BANGALORE UNIVERSITY
DEPT OF ELECTRONIC MEDIA
Jnanabharathi Campus
Bangalore-560056

Fifth and Sixth Semester Syllabus and Scheme

BACHELOR OF SCIENCE IN MULTIMEDIA

(B.Sc. in Multimedia)

NEP 2021 Scheme

w.e.f.

Academic Year 2021-22 and onwards

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

The Board of Studies Meeting was convened on **23rd August 2023** at 11:00 am in the Department of Electronic Media, Jnanabharathi campus, Bangalore University, Bangalore – 560056.

The Board discussed the following agendas and approved:

1. The board discussed and approved the undergraduate B.Sc. Multimedia curriculum of 5th and 6th semester as per NEP framework.

2. The board approved the panel of examiners for adjudication of the Ph.D thesis of Mr. Vinod Rao N, Mr. Ashwath Narayana S.L, Mr. Sairaj, Mr. Mohammed Zafar Iqbal, Mrs. Bollamma P.K.

3. The board approved the panel of examiners for Ph.D, PG and UG courses
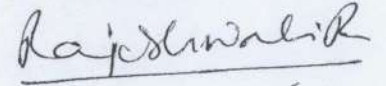
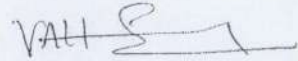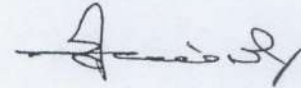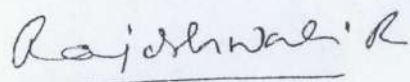| **BOS Members Present**		**Signature**
Dr. Rajeshwari R.	- Chairperson	
Dr. Vahini.	. - Member	
Dr. T Sripathy.	- Member	
Dr. Varghese P A.	- Member	
Dr. Satish Kumar.	- Member	

Members Absent

Dr. Arul Selvan   - Member

Dr. B. Radha   - Member

Dr. Rajeshwari R.
Coordinator
Dept. of Electronic Media
Bangalore University
Jnanabharathi Campus
Bangalore - 560 056.

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)

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)		
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

Sem						Credits
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

Sem						Credits
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)		-	-	2
	MM A 13 (3+2) MM A 14 (3)	Research project (6)*				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

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%
	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	End Semester examination Summative assessment 70%
	MM A6-V EVENT MANAGEMENT OR TV AND NATIONAL 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

V Semester

Title of the Paper: MM A5-T1-Political Communication

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

	Programme specific objectives
PSO 1	To introduce the concept of political communication and its significance.
PSO 2	To explain the approaches of political communication with theoretical perspectives
PSO 3	To understand Indian politics and its relationship with the media
PSO 4	To learn political communication skills by knowing media role and influence

	Programme outcomes
PO 1	Students will understand the fundamentals and significance of political communication.
PO 2	Students will acquire knowledge of various approaches to understanding politics and media.
PO 3	Students will know the Indian political scenario and the media's affiliations in India.
PO 4	Students will be able to prepare political communication strategies for electronic and digital media platforms.

Content of Theory Course	52 Hrs
Unit – 1 Introduction to Political communication	
Definition; Relationship of politics with mediated communication. Role of media in politics: Power or Democratic Participation with the help of media; Media bias, political participation and media choice	13
Unit – 2 Political communication approaches	
Mass persuasion and propaganda: Priming, framing and Agenda Setting; Responsibilities of media in framing public opinion. Walter Lippmann, Noam Chomsky perspectives. Channels of political communication for Mediation, facilitation and dialogue. Role of media in grooming political Leadership and social advocacy; Fundamentals of political engagement.	13
Unit - 3 Indian Politics and Media	
Identity politics in India: Role of mass media; The modern discourse of identity; Rhetoric of Social Movements, local assertions and its links to global assertions, media and political affiliations. Media's political content formats.	13
Unit – 4 Role of media in political communication	
Symbolic and cultural forms of communication between politicians and their publics; Election campaign strategies; Coverage of election campaigns in Indian media; Opinion and Exit Polls: Political Advertisements; Digital Media and Political communication; Digital Political campaigning; Fundamentals of Digital political advertising; Social media strategies in political communication: Use of Facebook, Whatsapp and Twitter etc.	13

Reference

McNair, B. (2003). *An Introduction to Political Communication*. Routledge Publication.
Perlof, R M (2014). *The dynamics of political communication*. Routledge Publication.
Lelliker D et al (2021). Political Communication and Covid-19. Routledge Publication.
Sissodia Y S & Chattopadhyay P. (2023). *Political Communication in Contemporary India*. Routledge Publication.
Prasad K. (2003). *Political Communication: The Indian Experience*. B.R. Publication.

Title of the Paper: MM A5-P1-Graphics Designing

Number of Credits	Number of Practical classes/Semester
2	26

Students have to perform the following practical assignments and submit to the department for evaluation. Students have to execute two exercises for each assignment.

Content of Practical Paper
1. Typography demonstration
2. Demonstrating elements of design (Line, Shape, Forms, Space, Colours etc.)
3. Demonstrating principles of design (Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion)
4. Magazine front page design
5. Model creation
6. Visiting card design
7. Collage
8. Poster design
9. Calendar design
10. Marks card design

Title of the Paper: MM A5-T2 Disciplines of Film Making

Number of Theory Credits	Number of lecture hours/Semester
04	52

Programme Specific Objectives	
PSO 1	To develop a knowledge and understanding about disciplines of film making
PSO 2	To introduce the human resource requirements in film making
PSO 2	To enhance interests and skills in the context of film making training institutions.
PSO 4	To teach about film festivals and competitions

Programme Outcomes	
PO 1	Students will enhance their skills of working film making departments
PO 2	Collaborate as a member or leader of a filmmaking team
PO 3	Able to evaluate the film making education scenario
PO 4	Students will make use of film festivals and film clubs to appreciate films.

Content of Theory Course	52
Unit I - Disciplines of film making Departments of Film Making – Direction, Cinematography, Lighting, Editing, Music, Art Department.	13
Unit II - Role and responsibilities of Film Crew Understanding 24 crafts in film Making, Role and responsibility film crew in pre-production, Production and Post-production.	13
Unit III - Film Institutes and Clubs FTII, SRFTII, Adayar Film Institute, Adarsha Film Institute, L V Prasad Film and TV Academy, KRNNIVSA, Whistling Woods International, British Council, Goete, Suchitra Film Society.	13
Unit IV - Film Festivals IFFI, Mumbai International Film Festival, Kolkata International Film Festival, Mumbai Queer Film Festival, VIBGYOR Film Festival, Ladakh International Film Festival etc.,	13

References:

Victor F Perkins (1993), Film as Film: Understanding and Judging movies, Da Capo Press, Siegfried Kracauer (1997), Theory of Film: The Redemption of Physical Reality, Princeton University Press.
A. Goswami (1996), Thin Film Fundamentals, New age international publishers
Amy Villarejo(2013), Film Studies: The Basics, Routledge, 2013
Cherian, V. K. (2016). *India's film society movement: The journey and its impact*. SAGE Publications India.

Title of the Paper: MM A5-P2 Film Appreciation

Number of Credits	Number of Practical classes/Semester
2	26

Students should preview the following films, appreciate and write film review and and submit to the department for evaluation.

Content of Practical Paper

Indian Films

1. Taare Zameen Par
2. English Vinglish
3. Rang De Basanti
4. Pather Panchali (1955)
5. Mother India (1957)
6. Mughal-E-Azam (1960)

International Films

1. Metropolis (1927) Director: Fritz Lang,
2. Battleship Potemkin (1925) Director: Sergei M,
3. Rome Open City (1945) Director: Roberto Rossellini,
4. Bicycle Thieves (1948) Director: Vittorio De Sica,

Sources for films

Films are available on YOUTUBE platform for watching

Title of the Paper: MM A5-V1: Media Relations

Number of Theory Credits	Number of lecture hours/semester
4	39

	Programme specific objectives
PSO 1	To introduce various media platforms and their uses
PSO 2	To teach various techniques of media relations
PSO 3	To explain strategies of media relation
PSO 4	To impart the role and responsibilities of media relation job

	Programme outcomes
PO 1	Students will know various platforms available for media relation.
PO 2	Students will acquire knowledge of media relations techniques.
PO 3	Students will learn the strategies of media relations.
PO 4	Students will be quipped to use various media platforms for effective media relations.

Content of Theory Course	39 Hrs
Unit – 1 Media Relation fundamentals	
Introduction to Mass Media, Functions of Mass Media, Characteristics, Limitations, Advantage and relative appeal of different media. Principal categories of newspapers and periodicals, News Agencies, Government and media relations. Mass Media as Social Instruments.	13
Unit – 2 Media relation techniques	
Establishing a network with media, Handling media personnel and keeping relationships with them, Media Tour, Developing goodwill, Platforms to reach media.	10
Unit - 3 Strategies of media relation	
Strategy for good media relations, Inter-Media Publicity, Press Conference. Traditional Media as a Tool, Types, Advantages. Role of Traditional Media in rural India. Outdoor media as a tool — Advantages. Digital media as tool, Advantages.	10
Unit – 4 Role and responsibilities	
Preparing media content: Print, Electronic and Digital. Preparing Brochure, Press releases, Electronic advertisements, Invitations, Tweets, Social Media posts etc. Proficiency in handling technology such as electronic equipment, Social media management.	6

Reference:

Bland M (2005). *Effective Media Relations*. CIPR Publication.

Johnston J (2020). *Media Relation Issues and Strategies*. Routledge publication.

Chandler R C (2008). *Media Relations: Concepts and Principles for Effective Public Relations Practice*. Outskirts Press publication.

Reddy C V N. (2021*). Effective Media Relations*. PHI publication.

Schenkler I &Herrling, T (2004). *Guide to Media Relations*. Pearson Publication.

Title of the Paper: MM A5-VI Entertainment and Media Marketing

Number of Theory Credits	Number of lecture hours/ Semester
03	39

Programme Specific Objectives	
PSO 1	To introduce the various aspects of the entertainment
PSO 2	To explain the dynamics of content delivery
PSO 3	To present the basics of monetization from various sources
PSO 4	To teach the dynamics in the Media, Entertainment and advertising

Programme Outcomes	
PO1	Students will be able to address media industries work in the business of entertainment
PO2	Understanding on media production, business, management, financing, marketing, globalization, and manpower
PO3	Able to articulate how media industries shape public knowledge and aesthetic experience
PO4	Understand how the practical issues of film and television production effect the type of media we consumer regularly.

Content of Theory Course	39
Unit I – Fundamentals of Media Marketing	
Marketing: Meaning, Principles, Types, Scope, Marketing mix. Fundamentals of Digital Marketing, Online Advertising. Content Marketing. Email marketing. Social Media Marketing. Pay-per-click. Mobile Marketing. Affiliate/Influencer Marketing. Video Marketing. Audio Marketing.	13
Unit II – Introduction to Media and Entertainment Industry	
Introduction to TV, film, Advertising, Animation and gaming industry, Key players/companies operating in each segment, Value chain of major entertainment conglomerates, Market size, Growth rate,	10
Unit III – AV promotional methods	
AV promotional methods- Title release, Poster release, Trailer release, Music release, TV discussions, Theatrical release.	6
Unit IV – Channel Specific Media Marketing	
Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential. OTT, Promotional Platforms- YouTube, Facebook, Instagram, Flickr, Podcasting.	10

References:

Li, Q., Guan, Y., & Lu, H. (2020). Development of the global film industry: Industrial competition and cooperation in the context of globalization. Routledge.
Kohli-Khandekar, V. (2013). The Indian media business. SAGE Publishing India.

Parks, S. (2012). The insider's guide to independent film distribution. Taylor & Francis.
Bosko, M. S. (2003). The complete independent movie marketing handbook: Promote, distribute & sell your film or video.The Insider's Guide to Independent Film Distribution by Stacey Parks
Vanita Khandekar (2019), Indian Media Business- Kanishka Publishers.

VI Semester

Title of the Paper: MM A6-T1 Corporate Communication

Number of Theory Credit	Number of Lecture Hours/Semester
4	52

Programme Specific Objectives	
PSO1	To introduce basics of corporate communication
PSO2	To make them understand about functions of corporate communication
PSO3	To teach them about publica relations
PSO4	To teach the students technology used in corporate communication

Programme Outcomes	
PO1	Students will be able to understand significance corporate communication
PO2	Able to manage crisis communication
PO3	Students learn the skill of dealing with various publics
PO4	Students will be able to analyze the use of technology in corporate communication

Content of Theory Course	52 Hrs
Unit-1: Foundation of Corporate Communication	
Corporate Communication: Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of corporate communication in Contemporary scenario. Key concepts in Corporate Communication. Strategies for managing good image and reputation.	16
Unit-2: Process of Corporate Communication	
Employee Communication: Introduction, Tools for internal and external communication. Employee communication process. Corporate communication strategies during crisis. Image management. CSR.	14
Unit-3: Digital Technology and Corporate Communication	
New communication technology in corporate communication- Web Conferencing, E-media Relations, E-internal Communication, E-brand Identity and company reputation, Use of social media in corporate communication.	12
Unit-4: Ethics in Corporate Communication	
Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics	10

References:

Sapna, M.S. (2020). Corporate Communication- Trend and Features. Notion press, India.

Paul A Argenti (2015). Corporate Communication. Irwin/McGraw-Hill- US.

Kaul, A. & Choudhari, V. (2017). Corporate Communication Through Social Media: Strategies for Managing Reputation. SAGE- New Delhi.

Singh, C & Gupta, M. (2021) Introduction to Corporate Communication: Case Studies from India. Routledge- New York.

Sandra, M.O. (2004). A Handbook of Corporate Communication and Public Relations. Routledge- New York.

Title of the Paper: MM A6-P1 Media Presentation Techniques

Number of Theory Credit	Number of Lecture Hours/Semester
2	26

Students have to perform the following practical assignments and submit them to the department for evaluation. Students have to execute two exercises for each assignment.

Content of Practical Paper

1. Radio Programme Announcement
2. Radio News Reading
3. Radio Commentary
4. Preparing RJing Script
5. Preparing Questions for Radio Interview
6. Programme Compeering
7. Voice Over for Visuals
8. Dubbing
9. Voice Modulation
10. VJing

Title of the Paper: MM A6-T2 Broadcast Media Laws and Ethics

Number of Theory Credit	Number of Lecture Hours/Semester
4	52

Programme Specific Objectives	
PSO1	To introduce to media laws in India
PSO2	To highlight significance of media freedom
PSO3	To teach broadcasting laws
PSO4	To make aware of media self-regulations

Programme Outcomes	
PO1	Students will be aware of media laws in India
PO2	Understand the significance of media freedom
PO3	Aware of various broadcast laws
PO4	Able to adopt self-regulations in media profession

Content	52 Hrs
Unit-1- Introduction to Mass Media Laws	
Ethics vs Laws- The Right to broadcast and right to privacy, social commitment of media. Accuracy and fairness, Plagiarism, Pre-broadcast verification, Avoiding obscenity and vulgarity	12
Unit-2 Freedom of Speech and Expression	
Freedom of Speech and Expression: Article 19(1)a and 19(2) of Indian Constitution. The Copyright Act, Law of Defamation. The Indecent representation of women (prohibition) Act, The Contempt of Court Act; The Official Secrets Act, 1923, The Press Council Act – 1978,	16
Unit-3- Broadcasting codes in India	
Broadcasting codes in India - Code for commercial advertising and election coverage, Prsara Bhrathi Act, Cable television networks (Regulation) Act, Cyber laws in India.	12
Unit-4- Media and self-regulation	
Meaning of self-regulation, Self-regulations by media, Self-regulatory bodies of India- Digital Media Content Regulatory Council, NBDA, BCCC, ASCI, Ethical issues related sting operations and fake news. Code of ethics for journalists.	12

References:

Neelamalar, M. (2009). Media law and ethics. PHI Learning Private Limited- New Delhi.
Mishra, A.K. (2020). Media Laws In India: A Brief Observation, Xpress Publishing, Chennai.
Lipschultz, J.H. (2014). Social Media Communication: Concepts, Practices, Data, Law and Ethics. Routledge- New York.
Thakurta, P.G. (2011) Media Ethics. Oxford University Press. India.
Smartt, U. (2011). Media and Entertainment Law, Routledge

Title of the Paper: MM A6-P2 Interactive Multimedia

Number of Credits	Number of Practical classes/Semester
2	26

Students have to perform the following practical assignments and submit them to the department for evaluation. Students have to execute two exercises for each assignment.

Content of Practical Paper

1. Creating hyperlink on Word file
2. Creating action buttons on PPT
3. Creating hypertext on Excel file
4. Putting multimedia elements together (texts, graphics, still images, animation, video, and audio)
5. Designing webpage with interactive multimedia
6. Creating feedback space on webpage
7. Migrating to other webpages through hyperlinks
8. Listing the contents with hyperlinks
9. Creating application form
10. Creating login page