna Mohan & Meera Banerjee. *Developing Communication Skill*. McMillan India Ltd, 2000.
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SEMESTER II

B.Sc. (Basic/Hons.) Semester 2

Title of the Paper: MM A2-T
PHOTOGRAPHY

Number of Theory Credits	Number of lecture hours/semester	Number of practical Credits	Number of practical hours/ semester
4	52	2	52

Programme specific objectives	
PSO 1	To introduce the student to the concept of photography, its types and accessories
PSO 2	To make them understand the importance of light and exposure triangle, for various types of photography
PSO 3	To teach them compositing and framing a photograph.
PSO 4	To introduce the students into news value of photography

Programme outcomes	
PO 1	Students able to use a camera and its accessories effectively and identify the photo types
PO 2	Students will gain the skill of taking right exposure photograph in various light condition
PO 3	Will help the students to frame a photograph for various types of photography
PO 4	Student will gain the abilities to identify the news elements in the photography

Content of Theory Course	52Hrs
Unit – 1 Photography	**13**
Types of Camera – SLR, DSLR, mirror less camera. Different parts of camera-body, lenses, battery, memory card, mounting equipment. Types of photography- News, wildlife, portrait, nature, micro and macro, sports, landscape, candid. Recent Trends in photography.	
Unit 2 Basic lighting and lenses	**13**
Llighting-indoor and outdoor, Types of lighting, Natural and artificial lighting, Golden hour. Exposure triangle.Types of lenses-Fish eye, tele, macro, standard zoom lenses	
Unit - 2 Framing and other components	**13**
Basic principles of shot composition. Difference between manual v/s auto settings. Images stabilization and hot shoe. Storage – Methods of Storage – File formats & storage devices. USB and HDMI port.	
Unit - 3 Introduction to news photography	**13**
Nature and scope of news photography. Types of news photography: Spot news, general news, feature, sports action, sports features, personality, pictorial and illustration. Art of writing photo captions, Awards for photography, Popular photographers of India. Ethical aspects of photography. Opportunities in the field of photography.	

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1. Tom Grimm, (2003). The Basic Book of Photography: Fifth Edition, Penguin.

2. Chris Gatcum, (2016). The Beginner's Photography Guide, 2nd Edition, DK.

3. Kobre Kenneth, (2008). Phot0 Journalism: The Professionals' Approach, sixth edition, Focal Press.

4. Eisman, (2010). Dugan, and Grey, Read World Digital Photography, Pearson/Prentice. 3. Hall Fred

5. Parrish, (2001). Photojournalism: An Introduction, Wadsworth Thomson

6. Agfa (1994). An Introduction to Digital Photo Imaging

7. Chetan Amfire (e-book). The Theory of Light, Partridge Publishing, India.

7. Mitchell ford Manual of Photography

Content of Practical Paper
MM A2-P
MOBILE VIDEOGRAPHY

List of exercises

(Total Teaching Hours = 52; Total Credits = 2)

1. Edit images to create a video.

2. Shooting video using mobile

3. Shot composition using Mobile. (Cinema fv-5 light) This app gives you control over focus, exposure, ISO, white balance and other core filming functions.

4. Shooting video using different resolution.

5. Shooting interview in two shot and single shot.

6. Adding titles, captions and logos for video captured.

7. Recording audio –visual for social message.

8. Production of social awareness video using voice over.

9. Writing script to produce video content.

10. Use of mobile applications for videography and video editing

B.Sc. (Basic/Hons.) Semester 2

MM OE2
SOCIAL MEDIA MANAGEMENT

Number of Theory Credits	Number of lecture hours/ semester
3	42

	Programme specific objectives
PSO 1	Students are introduced to the various social media platforms and their nature, functions, advantages and disadvantages
PSO 2	Will be taught social media content generation, social media behaviour
PSO 3	To teach skills to manage the social media with respect to various employment opportunities.

	Programme outcomes
PO 1	Students will able to understand the social media platforms and features of each platforms along with its impact
PO 2	Students will be able to generate contents for each social media platforms and acquire the skills to promote them by understanding the platform behavior
PO 3	Will be trained social media managers who can take up social media management activities of public and private organizations.

Content of open elective Course 1	42Hrs
Unit – 1 Social Media	**14**
Meaning, development, nature and scope, functions, advantages and disadvantages of social media, Different social media platforms- Facebook, WhatsApp, Youtube, Twitter, Instagram, Telegram, hike, Snap chat, Signal etc. Comparison between traditional media and social media.	
Unit - 2 Social media content	**14**
Creation, publishing and popularizing. Social media trends, Social media marketing- product and service marketing, Compiling social media metrics like followers, engagement rate, content preferences, and monetizing techniques.	
Unit - 3 Social media management	**14**
Managing social media for a company, Choosing relevant platform, analyzing social media audience, monitoring conversations, interacting with users, Strategies for social media management, reviewing competitors, Developing advertisements on social media.	

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1. Ahluwalia J P. (2012), Social media monitoring, Altar, New Delhi
2. Moe Wendy W (2014), Social media intelligence, Cambridge University Press, New Delhi.
3. Kumaran K P Ed (2015), Social media for rural development; Innovative initiative and interventions, BR publishing Corporation, New Delhi.
4. Tuten Tracy, (2015), Social media marketing, South Asian Pearson.
5. Prasad Kiran ed. (2013), New media and pathways to social change; shifting development discourse, BR publishing Corporation, New Delhi.
6. Zafarani Reza, (2014), Social media mining, Cambridge University, Delhi.
7. Evans Liana Li., (2011) Social media marketing Strategies for engaging in facebook twitter and other social media,Pearson Education Pvt Ltd, New Delhi.
8. Sharma, Sandeep., (2017) Social media communication : concepts, practices, law and ethics / by Sandeep Sharma, Book Enclave.
9. Dixit Manoj, (2014), Social media and journalism, Enkay Publishing House, New Delhi.
10. Miller, Daniel et.al (2016), How the World Changed Social Media, UCL Press, Brussel.
11. KaveriSubrahmanyam& David Smahel (2007), Digital Youth: The Role of Media in Development, Springer, New York City.

Title of the Paper: MM OE2
MEDIA LITERACY

Number of Theory Credits	Number of lecture hours/semester	Number of hours/week
3	42	3

	Programme specific objectives
PSO 1	Students are introduced to the media world with respect to its platforms, contents and features
PSO 2	Introduce the concept of disinformation, fake news, spread of disinformation and their impact on society
PSO 3	To teach skills to identify the fake news, misinformation, source of information received through media platforms.

	Programme outcomes
PO 1	Students will able to analyze the media messages, their features and possible biases
PO 2	Distinguish fact from fiction, Understand how stories are selected, who produces the content, what methods are used to create the appearance of an authentic representation of reality
PO 3	Will acquire the improved capacity to distinguish fact-checkable claims, will be able to identify the source of information, fact check the media messages

Content of open elective Course 2	42 Hrs
Unit – 1 Basics of Media literacy	
Definition, Concept, purpose, different forms and platforms of media: audio-visual; audio; print; digital media; broadcast media; media texts and features: newspaper article; TV programs; films; radio programs; news; music video; advertising, gender; culture; faith; society; minorities; economy; politics, Media and audience relationship, Interpreting media messages: Semiotics, Ideology, critical thinking, becoming smart consumers of information, recognizing the point of view, Identifying the role of media in our culture.	14
Unit – 2 Disinformation	
Truth, Trust and Journalism, Information Disorder: Formats of Misinformation, Disinformation and Mal-information, News Industry Transformation: Digital Technology, Social Platforms and the Spread of Misinformation and Disinformation, the socio-cultural impact of disinformation, use of disinformation in public opinion formation.	14
Unit - 3 Media literacy skills	
Combating Disinformation and Misinformation Through Media and Information Literacy (MIL), Information Evaluation Skills & Practices, Fact-Checking, Social Media Verification: Assessing Sources and Visual Content, Combating Online Abuse.	14

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1. Claire Wardle and Hossein Derakhshan (2020). Thinking about 'information disorder': formats of misinformation, disinformation, and mal-information.
2. Julie Posetti (2020), News industry transformation: digital technology, social platforms and the spread of misinformation and disinformation.
3. Magda Abu-Fadil, Combatting disinformation and misinformation through Media and Information Literacy (MIL).
4. Renee, Hobbs (2011). Digital and media literacy: connecting culture and classroom. Thousand Oaks, Calif.: Corwin Press.
5. Tom Trewinnard and Fergus Bell (2020). Social media verification: assessing sources and visual content.