

Government Degree College, Baramulla

Semester II

Major Course

Subject: Mass Communication and Multimedia Production

Title: Media and Society

Course Code: BMM22C202

Credits: Theory 04 + Practical: 02

Contact Hours: 64T + 64P

Objectives:

- To make students aware of contemporary media developments and challenges.
- To make students aware about the impact of media on society

Unit I

- Understanding Mass Media
- Types of Media
- Functions of Media
- Media audiences

Unit II

- Relationship between Media and Society
- Role of Media in Society
- Media and Public Opinion
- Media and Public Sphere

Unit III

- Women and Media
- Environment and Media
- Media and Consumerism
- Media and Politics

Unit IV

- Hypodermic Needle Theory
- Cultivation Theory
- Mass Society Theory
- Agenda Setting Theory

Suggested Readings:

- ★ *Media and Society: Challenges and Opportunities*, Edited by Vir Bala Aggarwal, Concept Publishing Company, New Delhi, 2002.
- ★ *Media in Society: Readings in Mass Communication*, Caren J Deming, Samuel L Becker, Scott, Foresman and Company, Glenview, Illinois, 1988.
- ★ *Introduction to Mass Communication: Media Literacy and Culture* by Stanley J Baran , Edition 4 , McGraw Hill New York 2007.
- ★ *McQuail, D. (2000), Mass Communication Theory*, Sage, London

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SEMESTER I

Minor Course

Subject: Mass Communication & Video Production

Title: Introduction to Video Camera

Code: BMM22C201

CREDITS: THEORY: 4; PRACTICAL: 2

Contact Hours: 64T + 64P

Objectives / Expected Learning Outcomes

- *To familiarise the students with video camera.*
- *To train students in camera handling.*

UNIT – I: Video Camera

- History and evolution of video camera
- Structure of video camera
- Types of video camera
- Analog and digital camera

UNIT – II: Handling Video Camera

- Exposure, ISO, aperture, shutter speed, white balance, and depth of field.
- Camera Pedestals: monopod, tripod, crane, dolly, gimbal and drone
- Camera Lens types: Prime, zoom, wide angle, telephoto, fish-eye
- Camera movements and angles

UNIT – III Lighting for Video

- Lighting: Natural light, artificial light, hard light, and soft light
- Colour temperature
- Lighting techniques: Indoor, outdoor, 3-point lighting, 4-point lighting
- Lighting apparatus: Filters, reflectors, diffusers

UNIT – IV Shooting

- Video Formats: .mp4, .flv, .wmv, .avi, .mov, .avchd, .mkv, .webM
- Microphone and its types (usage and directionality)
- Recording audio
- Single and multi-camera shooting

PRACTICAL (2 CREDITS; 30 HOURS)

BASED ON ALL THE FOUR UNITS OF THEORY COURSE

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2nd Semester

Skill Enhancement Course (Sec)

Subject: Mass Communication and Multimedia Production

Title: Mobile-Journalism-II (MoJo II)

Course Code: BMM22C202

Credits: Theory: 2, Practical: 2

Contact Hours: 32 T + 64P

COURSE OBJECTIVES:

- *To train students basics of storytelling in media*
- *To train students in shooting with a mobile phone*

Learning Outcomes:

On completion of Course, the student should:

- *Be able to find, visualise and plan for a story*
- *Be able to shoot videos with a mobile phones, using different types of angles and shots*

UNIT 1: PLANNING

Finding a Story

Visual Storytelling: Planning for ideal visuals and audio Scouting for filming location

UNIT 2: SHOTS AND ANGLES

Shot Types: From extreme wide to extreme close-ups Interview Shots: Two-shot, Over the Shoulder, Other shots Shot Angles

PRACTICAL (2 CREDITS)

Ideation, reconnaissance

Trying different shots and angles

SUGGESTED READINGS:

The Smartphone Filmmaking Handbook: Revealing the secrets of smartphone movie making by Neil Philip Sheppard

Making Short Films on Your Smartphone by Michael K.

SEMESTER 1st

MULTIDISCIPLINARY COURSE

Subject: MASS COMMUNICATION & Multimedia Production

Code: BMM22M104

Title: UNDERSTANDING MEDIA

CREDITS: THEORY: 3

COURSE OBJECTIVES:

1. To introduce students to forms and functions of Mass Media.
2. To acquaint them with basic skills of journalism.
3. To apprise them with the process of journalism.
4. To introduce students to the tools and terms used in journalism.

Learning Outcomes:

On completion of Course, the student should:

- Know the concept, meaning, functions and Scope of the Media.
- Able to differentiate between forms of mass media.
- Analyse the role of Media as fourth Estate.
- Know the tools and terms used in journalism.

UNIT 1

- Introduction to mass media
- Forms of mass media (print, broadcast and online)
- Functions of mass media
- Media's role in democracy, Concept of Fourth Estate

UNIT II

- Types of journalism
- Skills of journalism
- Understanding what makes news; News Values
- Features of a news story

UNIT III

- Five 'W's and One 'H': the main elements of news
- Process of journalism, Tools of Journalism
- Basics of media ethics
- Basic Media Terminology
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SUGGESTED READINGS

1. *Writing for Media* by Usha Raman; Oxford.
2. *Elements of Journalism*. Bill Kovach & Tom Rosenstiel
3. *Hough, George (1994). News Writing*. Houghton Mifflin college.
4. *Harcup, Tony (2009). Journalism Principles & Practices*. London:Sage.
5. *Smith, John (2007). Essential reporting*. London: Sage.