

Bachelor of Science in Multimedia

B.Sc. (MM) (Hons./Hons. With Research)

(Six/Eight Semester full-time Programme Curriculum)

Syllabus

2024-28



Department of Electronic Media

**Kushabhau Thakre Patrakarita Avam Jansanchar
Vishwavidyalaya, Raipur, CG, 492013**

Bachelor of Science in Multimedia

B.Sc. (MM) (Hons./Hons. With Research)

(Six/Eight Semester full-time Programme Curriculum)

Scheme of Examination and Credit Distribution

B.Sc. (MM) 1stYear

Semester – I

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BSMM 101	Hindi Language and Media	AEC 1	15	35	-	2	50
BSMM 102	Value Education	VAC 1	15	35	-	2	50
BSMM 103	Introduction to Communication	DSC 1	30	70	-	4	100
BSMM 104	Introduction to Multimedia	DSC 2	30	70	-	4	100
BSMM 105	Introduction to Art & Design	DSC 3	30	70	-	4	100
BSMM 106	Foundation of Library and Information Science Or Introduction to Management Concept Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	30	70	-	4	100
BSMM 107	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

B.Sc. (MM) 1stYear

Semester – II

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BSMM 201	Environmental Studies	AEC 1	15	35	-	2	50
BSMM 202	Fundamentals of Computer & AI	VAC 1	15	35	-	2	50
BSMM 203	Introduction to Electronic Media	DSC 1	30	70	-	4	100
BSMM 204	Digital Art and Digital Photography	DSC 2	30	70	-	4	100
BSMM 205	Desktop Publishing	DSC 3	30	70	-	4	100
BSMM 206	Library Cataloguing and Bibliography Or Introduction to Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	30	70	-	4	100
BSMM 207	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

- Award of Certificate in Electronic Media (If exiting After 1 Year)
- If a student wants to leave the program after one year (2 semesters), they must earn a total of 40 credits from both semesters, along with an additional 4 credits from a vocational/skill development course obtained from a recognized online or offline platform. Upon completing a total of 44 credits, they will be awarded a certificate.

B.Sc. (MM) 2nd Year
Semester – III

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 301	Functional English	AEC 3	15	35	-	2	50
BSMM 302	Media Literacy and Society	VAC 2	15	35	-	2	50
BSMM 303	Digital Technology	DSC 7	30	70	-	4	100
BSMM 304	Audio Production	DSC 8	30	70	-	4	100
BSMM 305	Visual Design Fundamentals	DSC 9	30	70	-	4	100
BSMM 306	Broadcast Technology Or Project Portfolio Management Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 1	30	70	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

B.Sc. (MM) 2nd Year
Semester – IV

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 401	Language and Translation	AEC 4	15	35	-	2	50
BSMM 402	Reporting	SEC 2	15	35	-	2	50
BSMM 403	Digital Video Editing	DSC 10	30	50	-	4	100
BSMM 404	Web Design and E-Publishing	DSC 11	30	50	-	4	100
BSMM 405	3D Fundamentals & Design with 3D Max	DSC 12	30	70	-	4	100
BSMM 406	Multimedia Databases Or Digital Film Making Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 2	30	70	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

- Award of Diploma in Multimedia (If exiting After 2 Years)
- If a student wants to leave the program after two years (4 semesters), they must earn a total of 80 credits from all four semesters, along with an additional 4 credits from a vocational/skill course obtained from a recognized online or offline platform. Upon completing a total of 84 credits, they will be awarded a Diploma.

B.Sc. (MM) 3rd Year
Semester – V

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 501	Cyber Crime and Security	VAC 3	15	35	-	2	50
BSMM 502	Mobile Journalism (MoJo)	SEC 3	15	35	-	2	50
BSMM 503	Multimedia Communication Technology	DSC 13	30	70	-	4	100
BSMM 504	3D Design with Maya	DSC 14	30	70	-	4	100
BSMM 505	Authoring & Virtual Reality	DSC 15	30	70	-	4	100
BSMM 506	Social Media Marketing Or Digital Media Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	30	70	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

B.Sc. (MM) 3rd Year
Semester – VI

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 601	Anchoring	SEC 4	15	35	-	2	50
BSMM 602	Internship	-	-	-	50	2	50
BSMM 603	Multimedia Production	DSC 16	30	70	-	4	100
BSMM 604	Script Writing and Story Boarding	DSC 17	30	-	70	4	100
BSMM 605	Project Management for Multimedia	DSC 18	30	70	-	4	100
BSMM 606	Media Management Or Digital Media Law Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 4	30	70	-	4	100
	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

- Award of Bachelor of Science in Multimedia (3 Years B.Sc. (MM)
(If Exiting After 3 Year)

Bachelor of Science in Multimedia (4 Years B.Sc. Honors)
or
Bachelor of Science in Multimedia (4 Years B.Sc. (MM) Honors with Research)

B.Sc. (MM) 4th Year
Semester – VII

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 701	Communication Research	DSC 19	30	70	-	4	100
BSMM 702	Research Paper and Presentation	DSC 20	30	-	70	4	100
BSMM 703	Computer Application for Research	DSC 21	30	70	-	4	100
BSMM 704	Video Production-II	DSC 22	30	-	70	2	100
BSMM 705	International Communication Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	30	70	-	4	100
BSMM 706	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					20	600

B.Sc. (MM) 4th Year
Semester – VIII

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BSMM 801	Research Tools and Application	DSC 23	30	70	-	4	100
BSMM 802	Film and Society	DSC 24	30	70	-	4	100
BSMM 803	Dissertation and Viva-Voce	DSC 25	30	-	70	4	100
BSMM 804	Video Production- III	DSC 26	30	-	70	2	100
BSMM 805	Data Journalism Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	30	70	-	4	100
BSMM 806	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					20	600
	GRAND TOTAL	I+II+III+IV+V+VI+VII+VIII				172 Credit	4800 Marks

- If a student achieves 75% or less in the Bachelor of Science in Multimedia (3-Year B.Sc. (EM)), they will be awarded the Bachelor of Science in Multimedia (Honors) (4-Year B.Sc. (MM) Honors).
- If a student exceeds 75% in the Bachelor of Science in Multimedia (3-Year B.Sc. (EM)), they will be awarded the Bachelor

B.Sc. (MM) - I Semester
BSMM 101 (AEC 1)
HINDI LANGUAGE AND MEDIA

Maximum Marks: 35
Minimum Marks: 14

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each =05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each=05×05
(With internal choice of one question from each unit) =25 Marks
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इकाई- 01: प्रारंभिक व्याकरण

- वर्ण, स्वर-व्यंजन
- शब्द, अर्थ संबंध
- वाक्य, अनुच्छेद लेखन
- प्रत्यय, उपसर्ग
- संज्ञा, सर्वनाम, क्रिया, विशेषण, काल, समास, अलंकार

इकाई- 02: शब्द की व्युत्पत्ति

- शब्द रचना, रूप रचना, वाक्य रचना
- पर्यायवाची, विलोम, समानार्थी, अनेकार्थी, एकार्थी शब्द
- राजभाषा, राष्ट्रभाषा, कार्यालयीन भाषा
- पत्र लेखन, प्रकार औपचारिक अनौपचारिक

इकाई- 03: हिन्दी भाषा की शैली

- साहित्यिक
- औपचारिक
- अनौपचारिक
- प्रादेशिक भाषा और बोलचाल
- दोहा, सोरठा, चौपाई, छंद

इकाई-4: व्यावहारिक हिन्दी और लेखन

- मुहावरे, लोकोक्तियां और कहावत
- कविता, कहानी, उपन्यास, एकांकी
- हिन्दी का सामाजिक संदर्भ और संवाद शैली
- सरकारी पत्राचार तथा टिप्पण और प्रारूपण
- अनुवाद करने का व्यावहारिक ज्ञान
- जनसंचार माध्यमों में भाषा

इकाई- 05: हिंदी भाषा और साहित्य

- प्रमुख कवि एवं उनकी कविताएं
रामधारी सिंह दिनकर, सूर्यकांत त्रिपाठी निराला, मैथली शरण गुप्त, कालिदास, सुभद्रा कुमारी चौहान, पं. माखनलाल चतुर्वेदी, सुमित्रानंदन पंत, तुलसीदास, सूरदास, अबुल रहीम खान, विनोद कुमार शुक्ल, गजानंद माधव मुक्तिबोध
- प्रमुख कहानीकार एवं उनकी कहानियां
मुंशी प्रेमचंद, जयशंकरप्रसाद, महादेवी वर्मा, विष्णु प्रभाकर, धर्मवीर भारती, भारतेंदु हरिश्चंद्र,
- प्रमुख उपन्यासकार एवं उनके उपन्यास
भगवती चरण वर्मा, मुंशी प्रेमचंद, भारतेंदु हरिश्चंद्र, फणीश्वर नाथ रेणु
- प्रमुख एकांकीकार एवं उनकी एकांकी
डॉ. रामकुमार वर्मा, जयशंकर प्रसाद, बालकृष्ण भट्ट, देवकीनंदनखत्री, जगदीश चन्द्र माथुर
- हिंदी साहित्य की अन्य विधाएँ
हरिशंकर परसाई, डॉ. हजारी प्रसाद द्विवेदी, चंद्रधर शर्मा गुलेरी, रामचंद्र शुक्ल, महावीर प्रसाद द्विवेदी

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05 = 25 Marks
(With internal choice of one question from each unit)
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Unit –1: Value

- Meaning
- Definition
- Types of Value
- Social Responsibility and Media Person
- Components of Value Education

Unit – 2: Internal and Behavioral Value

- Internal Value - Trust, Respect, Affection
- Internal Value - Gratitude, Proud, Love, Truth
- Behavioral Value - Curtsey, Gentleness, Simplicity
- Behavioral Value - Easing, Generosity, Loyalty
- Human Value and Moral Value

Unit – 3: Material & Existential Value

- Material Value - Cost
- Existential Value- Happiness, Peace, Satisfaction, Enjoy, Spirituality
- Social Values - Pity and Probity, Self-Control, Universal Brotherhood
- Professional Values - Knowledge thirst, Sincerity in Profession, Regularity, Punctuality and Faith
- Religious Values - Tolerance, Wisdom, Character

Unit – 4: Values

- Character Formation Towards Positive Personality
- Aesthetic Values
- Constitutional or National Values
- Personal Development
- Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged

Unit – 5: Problems Faced By Humanity

- Problems Faced by Humanity
- Ecological and Environmental Imbalanced
- Social and Family Disintegration
- Concept of Nuclear Family & Joint Family
- Stress and Conflict in Individuals

BSMM 103 (DSC 1)
INTRODUCTION TO COMMUNICATION

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

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|----|--|------------|
| 1. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words):04 Marks each =05×04 | = 20 Marks |
| 2. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
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Unit-1: Communication

- Communication: Concept and Definition.
- Elements of Communication
- Process of Communication
- Barriers of Communication
- 7Cs of Communication
- Types of Communication
 - a. Intrapersonal, Interpersonal, Group Communication, Mass Communication
 - b. Formal & Informal Communication
 - c. Verbal & Non-verbal Communication

Unit-2: Mass Communication

- Meaning and Definition of Mass Communication
- Functions of Mass Communication
- Elements and Process of Mass Communication
- Channels of Mass Communication
- Role of Mass Communication in Society

Unit-3: Models of Communication

- SMR & SMCR Model
- Lasswell's Model, Shannon and Weaver Model
- Charles Osgood, Gerbner's Model
- Westley & Maclean Model and Schramm Model
- McLuhan Model.

Unit-4: Theories of Communication

- Normative Theory, Authoritarian theory, Social Responsibility theory
- Development Media Theory, Democratic Media Theory
- Public Opinion and Propaganda Theory, Agenda Setting Theory
- Bullet Theory Cultivation Theory
- Uses and Gratification Theory

Unit- 5: Classification of Mass Media

- Traditional Media
- Print Media
- Electronic Media (TV and Radio)
- New Media, Convergence Media
- Cinema

B.Sc. (MM) - I Semester
BSMM 104 (DSC 2)
INTRODUCTION TO MULTIMEDIA

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

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|----|--|------------|
| 1. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words):04 Marks each =05×04 | = 20 Marks |
| 2. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
-

Unit-1: Introduction to Multimedia

Multimedia - Introduction, History, Components and Structure, Hardware and Software Specifications, Multimedia Input and Output Devices, Uses of Multimedia. Hypermedia, Multimedia presentation and production, Characteristics of a multimedia presentation. Overview of Multimedia Software and Multimedia Authoring Tools.

Unit-2: Basics of Text and Images

Text - Introduction, Standards - ASCII, Unicode, File formats, Hypermedia and Hypertext. Image -Introduction, Types, Color and color models, Specification of digital images, Overview of Image processing, File formats, Image output on monitor and printer. Graphics - Introduction.

Unit-3: Introduction to Audio and Video

Audio - Introduction, Characteristics, Nature of sound waves, Elements - Microphone, Amplifier, Speakers, Digital audio, instruments, Musical Instrument Digital Interface (MIDI), Sound card, File formats, Overview of audio recording devices and audio player software. Video - Introduction, Video frames and frame rate, File formats.

Unit-4: Basics of Animation, Files and Disc formats

Animation - Introduction, Types and Uses. File Compression - Introduction, CODEC, Types of compression, Overview of GIF, JPEG, MPEG. CD-Technology Working principles, speed, CD Formats, DVD, DVD Formats.

Unit-5: Multimedia Architecture and Virtual Reality

Introduction, User Interfaces, Windows Multimedia Support, Hardware Support, Distributed Multimedia Applications, Multimedia Database Systems - Introduction, Virtual Reality.

B.Sc. (MM) - I Semester
BSMM 105 (DSC 3)
INTRODUCTION TO ART & DESIGN

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

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|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
-

Unit-1: BASICS OF ART

Definition of Art, History of Art/Utility/Visual and Performing Art.

Elements of Art: Point,Line,Curve, Form, Colour, Texture Tone, Space. Principles of Art : Unity, Rhythm, Harmony, balance, Perspective, Proportion Colour Theory,Colour Wheel. Definition of Cartoon, Types of Cartoons, Cartoon Characters, Utility of Cartoons Face expression.

Unit-2: TYPES OF ART

Calligraphy, Typography, Poster, Layout, Press and Magazine, Logo, Monogram Hording, Aesthetic, Shading, Object drawing, Anatomy, Memory drawing, Model drawing.Caricature: Definition and examples, cartoonists in India.

Unit-3: 2D AND 3D DRAWING

Definition, Techniques, Area of application, Tools used for Drawing, Pencil Tool: Importance, use etc. Difference between a photograph and pencil drawing. Mediums of drawing: Pencils, Wax Colour, Water Colours etc. Themes of Cartoons - Oil Paint, Portrait, landscape composition.

Unit-4: SKETCHING

Definition, Types of sketches, Area of application, Tools used for sketching, Features of real Photograph and sketching. Sketching: Practical steps, Use of Colours and shades. Converting techniques of photographs to sketches, software used for sketching, Preparation of pocket cartoons and strips.

Unit-5: ADOBE ILLUSTRATOR

Introduction, Vector Graphics, Interface - Menu, Tool bar, Option Bar, Palettes layer, Path and Anchor points, Curve Path, Crating Text, Text around the picture, Importing and placing graph; background border; Implementing Colours, File formats. prevention.

**B.Sc. (MM) - I Semester
BSMM 106 (GE 1)
GENERAL ELECTIVE**

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

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|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit | = 50 Marks |
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A) Foundation of Library and Information Science (To be taken from B.Lib. &I.Sc.)

Or

B) Introduction to Management Concept (To be taken from BBA)

Or

Any of the 4 Credit Courses from SWAYAM or Any other MOOC Platforms approved by the Competent Authorities

B.Sc. (MM) - I Semester
BSMM 107
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

B.Sc. (MM) - II Semester
BSMM 201 (AEC 2)
ENVIRONMENTAL STUDIES

Maximum Marks: 35
Minimum Marks: 14

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

UNIT-1: The Multi-Disciplinary Nature of Environmental Studies

- Need for Public Awareness
- Natural Resources
- Renewable and Nonrenewable Resources: Natural Resources and Associated Problems.
- Role of an individual in conservation of Natural Resources
- Equitable use of resources for sustainable Life-Styles.

UNIT – 2: Ecosystems

- Concept, types, Characteristic Features, Structure of an Ecosystem.
- Structure and Function of an Ecosystem.
- Producers, Consumers and Decomposers.
- Energy Flow in the Ecosystem.
- Ecological Succession.
- Food Chains, Food Webs and Ecological Pyramids.

UNIT – 3: Biodiversity and its Conservation

- Introduction- Definition: Genetic, Species and Ecosystem Diversity.
- Biographical Classification of India.
- Value of Biodiversity, Biodiversity at Global, National and Local Levels.
- Threats to biodiversity: Habitat Loss, Poaching of Wildlife, ManWildlife Conflicts.
- Endangered and Endemic Species of India
- Conservation of Biodiversity

UNIT-4: Environment Pollution

- Definition, Causes, Effects and Control Measures of : Air pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Nuclear Hazards
- Solid WASTE management
- Disaster Management
- Human Population and the Environment
- Environment and Human Health.
- Human Rights.

UNIT – 5: Social Issues and the Environment

- From Unsustainable to Sustainable Development
- Urban problems related to Energy
- Water conservation, Rain Water Harvesting, Watershed management
- Resettlement and Rehabilitation of people, its problems and concerns, Case Studies.
- Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Case Studies.
- Environment Protection Act.

B.Sc. (MM) - II Semester
BSMM 202 (SEC 1)
FUNDAMENTALS OF COMPUTER & AI

Maximum Marks: 35

Maximum Marks: 14

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
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Unit- 1: Introduction to Computer

- Block Diagram of Computer, Generation of Computer, Types of Computer.
- Hardware & Software, Primary memory, Secondary Memory.
- Functions of CPU, Mother Board, Graphics Card, Sound Card.
- Network Card – Modem, Switch, Router.
- Input, Output Devices

Unit 2: Artificial Intelligence

- Foundation of AI
- History of AI Intelligent Agents: Agents and Environments
- Searching in AI- Searching for solutions, Uniformed Search Strategies – Breadth First Search, Depth First Search.
- AI Prompts and Searching, Uses of AI: Presentation, Image & Video Generation.
- ChatGPT, Gemini, Copilot, Meta AI.

Unit 3: MS Word

- Introduction to MS Word
- Working with Documents: Formatting page & setting Margins, Using Toolbars.
- Formatting Documents - Setting Font & Styles, Typeface, Paragraph Setting, Alignments, Indents, Line Space, Margins, Bullets & Numbering.
- Formatting Page, Margins, Layout settings, Header & footer, Page Numbering
- Table Settings, Borders, Alignments
- Tools – Use of Spell Checks, Mail Merge, Envelop, Labels.
- Word typing, Table & Graphs.

Unit 4: MS Excel

- Introduction to MS Excel, Spreadsheet & Its Applications, Toolbars
- Find, and Replace, Inserting Data, Data from External files
- Formula – Relative and Absolute References Mathematical operations
- Chart: Various Chart Types.
- Formatting: Cell Data, Auto Fills, Border and Shading

Unit 5: MS PowerPoint & Internet

- MS PowerPoint, Components, Working with Presentation
- Graphics, Sounds, and Videos to a Slide, Animation, Transition
- PowerPoint Objects, Slide Show, Wizards, Slide Master, Chart
- Types of Networks: LAN, WAN, MAN,
- History of the Internet, WWW, Protocols (TCP/IP, HTTP, FTP), Search Engines, Browser.

INTRODUCTION TO ELECTRONIC MEDIA

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit = 50 Marks
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Unit- 1: Early History

- Origin and development of Indian Press
- Hickey's Bengal Gazette and Early News Papers, Udant Martand
- Brief history of prominent newspapers: The Hindu, Indian Express, Times of India, Dainik Bhaskar, Jagran, Buisness Standards, Rajasthan Patrika, Haribhumi, Navbharat
- Brief introduction and contribution of eminent journalist: Raja Ram Mohan Roy, Jugal Kishore Shukla, Bhartendu Harish Chandra,
- History of Press in Chhattisgarh

Unit-2: Press and Freedom Movement

- Role of press in freedom movement
- Contribution of eminent journalist: Lokmanya Bal Gangadhar Tilak, Mahatma Gandhi, Dr. B.R. Ambedkar, Baburao Vishnuparadkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhav Rao Sapre, Pt. Ravishankar Shukla, Pt. Sundarlal Sharma, Chandulal Chandrakar, Padum Lal Punnalal Bakshi, Pt. Swarajya Prasad Dwiwedi
- Brief History of language press: Urdu, Bangla, Malayalam, Tamil, Marathi
- Eminent Journalist of Post-Independence Period: Prabhas Joshi, Rajendra Mathur, Ramashran Upadhyay, Madhukar Kher, Babban Prasad Mishra, Mayaram Surjan, Lalit Surjan, Ramesh Nayyar.

Unit- 3: News Agencies and Radio

- Origin and Development of Radio in India
- Commission and Committees: Joshi Committee, Varghese Committee & Chanda Committee
- FM Broadcasting, Local Broadcasting, Interactive Radio Satellite Broadcast (Sky Radio)
- Organization of AIR - News Service Division, External Service Division, Public Service and Commercial Radio, Familiarization with Studio and Equipment
- Community Radio in India, Radio Samvad 90.8 FM
- Introduction to News Agencies-PTI, UNI, Hindustan Samachar, Samachar Bharti, ANI

Unit- 4: Introduction to Television

- Origin and Development of Television in India
- Doordarshan, Objectives of Doordarshan, SITE project and Educational TV.
- Characteristics of Television as a medium of Communication
- Difference and comparison of Television with other media
- Prasar Bharti Nigam – Objective, Structure and Function;
- Private and Commercial Television

Unit- 5: Cinema & New Media

- Origin and Development of Cinema in India
- Cinema-Definition and Scope, Introduction to Indian Cinema
- Types of Indian Cinema- Popular& Parallel, Importance of Cinema in Indian Society
- Cinema as a medium of Communication
- Introduction to New Media, Social Media, Social Media Platforms
- New Media and Social Media as an effective medium of Communication

B.Sc. (MM) - II Semester
BSMM 204 (DSC 5)
DIGITAL ART AND DIGITAL PHOTOGRAPHY

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
-

UNIT-1: INTRODUCTION TO CAMERA

- 1.1.Camera : Concept & Definition
- 1.2.Evolution & History of Camera
- 1.3.SLR, DSLR, Camera, Camcorder
- 1.4.Analogue vs Digital Cameras
- 1.5.Camera Formats: (Beta, Betacam, Betacam SP, Digi Beta, DVCPro, DVCProHD, XD Cam, HD Cam, AVCHD, DV, MiniDV, DVCam, HDV, 4K)

UNIT-2: CAMERA EQUIPMENT'S AND CONTROLS

- 2.1.Camera Mounting Equipment's: Use and Importance
- 2.2.Head, Spreader, Pods, Base Plate, Gimbals, Flash, Viewfinder
- 2.3.Camera Audio and Light equipment's
- 2.4.White Balance, Colour Temperature
- 2.5.Zoom, Shutter, ND Filter

UNIT -3: CAMERA LENSES

- 3.1.Camera Lenses: Technology and Uses
- 3.2.Type of lenses
- 3.3.Optical Characteristics of Lenses
(Focal length, Focus, Depth of Field, Iris, Aperture, F- Stop)
- 3.1.Fixed Lens Camera
- 3.2.Interchangeable lens Camera

UNIT-4: CAMERA COMPOSITION

- 4.1.Camera composition and Framing
- 4.2.Rule of Thirds
- 4.3.Type of Camera Shots
- 4.4.Camera Angles
- 4.5.Camera Movements

UNIT-5: CAMERA TECHNIQUES

- 5.1.ENG/EFP Camera Setup
- 5.2.Studio Camera Setup and CCU
- 5.3.Single Camera & Multi Camera setup
- 5.4.Effective Shooting Technique
- 5.5.Mobile Camera Equipment's & applications

**B.Sc. (MM) - II Semester
BSMM 205 (DSC 6)
DESKTOP PUBLISHING**

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
-

Unit-1: Introduction to Desk Top Publishing

Introduction, Definition, Need and Area of Application, Difference between a word processor and Publication, Use and importance of DTP in Publication & Newspaper Printing, Various DTP Softwares. Introduction to Offset Printing Technology, Printers, Formatting of a text: Typography, Fonts, Point Size, Spacing, Breaks, Measurements etc.

Unit-2: Adobe Page Maker

Introduction. Previous and current versions of Page Maker, Attribute settings: Toolbox, Styles, Menus, Templates. Alignments, Grids, and Guides etc. Page Layouts - Margins and Page Orientations with various page sizes, Text Editing and Manipulation - Filters, Import and Export and placing of text and files, Auto flow and Story Editor, Different Layout views.

Unit 3: Adobe InDesign

Overview and features of InDesign, Page Layout & Typography, Creating and customizing page layouts, Working with grids, margins, and columns, Text formatting: fonts, sizes, spacing, and paragraph styles, Working with Graphics & Images, Importing and linking images, Creating interactive PDFs and digital publications, Publishing & Exporting, Exporting files for print, web, and eBooks

Unit 4: Adobe Express

Introduction to Adobe Express, Using icons, illustrations, and shapes, Applying filters, effects, and background removal, Text wrapping and layering techniques, Auto-flow text and managing multiple pages, Customizing templates, Optimizing file formats and resolutions, Collaboration and sharing options

Unit-5: Quark Express

Introduction, Managing and Printing Quark Express Publications, Comparison of Quark Express with Page Maker. Use of Quark Express in Newspaper and Magazines.

**B.Sc. (MM) - II Semester
BSMM206 (GE 2)
GENERAL ELECTIVE**

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | = 50 Marks |
-

A) Library Cataloguing and Bibliography (To be taken from B.Lib.& I. Sc.)

Or

B) Introduction to Marketing (To be taken from BBA)

Or

C) Any of the 4 Credit Courses from SWAYAM or Any other MOOC Platforms approved by the Competent Authorities

B.Sc. (MM) - II Semester
BSMM- 207
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

**B.Sc. (GA) - III Semester
BSGA 301 (AEC 3)
FUNCTIONAL ENGLISH**

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each =05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each=05×05
(With internal choice of one question from each unit) =25 Marks
-

Unit – I: Functional Grammar

- Alphabet, Vowel Consonant
- Sentence, Parts of Speech, Noun, Pronoun, Verb, Adverb, Adjective, Articles, Preposition, Conjunction, Gerunds
- Models, Auxiliaries, Punctuation, Clauses/ Phrases
- Active Passive Voice, Direct Indirect Speech
- Tense

Unit – II: Vocabulary

- Synonyms, Antonyms
- Homonyms, Homographs, Homophones
- Prefix, Suffix, Compound words
- Jargon and Registers

Unit – III: Mechanics of Writing

- Paragraph writing & paragraphing
- Creative writing- stories, novels, prose, play, screenplay, comics, journaling
- Academic writing- research paper, reports, reviews, essay
- Professional writing- resume & CV, emails & memo, proposals, minutes (its format and style)
- Letter writing formal and informal
- Other forms- Speeches, blogs, advertisement, notice, grant proposal, articles

Unit – IV: English as Language

- History of English language
- English in India during colonial period
- English in postcolonial world & now as global language
- English in the digital age

Unit – V: Literature & English

- Poetry, Prose, Play, Fiction, Novels
- British Literature (William Shakespeare, Geoffrey Chaucer, Oscar Wilde, Charles Dickens, Rudyard Kipling)
- Indian literature growth and rise of Indian writing in English
- The trio of indian english fiction (partition novels, contemporary writers) Rabindranath Tagore, Taru Dutt, Kamala Das, Amrtya Sen, R.K Narayan
- English literature in the 21st century

B.Sc. (GA) - III Semester
BSGA 302 (VAC 2)
MEDIA LITERACY AND SOCIETY

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

UNIT 1: Introduction to Media Literacy

- Defining Media, Media Literacy
- Media Literacy Core Skills (Access, Analyze, Evaluate, Create, Act)
- Nature, Scope of Media Literacy
- Importance of Media Literacy
- Digital Literacy, Visual Literacy

UNIT 2: Media Messages

- Critical Analysis Skills
- Semiotics: Signs, Symbols
- Ideology, Power in Media
- Media as Text, Narrative
- Commercial Messages, Persuasion

UNIT 3: Media Messages Reception

- Message Production, Dissemination
- Media Platforms, Characteristics
- Exposure, Interpretation Factors
- Nature of Messages, Audience Engagement
- Media Stereotypes, Impact

UNIT 4: Media Ecosystem in Globalization

- Media Ecosystem, Ownership
- Media Globalization, Flows
- Media Markets, Content
- Propaganda, Disinformation
- Hegemony, Ideologies

UNIT 5: Indian Social Changes & Media

- Media & Modernization (India)
- Westernization (India)
- Media & Social Mobility (Sanskritisation)
- Global Culture, Local Resistance (India)
- Social Structure, Digital Divide (India)

**B.Sc. (MM) - III Semester
BSMM 303 (DSC 7)
DIGITAL ANIMATION**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Introduction of Animation

- Power of Motion
- Need, History
- Uses, Applications
- Types, Principles, Techniques
- Web Animation, 2D vs 3D

Unit-2: Features of Animation

- Traditional Animation
- Computer Animation
- Animation Software
- Software Features, File Formats
- Animation Concepts (Frame, Keyframe, Modeling, 2D)

Unit-3: Introduction of 3D Animation

- 3D Animation Concepts
- Types of 3D Animation
- Skeleton & Kinetic Animation
- Texturing & Lighting (3D)
- 3D Applications & Software

Unit-4: Process of 3D Animation

- Script Animation Usage
- Script Language (Software)
- 3D Rendering
- Motion Capture (Formats, Methods, Usage)
- Motion Capture Software

Unit-5: Elements of Animation

- Concept Development
- Story Developing
- Audio & Video
- Color Theory, Color Model, Gamma
- 3D Animated Movies

**B.Sc. (MM) - III Semester
BSMM 304 (DSC 8)
AUDIO PRODUCTION**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Basic Concepts of Audio

- Definition of Audio, Characteristics of Audio
- Analogue and Digital sound
- Monaural(Mono) Sound & Stereophonic Sound (Stereo)
- Surround Sound
- Audio file formats, Codec's & Compression

Unit-2: Studio Fundamentals

- Layout, Acoustic Treatment
- Equipment's and their application
- Microphone Types: Microphone Pickup Pattern
- Mixing Console and Working of Mixing Console
- Recording Upgrades and Trends

Unit -3: Sound Production for Audio visual

- Indoor and Outdoor recording, Studio Sound, Film Sound, Live Sound
- Recording for Audio programmes; Drama, News, Commercials, Jingles
- Recording for Video programme; Live interview, Documentary, News, Short Film
- Sound for Film Diegetic & Non Diegetic Sound
- Foley sound, Ambience Sound, Dubbing

Unit-4: Audio Software & Application

- Introduction to Audio Software's
- Recording Basics, Interface, Tools, Editing & Track Mixing
- Sound Effects & Filters
- Mixing
- Mastering

Unit-5: Laws & Ethics for Sound

- Copyright Infringement
- Royalties for Music
- Ethics of Audio Production, Societies for Code of Ethics for Audio Industry
- Career in Audio Production
- Indian Phonographic Industry, Contemporary Scenario, Top Leading Companies

B.Sc. (MM) - III Semester
BSMM 305 (DSC 9)
VISUAL DESIGN FUNDAMENTALS

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: The Foundation of Color Perception and Psychology

- Human Color Perception (Biological)
- Emotional, Aesthetic Color Response
- Cultural, Symbolic Color Meaning
- Applied Color Psychology (Branding)
- Color as Communication, Hierarchy

Unit 2: The Science and Systems of Color

- Nature of Color (Light, Pigment, Vision)
- Additive Color (RGB, Digital)
- Subtractive Color (CMYK, Print)
- RGB to CMYK Conversion
- Process vs. Spot Colors

Unit 3: Fundamental Principles of Visual Design

- Basic Visual Elements (Point, Line, Shape)
- Tone, Value in Composition
- Balance, Rhythm, Harmony (Design)
- Contrast, Unity (Visual)
- Space, Perspective (Depth)

Unit 4: Exploring Color Theory and Harmonious Combinations

- History of Color Theory
- Color Wheel, Basic Relationships
- Color Harmonies (Analogous, Complementary)
- Color Temperature (Warm, Cool)
- Applying Color Theory to Composition

Unit 5: Properties, Effects, and Manipulation of Color

- Color Balance (Visual Equilibrium)
- Color Illusion, Optical Effects
- Opaque, Transparent Colors
- Color Properties (Hue, Saturation, Value)

Manipulating Color for Visual Outcomes

B.Sc. (MM) - III Semester
BSMM 306 (A) (DSE 1)
BROADCAST TECHNOLOGY

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Introduction

- Radio Broadcasting in India, Current Radio broadcasting scenario
- Introduction to Radio Transmission technology, Radio bands and frequencies, FM and AM (MW and SW), Digital Audio and formats
- Introduction to Television Broadcasting in India, Current Television broadcasting scenario
- Picture elements, scanning, horizontal and vertical resolution and video bandwidth, composite video signal, Different broadcasting signal standards: PAL, SECAM, NTSC, SD, HD, 4K etc.
- Introduction to Television Transmission technology, Television Bands and Frequencies. Digital Video and formats

Unit-2: On Air Technology

- Frequency and Polarization, Transponder Capacity, Bit rate. Satellite and terrestrial television transmission
- Coding and decoding signal, Outdoor Unit, Indoor Unit, and Satellite Mobile services, VSAT, GPS
- Direct to Home system (DTH), Conditional Access System (CAS), Set Top Box, Pay per view system, Video on demand, interactive television
- Major Broadcasting Equipment's and Their Functions
- Brief growth of Cable, DTH and digital broadcasting industry in India, Major players

Unit -3: On-Air Process

- Introduction to process of Radio and Television broadcasting, Structure of Radio and Television Station
- Function of Studio. Operational team, Roll and responsibilities
- Data Transmission, Transmission Technology, Fiber Optical, Lease Line, Data Transfer Service Provider
- Introduction and function of Production control room and Master Control Room
- Broadcasting Automation, NRCS (News Room Computer System), on-air Software

Unit-4: Setup, Licensing and Distribution

- Broadcasting Setup: Licensing from MIB, Uplink- Downlink of channels, WPC permission,
- Distribution and Placement of Channel, Various distribution platforms - DTH, Cable TV, Terrestrial and Digital.
- Data transfer Systems, Optical fiber communication, Optical Spectral bands, Lease Lines.
- Outdoor Broadcasting, V-set, DSNG, DNG, SNG, OB van, Back-Pack
- Major broadcasting organization, Broadcasting technology service provider, BECIL

Unit-5: Digital Video

- Digitalization of Media and Broadcasting, Media Convergence
- HD Radio, Satellite Radio, Internet Radio, Web Radio, Podcasting.
- Digital Video Broadcasting (DVB), Web Television, Broadcasting, IP TV, OTT.
- Digital Archiving
- Advantages of Digital Broadcasting, Future of Broadcasting Technology

B.Sc. (MM) - III Semester
BSMM 306 (B) (DSE 1)
PROJECT PORTFOLIO MANAGEMENT

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit- 1: Portfolio Management Framework

- Management Principles (Portfolio)
- Portfolio Management Definition, Objectives
- Nature, Characteristics (Portfolio Management)
- Portfolio Management Framework (Structure, Lifecycle)
- Create, Select, Plan, Manage (Overview)

Unit- 2: Creation

- Demand Management (Identification, Capture)
- Team Collaboration (Creation)
- Program Management (Portfolio Conception)
- Initial Assessment, Prioritization
- Initial Portfolio Reporting

Unit- 3: Selection

- Strategic Portfolio Selection (Alignment)
- Financial Evaluation (Selection)
- Stakeholder Management, Public Relations (Selection)
- Collaborative Decision-Making (Selection)
- Program Management (Portfolio Choices)

Unit- 4: Planning

- Strategic Capacity Planning
- Comprehensive Resource Management
- Integrated Project Schedules
- Detailed Financial Planning, Budgeting
- Communication & Public Relation, Collaboration, Program Planning Integration

Unit- 5: Management

- Effective Resource Management (Execution)
- Monitoring, Adjusting Project Schedules
- Financial Performance, Time Reporting
- Portfolio Communication, Media Management
- Program Management Principles, Case Studies

B.Sc. (MM) - III Semester
BSMM- 307
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

B.Sc. (MM) - IV Semester
BSMM 401 (AEC 4)
LANGUAGE AND TRANSLATION

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | = 25 Marks |
-

UNIT – 1: INTRODUCTION

- Defining Language, Core Nature
- Structure of Language (Sounds, Words, Sentences)
- Types of Language, Local Dialects
- Language of Media (Overview)
- Role of Language in Media (Functions)

UNIT – 2: TRANSLATION

- Translation Definition, Principles
- Types of Translation (Methods, Purpose, Medium)
- Uses of Translation (Significance)
- Role of Translation in Media (Industry)
- Translation as a Career (Opportunities, Skills)

UNIT – 3: TRANSLATION AND INTER-LINGUAL APPLICATION

- Hindi to English Translation
- English to Hindi Translation
- Hindi/English to Chhattisgarhi (Regional)
- Translation and Transcription
- Written vs. Spoken Text Translation

UNIT – 4: ADVANCED ASPECTS OF TRANSLATION

- Literary, Non-Literary Translation
- Simultaneous Translation (Interpretation)
- Machine Translation (Automation)
- Computer Assisted Translation (CAT Tools)
- Artificial Intelligence Translation (AI)

UNIT - 5: PRACTICAL TRANSLATION SKILLS DEVELOPMENT

- Translation of 50 Daily use Phrases
- Translation of :05 Applications and 05 Letters
- Translation of News Headlines :
(05 – Business, 05 – Politics, 05 – Education, 05 – Science, 05 – Sports, 05 – Films)
- Translation of : 05 Radio News Bulletin
- Translation of any: 02 Short Film Script.

**B.Sc. (MM) - IV Semester
BSMM 402 (SEC 2)
REPORTING**

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

UNIT-1: BASICS OF REPORTING

- 1.1. Concept of News, Elements, News Values
- 1.2. Types of News Sources
- 1.3. Concept of Reporting, Duties of News Reporters
- 1.4. Classification of reporters
- 1.5. Working of news bureaus in National capital, Metropolitan cities and state capitals

UNIT-2: BEAT REPORTING

- 2.1. Political reporting, legal reporting
- 2.2. Reporting of Government ministries, legislative reporting, Crime reporting
- 2.3. Reporting of Rural Developmental activities
- 2.4. Reporting of special fields, Business, Sports, Life style
- 2.5. Entertainment Art and Culture, Science, Human interest stories

UNIT -3: RADIO

- 3.1. Reporting for Radio : News Gathering techniques & tools
- 3.2. Writing for Radio News
- 3.3. Types of Radio News Bulletin and structures
- 3.4. Structures and working of radio news room
- 3.5. Radio Phone in, Interview and news presentation

UNIT-4: TELEVISION

- 4.1. Qualities and attributes of T.V. Reporter, T.V. News Team input/output
- 4.2. Idea about basic shots, camera movements & Framing
- 4.3. Writing for T.V. News
- 4.4. Types of News format in Television : PKG, AV, AVB, Live, DLive, PTC, Voice Over, Vox-pop, Bites.
- 4.5. Concept and Techniques of live reporting : DSNG, FTP, OB VAN, Bag Pack.

UNIT-5: WEB MEDIA

- 5.1. Web Journalism : Characteristics & tools
- 5.2. Web news reporting & editing
- 5.3. Web radio news, web T.V. news, podcasting
- 5.4. Functioning of web news media & web news team
- 5.5. Digital Media : Digital edition, Dynamic web page

**B.Sc. (MM) - IV Semester
BSMM 403 (DSC 10)
DIGITAL VIDEO EDITING**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

UNIT- 1: INTRODUCTION

- Introduction to audio visual editing
- Concept of audio visual editing
- Nature of editing.
- Aesthetics of editing.
- Elements of editing.

UNIT- 2: SOFTWARES

- Adobe Premiere Pro
- Final cut Pro
- DaVinci
- NLE Video Editing Equipments & Setup
- Mobile Video Editing, Applications

UNIT-3: EDITING PROCESS

- Importing , Sequence Setting, Scratch disk setting
- Trimming & Inserting Video
- Timeline Editing Tools
- Link & Unlink, Basic Motion & Opacity
- L-cut, J-cut, Jump cut, Match cut

UNIT-4: EFFECTS

- Transition (Cut, Fade, Wipes, Dissolve)
- special Effects (SFX)
- Superimposition & Compositing
- Multi Track Editing
- Audio in Video Editing

UNIT-5: EXPORTING

- Titling and Graphics
- Colour Correction
- Audio Mixing and Balancing
- Exporting project
- Aspect Ratio, Resolution, Video file formats (MP4, AVI, MOV, FLV, 3GP, WMV etc.)

B.Sc. (MM) - IV Semester
BSMM 404 (DSC 11)
WEB DESIGN AND E-PUBLISHING

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | | |
|----|--|-----------|
| 3. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 | =20 Marks |
| 4. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit-1: Basics of Internet

- Internet Evolution, Protocols, Concepts, Internet VS Intranet
- Internet Growth, ISP, Connectivity (Dial-up, Leased line, VSAT)
- URLs, Domain Names, Portals
- E-MAIL Concepts, POP/Web, Merits, Address, Sending/Receiving, Protocols
- Protocols (Data Transmission, FTP, Telnet), Client/Server, Chatting

Unit-2: Introduction to WWW and Web publishing

- WWW History, Working, Web Browsers
- Search Engines, Searching the Web
- HTTP, URLs, Web Servers, Web Protocols
- Web Publishing Concepts, Domain Registration, Hosting
- HTML, Design/Image Editors, Website Creation/Maintenance, FTP

Unit-3: HTML

- Hypertext Concepts, HTML Versions, Syntax Elements
- Head & Body Sections, Document Building
- Text, Images, Hyperlinks Insertion
- Background, Colors, Basic Tags, Tables, Fonts, Attributes
- Lists, Frames, Forms, WYSIWYG Editors (FrontPage, Dreamweaver)

Unit-4: Hyperlink

- Hyperlink Colors, Section Linking
- Image Working (Alt Text, Border, Align, Link)
- Multimedia Embedding, Linking, Object Tag
- Stylesheet Understanding, Working with Styles
- Background, Text, Font, List, Box/Block Properties, XHTML Basics

Unit-5: Stylesheet XHTML & Javascript

- Stylesheet Understanding, Background, Text, Font, List, Box/Block
- XHTML Concepts, Document Creation/Saving
- Javascript Overview, Syntax, Script Creation, Hiding
- Variables, Expressions, Branching/Looping, Functions, Arrays
- Objects, DOM Events (onClick, etc.), Alerts, Prompts, Confirms

B.Sc. (MM) - IV Semester
BSMM 405 (DSC 12)
3D FUNDAMENTALS & DESIGN WITH 3D MAX

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | | |
|----|--|-----------|
| 5. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 | =20 Marks |
| 6. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: Introduction of 3D & 3D Max

- 3D Design: Principles, 3ds Max.
- Hardware/Software: Requirements, configuration, installation.
- 3ds Max Terms: Vertices, edges, faces, objects, scene, 3D.
- Interface (Part 1): Viewport, layout, menu bar.
- Interface (Part 2): Toolbar, command panel, create, modify.

Unit 2: 3D Modeling

- Modeling Software: Primitives, box, sphere, prism.
- Primitive Manipulation: Creating, modifying, properties.
- Object Selection: Name, color, region; Transformation: move, rotate, scale.
- Coordinate Systems: Local, world; Gizmos, manipulation.
- Object Organization: Hide, freeze, clone, group, mirror, align.

Unit 3: Modeling Techniques

- Modifiers: Introduction, types, stack.
- 2D Shapes: Splines, lines; Basic modeling.
- 3D Object Fundamentals: Geometry; Lighting: properties.
- Material Properties: Color, reflectivity; Texturing: introduction.
- Cameras: Viewpoint; Rendering: basic steps.

Unit 4: Modifier and Mesh

- Polygon Modeling: Fundamentals, primitives.
- Mesh Object: Sub-objects (vertices, edges, faces).
- Graphite Modeling: Tools, polygon manipulation.
- Subdivision Modeling: MeshSmooth, TurboSmooth, smooth surfaces.
- NURBS Modeling: Curves, surfaces, conversion, editing.

Unit 5: Light and Camera

- Lights/Shadows: Fundamentals, properties.
- Light Types: Omni, Spot, Directional; Sunlight system.
- Light Control: Intensity, color, hotspot, falloff, attenuation, projector, volumetric.
- Shadow Control: On/Off, types, color, placement.
- Camera Types: Target, Free; Aiming, adjusting, focal length, FOV.

B.Sc. (MM) - IV Semester
BSMM 406 (A) (DSE 2)
MULTIMEDIA DATABASES

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Introduction to Multimedia Data

- Media Data: Definition, types, multimedia.
- Data Lifecycle: Capturing, digitizing, processing, compressing, storage.
- Multimedia Processing: Enhancement, filtering, conversion.
- Data Compression: Lossy, lossless, algorithms.
- Multimedia Formats: Analog, digital, audio, image, video.

Unit 2: Multimedia Data Structure

- Logical Structures: Elements, relationships, organization.
- Physical Storage: Media, file systems, management.
- Memory Allocation: Strategies, management, large objects.
- File Formats: Metadata, description, management.
- Database Organization: Models, structures, media properties.

Unit 3: Indexing Techniques

- Basic Retrieval: Sequential, direct access, limitations.
- Retrieval Applications: Players, galleries, streaming, libraries.
- Multimedia Access: Attributes, filename, format, content.
- Text-Based Indexing: Metadata, tags, information retrieval.
- Content-Based Indexing: Concept, content features.

Unit 4: Advanced Features

- Query Basics: Creation, execution, multimedia.
- Image Query: Visual features, color, texture, shape.
- Video Query: Temporal, motion, object, semantic.
- Retrieval Mechanisms: Relevance feedback, similarity, fusion.
- Retrieval Evaluation: Precision, recall, F-score.

Unit 5: Content-based Modeling

- Video Characteristics: Temporal, dynamics, complexity.
- Modeling Process: Feature extraction, model building, representation.
- Visual Features (Video): Color, texture, keypoints.
- Temporal Features (Video): Relationships, motion information.
- Case Studies: Applications, research, content-based retrieval.

**B.Sc. (MM) - IV Semester
BSMM 406 (B) (DSE 2)
DIGITAL FILM MAKING**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Basics of Film Making

- Film Making: Concept, stages, collaboration.
- Computer Film: Digital, cinematic, workflows.
- Elements of Film: Narrative, cinematography, sound, editing, acting.
- Film & Society: Influence, culture, communication.
- Overview: Script, pre-production, cinematography, people, place.

Unit 2: Writing and Scheduling for Film

- Screenwriting: Fundamentals, structure, character, dialogue, format.
- Screenwriting Process: Concept, outline, drafting, revision.
- Film Scheduling: Importance, elements, production schedule.
- Script Breakdown: Scenes, locations, cast, props.
- Shooting Schedule: Organization, efficiency, constraints.

Unit 3: Digital Video Primer

- HD Video: Definition, advantages, resolutions.
- Digital Video Components: Pixels, frame rate, aspect ratio, color space.
- Analog/SD Video: Basics, digitization.
- Digital Image Quality: Resolution, bit depth, compression, sensor.
- Digital Media Files: Formats, codecs, storage, playback, editing.

Unit 4: Production

- Camera Choice: Types, factors, budget.
- Shoot Planning: Shot lists, storyboards, locations, permits.
- Lighting: Principles, equipment, techniques, mood.
- Camera Use: Operation, composition, framing, movement, focus.
- Production Sound: Audio, equipment; directing: actors, on-set.

Unit 5: Post Production of Digital Film

- Editing Software: NLE, assembly, sequences, timeline.
- Editing Techniques: Cutting, trimming, transitions, rhythm, pacing.
- Color Correction: Basics, enhancement, consistency.
- Titles & VFX: Creation, integration, simple effects.
- Finishing: Audio mixing, mastering, export, formats.

**B.Sc. (MM) - IV Semester
BSMM- 407
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

B.Sc. (MM) - V Semester
BSMM 501 (VAC 3)
CYBER CRIME AND SECURITY

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

Unit- 1: Introduction to Cyber security

- Cyberspace Definition, Computer/Web Technology Overview, Architecture
- Internet, WWW, Advent, Infrastructure, Data Transfer, Governance, Internet Society
- Regulation of Cyberspace
- Concept of Cyber Security
- Cyber Security Issues and Challenges

Unit- 2: Cyber crime and Cyber law

- Cyber Crime Classification, Targeting Computers/Mobiles, Women/Children
- Financial Frauds, Social Engineering Attacks
- Malware, Ransomware, Zero Day/Click Attacks
- Cybercriminals Modus Operandi, Reporting, Remedial/Mitigation
- Cyber Crime Legal Perspective, IT Act 2000, Offences, Organizations, Case Studies

Unit- 3: Social Media Overview and Security

- Social Networks Introduction, Types, Platforms, Monitoring, Hashtag, Viral Content
- Social Media Marketing, Social Media Privacy
- Online Social Network Challenges, Opportunities, Pitfalls, Security Issues
- Flagging/Reporting Inappropriate Content, Laws, Best Practices
- Social Media Security Case Studies

Unit- 4: E - Commerce and Digital Payments

- E-Commerce Definition, Components, Security Elements
- E-Commerce Threats, Security Best Practices
- Digital Payments Introduction, Components, Modes (Cards, UPI, e-Wallets, USSD, Aadhar)
- Digital Payment Frauds, Preventive Measures
- RBI Guidelines (Digital Payments, Customer Protection), Payment Settlement Act 2007

Unit- 5: Digital Devices Security, Tools and Technologies for Cyber Security

- End Point/Mobile Security
- Password Policy, Security Patch Management
- Data Backup, Third Party Software Management
- Device Security Policy, Cyber Security Best Practices
- Host Firewall, Anti-Virus (Significance, Management), Wi-Fi Security, Basic Security Policy/Permissions

B.Sc. (MM) - V Semester
BSMM 502 (SEC 3)
MOBILE JOURNALISM (MoJo)

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | = 25 Marks |
-

UNIT-1: INTRODUCTION

- Defining MoJo, Evolution
- Nature, Scope (MoJo)
- Advantages, Opportunities (MoJo)
- Challenges, Ethics (MoJo)
- MoJo Skills, Mindset

UNIT-2: ESSENTIAL SKILLS AND WORKFLOW

- Core Skills (Journalism & Technical)
- MoJo Workflow (Pre-production)
- Mobile Content Creation (Audio/Visual)
- MoJo Apps (Toolkit)
- Distribution, Engagement (Mobile Publishing)

UNIT-3: MOBILE RECORDING TECHNIQUES

- Mobile Audio Recording (Quality)
- Mobile Photography, Editing (Journalism)
- Mobile Videography (Effective Shooting)
- Mobile Video Editing (Narratives)
- Mobile Video Uploading (Optimization)

UNIT-4: MOBILE JOURNALISM KIT AND APPLICATION

- MoJo Kit: Audio Accessories
- MoJo Kit: Stability (Tripods, Mounts, Gimbals)
- MoJo Kit: Lighting
- MoJo Apps (Camera, Audio Control)
- MoJo Apps (Video, Photo Editing)

UNIT-5: PRACTICAL APPLICATION AND PROJECT WORK

- Live Streaming (Mobile), Platforms, Trends
- Audio Journalism (News, Podcast Interview)
- Video Journalism (News, Video Interview)
- Live Broadcasts (Planning, Delivery)
- MoJo Portfolio Development

MULTIMEDIA COMMUNICATION TECHNOLOGY

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Introduction

- Multimedia Communications: Definition, scope, evolution.
- Text/Image Representation: Formats, characteristics.
- Audio/Video Representation: Formats, characteristics.
- Network Applications: Streaming, conferencing, gaming.
- Network Terminology: Bandwidth, latency, jitter, QoS.

Unit 2: Compression Techniques

- Compression Overview: Principles, lossy, lossless, text, image.
- Text Compression: Huffman, RLE, dictionary.
- Image Compression: JPEG, GIF, algorithms.
- Audio Compression: DPCM, ADPCM, APC, LPC.
- Video Compression: Principles, H.261, H.263, MPEG-1, MPEG-2, MPEG-4.

Unit 3: Multimedia Networks

- LANs: Ethernet, Token Ring, multimedia.
- High-Speed LANs: Bridges, FDDI, protocols.
- Multimedia Standards: Protocols, communication.
- Broadband ATM: Basics, multimedia relevance.
- Enterprise Networks: Comparison, multimedia support.

Unit 4: Entertainment Networks

- Cable TV: Architecture, technology, delivery.
- Satellite TV: Systems, content delivery.
- Terrestrial TV: Broadcast, digital evolution.
- Internet TV (IPTV): Concepts, technologies, IP networks.
- Network Comparison: CATV, Satellite, Terrestrial, IPTV; High-speed modems.

Unit 5: Multimedia Framework and Architecture

- Multimedia Framework: Overview, role, management.
- Multimedia Architecture: Filters, processing.
- Filters (Input): Reader, Parser, data interpretation.
- Filters (Process): Decoder, Encoder, compression.
- Filters (Output): Writer, data output.

B.Sc. (MM) - V Semester
BSMM 504 (DSC 14)
3D DESIGN WITH MAYA

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 3. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 | =20 Marks |
| 4. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: Introduction to MAYA

- MAYA: Overview, applications, features.
- Interface: Menus, toolbars, panels, viewports.
- Scene Manipulation: Create, navigate, translate, rotate, scale.
- Basic Texturing: Materials, textures, applying.
- Basic Lighting/Rendering: Lights, concepts, still frame.

Unit 2: Lighting & Modeling

- Lighting Principles: Art, techniques, light types.
- Light Links: Control; Practical lighting: desk lamp.
- Cameras: Creation, positioning, shot composition.
- Polygon Modeling: Tools, symmetry, geometry.
- Image Planes: Reference; Block modeling; Sculpting; UV Texturing (intro).

Unit 3: Animation & Design in Maya

- Animation: Principles, keyframing.
- Motion Studies: Curves, Graph Editor.
- Storytelling: Importance; Design: composition, color.
- Storytelling Terms: Project preparation.
- Color/Composition: Principles, application.

Unit 4: Modeling with NURBS

- NURBS: Concept, topology.
- NURBS Tools: Creating, manipulating.
- Advanced NURBS: Attaching, rebuilding surfaces.
- NURBS Textures: UV coordinates.
- NURBS Animation: Skeleton, deformers, reference.

Unit 5: Rendering

- Rendering Types: Maya Software, Hardware, Arnold.
- Material/Light Interaction: Final look.
- Render Layers: Separation, compositing.
- Alpha Channel: Transparency, compositing.
- Render Settings: Output, formats.

B.Sc. (MM) - V Semester
BSMM 505 (DSC 15)
AUTHORING & VIRTUAL REALITY

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | | |
|----|--|-----------|
| 5. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 | =20 Marks |
| 6. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: Introduction of Authoring

- Authoring: Definition, objectives.
- Authoring Styles: Flow diagram, timeline, old, new.
- Authoring Language: Concepts, types.
- Interactive Presentations: Concept, characteristics.
- Presentation Tools: Slide-based, interactive environments.

Unit 2: Authoring Software

- Multimedia Integration: Text, image, audio, video.
- Authoring Programs: Script-based, icon-based.
- Extending Features: DLLs; Media Support: CD-ROM, LaserDisc, Video for Windows.
- Key Features: Hypertext, cross-platform, run-time player.
- Authoring Tools: Authorware, Director, QuickTime, comparison.

Unit 3: Authoring Tools and Multimedia Production

- Popular Tools: Categories, functionalities.
- CD vs. Web: Selection factors, strategies.
- Web Plug-ins: HTML, multimedia integration.
- Production Stages (Part 1): Planning, analysis, design, preparation.
- Production Stages (Part 2): Integration, authoring, evolution, testing.

Unit 4: Virtual Reality

- Virtual Reality: Basics, immersive, non-immersive.
- VR Applications: Education, entertainment, training, design.
- VR Advantages/Disadvantages: Benefits, limitations.
- VR Hardware (Output): HMD, Boom, Cave.
- VR Hardware (Input): Devices, sensual technology, haptics, tracking.

Unit 5: Virtual Reality Markup Language

- VRML: Introduction, purpose, syntax.
- VRML Environment: File support, basic elements.
- VRML World Building: Architecture, visualization.
- VRML Implementation: Base technologies, concepts.
- VRML Navigation: Methods, techniques, user movement.

B.Sc. (MM) - V Semester
BSMM 506 (A) (DSE 3)
SOCIAL MEDIA MARKETING

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Foundations of Social Media Marketing

- SMM Definition, Objectives, Evolution, Traditional vs. Digital
- Social Media Platforms, Demographics, India/Chhattisgarh Trends
- Importance of SMM, Customer Journey, Brand Building, Engagement
- Reach, Engagement, ROI, Content/Influencer/Community Marketing
- Online Presence, Etiquette, Authenticity, Digital Citizenship

Unit 2: Strategic Social Media Marketing Planning

- Target Audience, Demographics/Psychographics, Local Audience (Chhattisgarh)
- SMART Objectives, Goal Setting, Marketing Metrics
- Platform Selection, Audience Alignment, India Regional Platforms
- Content Strategy, Calendar, Creation/Curation, Brand Voice
- Social Media Marketing Plan Development

Unit 3: Creating Engaging Content and Building Communities

- Content Creation (Text, Image, Video, Interactive Formats)
- Social Media Storytelling, Local Content (Chhattisgarh)
- Social Media Algorithms, Organic Reach Optimization
- Community Management, Audience Engagement, Interaction
- Influencer Marketing, Local Influencers (Chhattisgarh)

Unit 4: Social Media Marketing Tools and Techniques for Execution

- Social Media Management Tools, Scheduling, Workflow
- Social Media Analytics, Performance Tracking, Reporting
- Social Listening, Brand/Trend/Competitor Monitoring
- Social Media Advertising, Paid Social, Ad Formats, Targeting
- Emerging SMM Trends, Short-Form Video, AR/VR, AI

Unit 5: Measurement, Ethics, and the Future of Social Media

- Measuring SMM ROI, Key Performance Indicators (KPIs)
- Social Media Reporting, Data Analysis, Insights
- Social Media Ethics, Privacy, Copyright, Regulations (India)
- SMM in India, Regional Marketing, Vernacular Content (Chhattisgarh)
- Future of SMM, AI, Personalization, Digital Transformation

B.Sc. (MM) - V Semester
BSMM 506 (A) (DSE 3)
DIGITAL MEDIA MARKETING

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Foundations of Digital Marketing

- Digital Marketing Definition, India Context
- Digital Marketing Channels (India Focus)
- Core Digital Marketing Principles
- Online Consumer Behavior (India, Local)
- Strategic Digital Marketing Framework

Unit 2: Mastering Search Engine Optimization (SEO)

- Search Engine Fundamentals (Google India)
- Keyword Research (India, Local)
- On-Page Optimization
- Off-Page Authority (India, Local)
- Technical SEO

Unit 3: Leveraging Search Engine Marketing (SEM) and Paid Advertising

- Introduction to SEM
- Google Ads Fundamentals (India)
- Ad Copy, Optimization (India)
- Bidding Strategies, Budget Management
- SEM Performance, Campaign Optimization

Unit 4: Engaging Audiences Through Social Media Marketing

- Social Media Strategy (India, Local)
- Social Media Content, Engagement (India)
- Community Building
- Social Media Advertising (India)
- Social Media Tools, Performance Measurement

Unit 5: Content, Email, Mobile Marketing, and Analytics

- Content Marketing (India, Local)
- Email Marketing (India)
- Mobile Marketing (India)
- Digital Marketing Analytics
- Legal & Ethical Considerations (India)

B.Sc. (MM) - V Semester
BSMM- 507
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

**B.Sc. (MM) - VI Semester
BSMM 601 (SEC 4)
ANCHORING**

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

Unit-1: Anchoring skills for Radio

- Basic principles of anchoring for radio
- Various news programme format of radio
- Anchoring skill for different format
- Importance of voice modulation in radio
- Radio news reading

Unit-2: Anchoring skills for TV

- Basic principles of anchoring for TV
- Anchor role in news presentation
- Professional ethics – dress sense, Performance, dealing with contingencies
- TV news reading
- Case studies of style of famous news anchors

Unit -3: Voice Practice

- Voice modulation and diction
- Voice speed, breathing and articulation
- Voice and Body language
- Pronunciation practice
- Ability of multitasking

Unit-4: Technical Understanding of Production

- Camera facing techniques
- Camera movements
- Use of microphones
- Understand Cues and commands for different script formats (TV, Radio)
- Skills to use Teleprompter reading

Unit-5: Variety of Anchoring

- Handling live shows
- Studio and outdoor anchoring
- Interviewing skills, Panel discussion
- Piece to camera and voice over
- Acquaintance with Journalistic Ethics and Laws

**B.Sc. (MM) - VI Semester
BSMM 602
INTERNSHIP**

Maximum Marks: 35

Maximum Marks: 14

Each student will have to undergo a 45days or more attachment in any of the local, regional or national Electronic media organizations or any other identified by the students and faculty jointly/individually. Each student should submit a certificate from the organization about his/her completion of internship.

Evaluation of Attachment

- Each student will make presentation of 15 minutes.
- Each student submit internship report separately.
- To be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.
- Guidelines for Internship will be communicated separately.

B.Sc. (MM) - VI Semester
BSMM 603 (DSC 16)
MULTIMEDIA PRODUCTION

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Foundations of Film Production

- Production Process, Phases, Elements
- Producer, Director, Script Writer (Roles)
- Pre-Production (Planning, Preparation Overview)
- Production (Shooting Introduction)
- Post-Production (Editing Introduction)

Unit-2: The Art and Craft of Pre-Production

- Film Idea to Script (Development)
- Story vs. Plot, Narrative Structure
- Script Breakdown, Shot Division
- Dialogue Writing, Shooting Script
- Budgeting, Logistics (Pre-Production Intro)

Unit-3: Understanding Visual and Auditory Language

- Camera Shots (Meaning)
- Camera Angles, Movements (Storytelling)
- Microphones, Audio Technology (Introduction)
- Visual Journalism (Video Application)
- Audio-Visual Interplay

Unit-4: The Process of Film Production (Shooting)

- Shooting Schedule, Call Sheets
- On-Set Organization, Crew Management
- Location Management (Recce)
- Directing Actors, Sound Recording
- Cinematic Expression (On Set Tools)

Unit- 5: Shaping the Narrative in Post-Production

- Post-Production, Editing Principles
- Editing Software (Premiere Pro, Final Cut Pro Intro)
- Editing Process (Rough Cut to Final)
- Transitions, Sound Effects, Visual Effects, Graphics
- Translation in Films (Dubbing, Subtitling)

B.Sc. (MM) - VI Semester
BSMM 604 (DSC 17)
SCRIPT WRITING AND STORY BOARDING

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Foundations of Scriptwriting

- Purpose of Writing, Evolution
- Language Types, Scripts (Intro)
- Principles of Effective Writing
- Writing for Visual Media (Intro)
- Script Elements (Intro)

Unit-2: Crafting the Narrative and Visual Script

- Core Idea, Theme Development
- Social Context, Social Change (Story)
- Writing for Different Modes (Reading, Spoken, Interactive)
- Evaluating Writing (Readability, Effectiveness)
- Virtual Scripting (Intro)

Unit-3: Mastering Writing Formats and Techniques

- Prose Forms (Non-Fiction)
- Prose Forms (Fiction, Letters)
- Rewriting (Art, Importance)
- Writing for Animation (Specifics)
- Writer's Voice and Style

Unit-4: The Art and Science of Translation

- Need and Relevance of Translation
- Principles and Challenges of Translation
- Aids for Translation (Intro)
- Hindi to English Translation (Practice)
- English to Hindi Translation (Practice)

Unit-5: Visualizing the Narrative: Storyboarding Fundamentals

- Storyboard (Definition, Purpose)
- Storyboard (Format, Elements)
- Storyboarding (Principles, Best Practices)
- Judging Screen Time, Pacing (Storyboard)
- Script to Visuals (Outlines, Proposals, Treatments)

PROJECT MANAGEMENT FOR MULTIMEDIA

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Introduction to Multimedia Project Management

- Multimedia Project Definition, Project Manager Role
- Team Selection, Skill Identification
- Core Team, Extended Team, Skill Set Profiles
- Project Success Factors, Multimedia Development
- Project Lifecycle, Multimedia Stages

Unit-2: Multimedia Project Planning and Content Strategy

- Project Proposal, Proposal Aim, Proposal Components
- Project Contract, Scope Definition, Collaboration Agreement
- Project Stages, Team Responsibilities, Multimedia Workflow
- Content Importance, Content Strategy, Content Development Principles
- Multimedia Scripting, Interactive Scripting, Visual Scripting

Unit-3: Multimedia Project Cost Analysis and Feasibility

- Project Costing, Multimedia Budgeting
- Market Analysis, Target Audience Definition
- Technical Feasibility, Delivery Platforms, Media Assessment
- Needs Analysis, Content Analysis, Project Justification
- Feasibility Analysis, Project Viability

Unit-4: Legal and Intellectual Property Considerations in Multimedia

- Intellectual Property Rights, Copyright Law, Multimedia Content
- Rights Clearance, Licensing, Asset Management
- Trademarks, Patents, Intellectual Property
- Multimedia Contracts, Legal Agreements
- Ethical Considerations, Fair Use, Attribution

Unit-5: Multimedia Project Testing, Delivery, and Launch

- Testing Strategies, Quality Assurance, Multimedia Testing
- Development Platforms, Testing Platforms, Media Constraints, Testing Techniques
- Media Selection, Message Effectiveness, Communication Strategy
- Product Packaging, Delivery Methods, Deployment
- Marketing Strategy, Public Relations, Project Launch

**B.Sc. (MM) - VI Semester
BSMM 606 (A) (DSE 4)
MEDIA MANAGEMENT**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each = 05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each= 10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Foundations of Media Management

- Management Meaning, Concepts
- Systems Approach (Media)
- Principles of Media Management
- Management in Media Strategy & Operations
- Media Management Evolution & Trends

Unit-2: Media Ownership and Organizational Structures in India

- Media Ownership Patterns (India)
- Print Media Organizational Structure (India)
- Electronic & Digital Media Organizational Structure (India)
- Government vs. Private Media (India)
- Economics of Programme Production (Radio, TV - India)

Unit-3: Managing Resources in Media Organizations

- Financial Resources (Ethics, Practices)
- Technical & Financial Proposals
- Budgeting (Media Management)
- Strategic Management for Planning (Media)
- Technological Resources Management (Media)

Unit-4: Leading and Developing Human Resources in Media

- HR Characteristics (Media)
- Managing Creative Professionals
- Organizational Dynamics & Culture (Media)
- HR Planning, Recruitment, Training (Media)
- Performance Management, Motivation (Media)

Unit-5: Production Management and Quality Assurance in Media

- Production Planning & Scheduling (Media)
- Deadline Management (Media Production)
- Quality Management (Media)
- Total Quality Management (TQM - Media)
- Production Resources & Workflow Efficiency

**B.Sc. (MM) - VI Semester
BSMM 606 (B) (DSE 4)
DIGITAL MEDIA LAW**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) : 04 Marks each =05×04 =20 Marks
 - 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit 1: Foundations of Media Law and Intellectual Property in India

- Media Law (India), Legal System, Regulations
- Intellectual Property Rights (India), IP
- Copyright Law (India), Ownership, Registration
- Fair Use (India), Copyright Exceptions
- Copyright Licensing, Assignment

Unit 2: Legal Considerations for Graphics and Animation in India

- Copyright (Graphics, Illustrations - India)
- Copyright (Animation, Characters - India)
- Trademark, Design Rights (Visual Branding - India)
- Stock Media Licensing, Copyright Infringement
- Original Visual Content, IP Ownership

Unit 3: Social Media Guidelines and Legal Boundaries in India

- Social Media Terms of Service (India)
- Copyright (Social Media - India), Infringement
- Defamation (Online - India), Speech
- Privacy, Data Protection (Social Media - India)
- Legal Social Media Practices (India)

Unit 4: Legal Frameworks for Media Production and Content in India

- Contract Law (Media - India)
- Rights Clearance, Permissions (India)
- Obscenity, Censorship (India)
- Advertising Law, Regulations (India)
- IT Act (India), Cyber Law, Intermediary Liability

Unit 5: Ethics and Professional Responsibility in Media Creation and Distribution

- Media Ethics, Accuracy, Fairness
- Responsible Representation, Avoiding Harm
- Transparency, Disclosure (Online)
- Media Law, Ethics Case Studies (India)
- Legal Compliance, Ethical Awareness (Media)

B.Sc. (MM) - VI Semester
BSMM- 607
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

B.Sc. (GA) - VII Semester
BSGA 701 (DSC 19)
COMMUNICATION RESEARCH

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Introduction to Media Research

Nature, Meaning and Importance of Research, Types of Research – Pure and Applied – Types of Media Research, Objectivity in Research - Area of media research - Planning to research, Challenges and Prospects of Media Research

Unit-2: Media Research Process and Sampling

Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis, Meaning, Characteristics and Importance – Variables – Types and Characteristics, Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling

Unit – 3: Data Collection

Source of data-Primary & Secondary source; Questionnaire, Schedules, Observation, Interview Method, Content Analysis, Case study, Historical Research, Experimental Research, Rating, Non rating Research, Field study, Focus Group Discussion.

Unit – 4: Data Analysis

Data Analysis – Statistical Analysis, Writing Research Reports, Data Processing and analysis, Data coding, Factor analysis, multivariate techniques, Measurement techniques, Scaling, Correlation and Regression, Diagrammatic Representation of Data.

Unit – 5: Data Representation

Use of computer in research, Research report writing, Process to prepare research paper, dissertation and thesis, Categorization of research report, Indexing and bibliography, Graphic and diagrammatic representation of data, Use of Graphics & Visual Material in Research

**B.Sc. (GA) - VII Semester
BSGA 702 (DSC 20)
RESEARCH PAPER & PRESENTATION**

Maximum Marks:70
Minimum Marks: 28

All students are required to prepare and submit at least two research papers in the proper format to the department. Each research paper must be developed under the supervision of an assigned supervisor or the Head of the Department. Additionally, students must create a PowerPoint presentation of their research for a panel of internal examiners. This shall be followed by a summary presentation before a panel of external examiners.

B.Sc. (GA) - VII Semester
BSGA 703 (DSC 21)
COMPUTER APPLICATION FOR RESEARCH

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT 1: Introduction to MS Word

- 1.1.Introduction to MS Word: Interface and basic functions.
- 1.2.Formatting Documents: Changing fonts, sizes, and styles.
- 1.3.Paragraph formatting: Alignment, line spacing, and indentation, Using bullet points and numbered lists.
- 1.4.Text Formatting: Applying bold, italics, and underline, Highlighting text and changing text color, Using styles and themes.
- 1.5.Other Features: Inserting tables, images, and charts; Using headers, footers, and page numbers. Creating and using templates.

UNIT 2: Excel

- 2.1.Basic Interface and Navigation: Cells, rows, columns, and worksheets.
- 2.2.Basic Functions: SUM, AVERAGE, MIN, MAX.
- 2.3.Data Storing and Management: Sorting, filtering, and data validation.
- 2.4.Descriptive Statistics: Mean, median, mode, standard deviation.
- 2.5.Charts/Graphs: Creating Basic Charts: Bar, line, pie charts. Customizing Charts: Titles, labels, and formatting. Advanced Chart Types and Features.

UNIT 3: PowerPoint

- 3.1.Creating Presentations
- 3.2.Slide Creation: Adding, deleting, and organizing slides.
- 3.3.Adding Multimedia: Images, videos, and audio.
- 3.4.Transitions and Animations: Enhancing slide transitions and element animations.
- 3.5.Slide Master and Custom Templates: Creating a unified look.

UNIT 4: Miscellaneous

- 4.1.Web Search: Introduction to the Internet and WWW: Basics and history.
- 4.2.Using Search Engines: Google, Bing, and alternatives.
- 4.3.Advanced Search Tools: Boolean operators, filters, and specialized searches.

UNIT 5: Major Software

- 5.1.Zotero: Reference management and citation tool.
- 5.2.Jamovi: Statistical analysis software.
- 5.3.SPSS: Advanced statistical analysis software.
- 5.4.QualCoder: Qualitative data analysis tool.
- 5.5.EndNote: Reference management tool.

**B.Sc. (GA) - VII Semester
BSGA 704 (DSC 22)
VIDEO PRODUCTION- II**

Maximum Marks: 70
Minimum Marks: 28

A Video Production-II is based on Fiction production of 10 to 15 minutes has to made by each student. Student shall write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film shall be presented at the time of Examination and given marks on the basis of Viva Voce.

File -20 Marks

Film-50 Marks

Viva Voce-30 Marks

B.Sc. (GA) - VII Semester
BSGA 705 (DSE 5)
INTERNATIONAL COMMUNICATION

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: UNDERSTANDING INTERNATIONAL COMMUNICATION

- 1.1.International Communication
- 1.2.International communication in the Internet age
- 1.3.(Imbalance in) International Information flow
- 1.4.The New World Information and Communication Order (NWICO)
- 1.5.Towards an integrative view of balanced information flow

Unit 2: APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION

- 2.1.Modernization theory, Dependency theory, World systems
- 2.2.Structural imperialism, Hegemony
- 2.3.Global Village, Technological Determinism
- 2.4.Globalization, Cultural Imperialism
- 2.5.Theories of information society

Unit 3: INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS

- 3.1.News Agencies, Evolution, Functions
- 3.2.Typology, Broadcast networks
- 3.3.Cable News Networks (CNN), British Broadcasting Service (BBC)
- 3.4.Al Jazeera Networks, Online Social Media
- 3.5.Internet and information sharing, News portals

Unit 4: DISAPPEARING BORDERS OF EMPOWERMENT

- 4.1.Global homogenization
- 4.2.Cultural hybridity
- 4.3.Revised cultural imperialism
- 4.4.Spaces of empowerment

Unit 5: KEY FIGURES IN INTERNATIONAL COMMUNICATION

- 5.1.Ralph Akinfeleye, Marshall McLuhan
- 5.2.Ted Warner, Bill Gates, Noam Chomsky, Herbert Schiller
- 5.3.Walter Lippmann, Edward Herman
- 5.4.John Merrill, Cees Hamelink
- 5.5.Annabelle Sreberny, Hamid Mowlana, Sean McBride

**B.Sc. (GA) - VII Semester
BSGA 706
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

**B.Sc. (GA) - VIII Semester
BSGA 801 (DSC 23)
RESEARCH TOOLS AND APPLICATION**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | | |
|----|--|-----------|
| 3. | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | =20 Marks |
| 4. | 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT 1: Introduction to Research Tools

- 1.1. Importance of Research Tools in Media Research
- 1.2. Categories of Research Tools: Quantitative, Qualitative, Reference Management
- 1.3. Selecting Appropriate Tools for Research Needs
- 1.4. Basic Software and Tools

UNIT 2: Statistical Analysis Tools

- 2.1. Introduction to SPSS
- 2.2. R and RStudio
- 2.3. Excel for Statistical Analysis
- 2.4. Data Visualization Tools

UNIT 3: Qualitative Analysis Tools

- 3.1. Introduction to QualCoder
- 3.2. Overview of NVivo
- 3.3. Data Coding and Analysis
- 3.4. Mixed Methods Analysis
- 3.5. Manual Qualitative Analysis

UNIT 4: Reference Management Tools

- 4.1. Using Zotero
- 4.2. Mendeley for Reference Management
- 4.3. Overview of Mendeley
- 4.4. Basics of EndNote

UNIT 5: Practical Applications

- 5.1. Conducting Literature Reviews
- 5.2. Using Reference Management Tools
- 5.3. Thesis and Dissertation Writing
- 5.4. Identifying Appropriate Journals
- 5.5. Preparing Manuscripts for Submission

**B.Sc. (GA) - VIII Semester
BSGA 802 (DSC 24)
FILM AND SOCIETY**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 =20 Marks
 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit =50 Marks
-

Unit-1: Introduction to Society and Film

- 1.1. The concept of Society- Meaning and definition of Society, characteristics of Society
- 1.2. The concept of film- Meaning and Characteristics of Film.
- 1.3. Relationship between Film, Society and Culture.
- 1.4. Film: society and culture;
- 1.5. Effects of Film- Social effect, Psychological effect, Cultural effect, Behavioral effect.

Unit-2: Film Audience

- 2.1. Film as a Mass Media; Functions of Mass Media- Inform, Educate, Persuade, and Entertainment.
- 2.2. Film audience analysis (Demographic, Psychographic, Audience Segmentation)
- 2.3. Theories of audience- Reception theories, Limited effect theories. Uses and gratification.
- 2.4. Active v/s Passive audience: Audience as producers of meaning, Ethnographies of audience, Fans and users.
- 2.5. Cultural Imperialism in the context of cinema.

Unit -3: Film Analysis

- 3.1. Study of Film Language.
- 3.2. Approaches to Film Analysis- Semiotics, Psycho analytical, and Character types study.
- 3.3. Film- face of Indian Culture- (Class, Gender, Race, religion, social pressure, social change)
Reference movies- Lajja by Rajkumar Santoshi, Mirch Masala, Bombay, LagaChunari me Daag.
Bagban, 3 idiots, Maanjhi the Mountain Man, Rang De Basanti.
- 3.4. Indian History, Partition movies, Terrorism, Politics, Patriotism. Jodha Akbar, Mughale Azam, Devdas, Shaheed Bhagat Singh, Saat Hindustani, Lagaan.
- 3.5. Experimental Cinema: Vicky Donor, Water, Photograph.

Unit-4: Culture and Language

- 4.1. Media as Consciousness Industry
- 4.2. Social construction of reality by Media
- 4.3. Narrative, Genre and discourse analysis etc
- 4.4. Media myths (Representation, Stereotypes Etc.)
- 4.5. Cultural studies approach to media, Audience as textual determinant, Audience as readers, Audience positioning, Establishing critical autonomy.

Unit-5: Culture Analysis

- 5.1. Media and popular culture-Commodities, Culture and Sub-culture, Popular texts, Popular discrimination, Politics popular culture, Popular culture Vs People's culture, Celebrity industry- Personality as Brand Name, Hero-worship etc.
- 5.2. Acquisition and transformation of popular culture
- 5.3. Cinema in digital era
- 5.4. Ethics in Indian cinema

PAPER- III

**B.Sc. (GA) - VIII Semester
BSGA 803 (DSC 25)
DISSERTATION & VIVA-VOCE**

Maximum Marks: 70

Minimum Marks: 28

Each student shall carry out a research project during the course and he/she shall have to submit research synopsis/proposal within 3 months from the date of admission. Topic of the research project shall be selected in consultation with the teachers and a Guide shall be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor shall have to be attached in the dissertation. It shall also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation shall be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size-14 for Hindi. It shall NOT be spiral bound. Line space shall be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) shall also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work shall be presented at the time of viva voce examination. Any mistakes in the dissertation shall be that of the student and shall not be attributed to the computer operator or anybody else.

During the viva voce examination each student shall make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

PAPER- IV

**B.Sc. (GA) - VIII Semester
BSGA 804 (DSC 26)
VIDEO PRODUCTION- III**

Maximum Marks: 100

Minimum Marks: 40

A Video Production-III is based on Non-Fiction production of 10 to 15 minutes has to made by each student. Student shall write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film shall be presented at the time of Examination and given marks on the basis of Viva Voce.

File -20 Marks

Film-50 Marks

Viva Voce-30 Marks

**B.Sc. (GA) - VIII Semester
BSGA 805 (DSE 6)
DATA JOURNALISM**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 - 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit = 50 Marks
-

UNIT 1: Introduction to Data Journalism

- 1.1. Data journalism: concept and definition, data based stories
- 1.2. Computer-assisted reporting (CAR), data driven journalism
- 1.3. Definition of data, types
- 1.4. Open data and its relationship with journalism
- 1.5. Tools for Data Journalism

Unit 2: Data searching and organisation

- 2.1. Data sources: Online platforms, alternative data sources, social media
- 2.2. Strategic searching
- 2.3. Factsheets, Google sheet, Google power
- 2.4. Common data formats, datasets
- 2.5. Scraping & Cleaning, Organising data and verifying data

Unit 3: Data analysis and interpretation

- 3.1. Planning a data story, hypothesis and questions
- 3.2. Introduction to R and Python
- 3.3. Overview of data analysis, Essential statistics, pivot tables, advanced merging and formulas
- 3.4. Summarizing data with pivot tables, simplifying data
- 3.5. Explore trends, outliers, patterns and relationships in datasets

UNIT 4: Data visualization

- 4.1. Visual journalism, visual perception, principles of data visualization
- 4.2. Basics of visual
- 4.3. Formatting, Cleaning techniques
- 4.4. Colour perception
- 4.5. Creating of visualisation, timeline, interactive map

Unit 5: Application in data journalism

- 5.1. Storytelling in data journalism
- 5.2. Uses of graphics
- 5.3. Best practices in data journalism, Websites, Web portals using data journalism,
- 5.4. Data Security, Data Regulation And Protection, Data Transparency, Data Privacy, Data Management System
- 5.5. Challenges in data journalism, future of data journalism

B.Sc. (GA) - VIII Semester
BSGA 806
PRACTICAL & VIVA-VOCE

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.