

SEMESTER 1

PAPER – BMC 101: ENGLISH - 1

UNIT 1 – Introduction

(12 hours)

1. Basic grammar: (i) Parsing Sentences (ii) Sentence Types – the declarative, the interrogative, the exclamatory and the imperative (iii) Parts of Speech in English Grammar
2. Grammar in Use: (i) Tenses (ii) Meaningful Communication e.g. create a narrative in 50-100 words
3. Review: Use of Tenses and Problems in Concord – Subject Verb Agreement
4. What is communication? The aim, meaning, form and process of communication.
5. Verbal and non-verbal modes of communication – body language and behaviour as communication through posture, gesture, facial expression, body language, eye contact, voice modulation.

UNIT 2 – What is Communication?

(05)

1. Function and Role of Effective Communication
2. Communication as process encompassing skills of listening, speaking, reading and writing to develop accuracy.
3. Techniques to develop reading skills using newspapers and book excerpts – dwell on techniques
4. Tips for effective listening - note taking, synopsis / précis

UNIT 3 – Active Listening – Activity Based

(10)

1. Definition of Active Listening: difference between listening and hearing.
2. Understanding other viewpoints; suspending judgment; listening for hidden meaning; using verbal and non-verbal signals.
3. Barriers and Filters in listening.
4. The Feedback process.
5. Activities and Tasks: Listening Comprehension Task Sheet, Quiz, Case Study.

UNIT 4 – Speaking

(05)

1. Pronunciation, stress, accent: Activities/exercises based on a very basic awareness about phonology
2. Class-room activities – techniques speakers use - fillers, turn-taking, pauses, phatic communication
3. Appropriate use of language and body language
4. Developing Speaking Skills & Etiquette: Public Speaking; Effective presentation skills; Telephone manners; Dining etiquette – formal and informal contexts
5. Preparing basic presentations – DIY projects.

UNIT 5 – Reading and Writing Skills Review

(12)

1. Methods of effective reading and writing – skim, scan, and read for gist and/or specific meaning, spot topic sentences, summing up
2. Reading Comprehension - focus on business, current affairs, travel and tourism, environment
3. Letter Writing – formal & informal
4. Report Writing – official and business reports.

References:

- 1 Bovee, Courtland L. (2011), Business Communication Today, Prentice Hall (Pearson)
- 2 Aubrey B Fisher, Perspective in Human Communication Macmillan Publishing Co. New Delhi
- 3 “Learning English: A Communicative Approach” - Orient Longman
- 4 English Conversation Practice - Grant Taylor - TMH Edition, 2013
- 5 Essential Grammar in Use, a Self-study Reference and Practice Book - Raymond Murphy, CUP
- 6 English Bites! - Manish Gupta, Penguin Paperback.
- 7 Triple Your Reading Speed - Wade E. Cutler, Pocket Books Paperback.

PAPER – BMC 102: SOCIAL MEDIA & COMMUNICATION - I

UNIT 1: Internet Technology (10)

Understanding Internet Technology – Hyperlinks – Browsers - Search Engines - Web Sites – Portals - Internet and the World Wide Web (WWW) - Internet and the Media - Internet and information revolution.

UNIT 2: SOCIAL MEDIA OVERVIEW (06)

Current state of the industry. **Social Network Theory:** Introduction to Social Media, Development of Social Media, Social Media Audience and Goals for Social Media Marketing, Implications for Marketers, Social Commerce, Integrated Social Media Campaign, Global and Local trends in Social Media.

UNIT 3: SOCIAL MEDIA- GETTING STARTED (06)

Managing Information: Aggregators; Google Alerts, Blogs. **Legal Side of Social Media:** In-house guidelines, Copyright and Trademark Implications. **Blogs: Blogger, Tumblr, Wordpress** influencers - Who are they? How to find them? How to use them to benefit your brand?

UNIT 4: SOCIAL MEDIA PLATFORM (22)

Symmetric Social Networks: Facebook - Newsfeed, Profile, Ads, Causes, Connect. **Asymmetric Social Networks: Twitter** - Search, Stream, 3rd Party Platforms, Lists, @Anywhere, @Ad Platform. **SEO:** introduction to the concept; its determination and ways to modify it. Google's Organic Search. **Video: YouTube** - Commenting system, Top viewed videos, setting up a channel. **Email: Gmail** - Benchmark open & click through rates, NYT most forwarded emails. **LinkedIn** - Tips and Guides, Profile Reviews, Collaborative Marketing & Crowd sourcing. Other channels like photo-sharing networks like Instagram, Pinterest and mobile apps

References:

1. "Social Media: A Critical Introduction"; Christian Fuchs; SAGE Publications; 2013.
2. "Your Brand, the Next Media Company: How a Social Business Strategy can Enable Better Content, Smarter Marketing, and Deeper Customer Relationships"; Michael Brito; Pearson; 2013.
3. "The Master Switch: The Rise & Fall of Information Empires"; Timothy Wu; Atlantic Books, 2010.
4. "Online Journalism: A Basic Text"; Ray; Cambridge University Press; 2005.

PAPER – BMC 103: INTRODUCTION TO COMMUNICATION

UNIT – 1

(08)

Defining Communication-Types-Functions-Process-Barriers of communication

UNIT – 2

(08)

Models of Communication- Laswell Shannon and Weaver , Charles Osgood, Wilber Schramm, T.M. Newcomb, Westley and MacLean

UNIT – 3

(08)

Non-Verbal Communication-Kinesics-Proxemics-Time Language-Para Language-Physical Context

Unit – 4

(20)

Verbal Communication-Oral-Telephone-Interviews-Group Discussions-Meetings-Speeches
Written-Notice, Agenda and Minutes-Business Correspondence

REFERENCES:

1. Krishna Mohan Meera Banerji .Developing Communication Skills-Macmillan Publishers India Ltd.
2. Meenakshi Raman, Prakash Singh-Business Communication-Oxford University Press.
3. Vir Bala Aggarwal and V.S.Gupta Handbook of Journalism and Mass Communication- Concept PublishingCompany,New Delhi.

PAPER – BMC 104: RADIO BROADCASTING

UNIT – 1

(10)

Characteristics of the medium- A brief introduction to the basics of sound – technical details of AM-MW, SW, and FM broadcasting -The process of broadcasting-

UNIT – 2

(12)

Characteristics of radio script writing-Variou script formats- writing and conducting- the cue sheets, radio talk, discussion programme, interview, news, documentary and features, radio drama, music programmes - commercials

UNIT – 3

(10)

The vox pop- phrasing the question-choosing the site- the recorder- putting the question- the final preparation- The phone-in programmes

UNIT – 4

(12)

Sound Effects and music selection for a radio programme

REFERENCES:

1. Carl Hausman et.al. "Modern Radio Production: Production, Programme and Performance." 7th Edition. Thomson Wadsworth. Belmont. CA. 2007
2. Head & Sterling. "Broadcasting in America" Houghton Mifflin Company. Fourth Edition. 1982
3. Ralph Milton. "Radio Programming: A basic training manual" Geoffrey Bless. London. 1968

PAPER – BMC 105: WRITING FOR MEDIA

(Although this paper will be taught in English, there will be guest lectures by Hindi journalists. The assignments for Internal Continuous Assessment could be in English or in Hindi. The questions for the University Semester End Examination have to be in both English and Hindi. Students may write the answers in English or Hindi.)

UNIT – 1 (09)

Introduction to Script writing – Elements of a Script – Nature and scope of script in broadcast media

UNIT – 2 (09)

Idea Vs Media, Developing Ideas and Conceptualization, Getting Ready to Write: Creative Preparation - The Diversity of Broadcast Writing - Research and Concept Formation

UNIT – 3 (09)

Radio and Television Formats - writing treatment - script and its formats and story board – Writing of a script each for Radio and TV

UNIT – 4 (09)

Documentaries: Definition - Objectives - Kinds of Documentaries – Research – Resources - Writing a Proposal - Preparing for a Documentary - Writing the script

UNIT – 5 (08)

Writing a commercial and a jingle - Public Service Messages

REFERENCES:

1. *Walters L. Roger, Broadcast Writing: Principles and Practices, McGraw-Hill International Editions, Second Edition.*
2. *Willis, Edgar E. and D' Arienzo, Camille (1981) Writing Scripts for Television, Radio and Film*
3. *William, Miller, Screen writing for Narrative Film and Television, Columbus Books, London, 1989.*
4. *Dwight, Swan, Script writing for video and Audio Media, Hastings House, New York, 1976.*
5. *Syd, Field, Screenplay – the Foundations of screen Writing, Dell publishing Co., New York, 1979.*

PAPER – BMC 106: BASICS IN COMPUTER APPLICATION – 1 (Practical) (60)

UNIT – 1

Introduction to Computer hardware (only basics)

UNIT - 2

MS Word: Using all functions within the software to create documents and to work on it

Unit - 3

Power Point Presentation

UNIT – 4

Page Maker: Using the functions to design a page for a newsletter

UNIT – 5

Quark XPress – designing news applications – Designing a newspaper and magazines

Students will have to design a newsletter on a concurrent topic and present in the class.

REFERENCES:

1. Thyagarajan & Anbumani, Flash MX 2004, Tata McGraw Hill 2005
2. Kettell et.al, Microsoft Office 2003, Tata McGraw Hill, 2003

PRACTICAL EXERCISES:

MS - WORD

Design a News Print using Format Options with Pictures. Design a Table using Table Menu commands and setting Bullets & Number Styles to the given points.

MS – POWERPOINT

Prepare a Presentation setting the Animation and Sound Effects to the Text and to the Slides.

PAGE MAKER

Design a Visiting Card. Design any Invitation.

QUARKXPRESS

Design a News Items using News Links. Add Pictures to the News Items.

PAPER – BMC 107: DIGITAL AUDIO PRODUCTION – 1 (Practical) (60)

UNIT -1

Introduction to Sound – Fundamentals of elements of electronics - Sound spectrum and frequencies
– History of recording and formats

UNIT – 2

Introduction to Digital Audio Software

UNIT – 3

Units of sound – Radio studios of stations – Sound recording

UNIT – 4

Studio equipment – Analogue and Digital formats

PRACTICAL EXERCISES:

1. Voice Recording
2. News gathering and recording on professional software
3. Recording of interviews
4. Recording features for FM or AM Radio
5. Reporting News

Every student will have to record a story or a minimum of five interviews for radio listeners.

REFERENCES:

1. *Pro Tools workbook*
2. *Sound Recording and Reproduction – Glyn Alkin*
3. *The Sound Studio – Alec Nisbett*
4. *Audio Recording and Reproduction – Michael Talbot & Smith*
5. *Stick it in your ear – Frank Spotnitz*
6. *An Introduction to Digital Audio – John Watkinson*
7. *Campanella Associates – The Engineers Associates*