

## SEMESTER 2

### PAPER – BMC 201: ENGLISH – 2

#### UNIT 1 – The Role of Phonetics in Clear Articulation (09)

- Introduction to Phonetics, clear articulation and basic knowledge of the phonemes of English
- Barriers in communication and identifying them to aid clarity in communication
- Speech sounds - phonetic symbols (IPA)
- Syllabication, accent and rhythm in connected speech and intonation

#### UNIT 2 – Simulation or Modelling Exercises (09)

- Oral Communication Skills: Reading aloud effectively – News Presenters, Anchors etc.
- Public speaking
- Presentation skills and grooming – highlighting the role of soft skills' role in personal success

#### UNIT 3 – Professional Speaking - GD/PI Skills; Presentations Tools/Techniques (09)

1. Group Discussion with evaluation
2. Organising a debate and actively participating in it
3. Presentations and their evaluation
4. Jam / Extempore
5. Mock Interviews and one to one feedback with evaluation
6. Role play based on observation of behavioural patterns.
7. Case Studies / Hot Seat Simulation Activity - with evaluation – e.g. Being Rajat Sharma

#### UNIT 4 - Business Writing (09)

1. Business Correspondence
2. E –Mails and Memos
3. CV Writing and cover letter
4. Reports of Survey Questionnaires
5. Professional Brochure Writing / Writing a Proposal

#### UNIT 5 – Business Lexis or Vocabulary (08)

English for Specific Purposes: English for Specific Purposes – Lexis or vocabulary development exercises e.g. vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General, Corporate sectors; Phrasal Verbs, Word Pairs, Synonyms and Antonyms, affixes – prefixes and suffixes, homonyms, hyponyms, eponyms, contronyms etc

#### Resources and Reference Points:

- English Listening Lounge [www.englishlistening.com](http://www.englishlistening.com)
- Learning through Listening [www.learningthroughlistening.org](http://www.learningthroughlistening.org)
- BBC Learning English [www.bbc.co.uk/worldservice/learningenglish](http://www.bbc.co.uk/worldservice/learningenglish)
- [www.englishpage.com](http://www.englishpage.com)
- A Word a Day – Anu Garg's Website [www.wordsmith.org](http://www.wordsmith.org)
- Pearson Longman Website on Teaching Business English Skills [www.pearsonlongman.com](http://www.pearsonlongman.com)
- British Council Website [www.britishcouncil.org](http://www.britishcouncil.org)
- [www.merriam-webster.com](http://www.merriam-webster.com)
- Jeremy Harmer's Practical English Teaching Guide Series
- Communicative English Syllabus of NIOS
- CBSE Communicative English Syllabus

**REFERENCES:**

1. A Course in Phonetics (with CD-ROM) 6th Edition (Paperback) by Peter Ladefoged, Keith Johnson
2. A Practical Introduction to Phonetics 0002 Edition (Paperback) by J. C. Catford
3. Introducing Phonetics and Phonology 3rd Edition (Paperback) by Mike Davenport, S. J.
4. Practical English Usage – 3rd Ed. (Paperback), Michael Swan, OUP.
5. A Practical Course in English Pronunciation - (Paperback) Roopa Suzana; TMH Ed. (1st Ed.).
6. English Phonetics & Phonology: A Practical Course 4th Edition - Peter Roach (Paperback); CUP.

## PAPER – BMC 202: SOCIAL MEDIA & COMMUNICATION – II

### UNIT 1: SOCIAL MEDIA STRATEGY (10)

Social Media v/s Traditional Media. **Social Media Strategy:** Work Plan - Competitor Benchmarks, Goals. **Copywriting:** different voices for different social media platforms. **Measuring Success:** Free and paid services; **Metrics:** engagement versus sales. **Organizational Culture:** Social Media Policy, Training your staff, overcoming fears.

### UNIT 2: SOCIAL MEDIA DEVELOPMENT (10)

**The Development Process:** Building a social media marketing plan, Tips for social media management – do's and don'ts, **Social Media Measurement:** Social Media Metrics, Establishing Goals and Tracking metrics: The Basics of Tracking Social Media, Free Social Media Tools, Paid Enterprise Level Measurement Tools for Social Media, Advanced Metrics and Tracking in Social Media, The ROI in Social Media Marketing, Tools and Dashboards **PR Implications:** Link between social media and PR, Reputation and crisis management

### UNIT 3: CASE STUDIES & WORKSHOPS (24)

Using Social Media in Various Contexts- within Different Industries: **Marketing, Customer Service, Fundraising, Crowd Sourcing, Politics & Policy, Personal Branding, and Collaboration, The Case for B2B Companies-** How B2B companies are leveraging on social media. Closed social media groups, **The Case for Small Businesses:** How do I start? How do I maintain and continue the engagement?

### REFERENCES:

1. "Socialnomics: How Social Media Transforms the Way We Live and Do Business", 2<sup>nd</sup> edition; Erik Qualman
2. "Social Marketing to the Business Customer: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships"; Paul Gillin, Eric Schwartzman
3. "Mining the Social Web"; Matthew A. Russell; O'Reilly; 2011.
4. "Smart Business, Social Business: A Playbook for Social Media in Your Organization"; Michael Brito; Pearson; 2012.
5. "Smart Social Media: Your Guide to Becoming A Highly Paid Social Media Manager"; Lasse Rouhiainen; Createspace; 2012.

## **PAPER – BMC 203: MEDIA EDUCATION**

### **UNIT – 1**

**(10)**

What is new media literacy? – Why integrate media? – How to develop parent and community awareness? – What is this thing called media? – What is a Media Message? – What is media Literacy?

### **UNIT – 2**

**(10)**

Thinking about community: Society and Democracy – What is a community? – What is a society? – What is a Democracy? – The role of Media – Thinking about the power of images – Have you seen me? – The “Perfect” look – What is normal? – Target audiences

### **UNIT – 3**

**(08)**

Thinking about behaviour and consequences – Violence in Television and Movies – Inappropriate language in media messages

### **UNIT – 4**

**(16)**

Media projects: Teaching methodologies of project-based learning – Creating media messages – Sample media project descriptions

### **REFERENCES:**

1. Elana Yonah Rosen et.al *“Changing the world through media education”* Fulcrum foundation. Colorado. 1998
2. Pat Brereton. *“Continuum Guide to Media Education”* London. 2001
3. Jacob Srampickal & Leela Joseph. *“Teaching Media Education”* Devorsons. New Delhi. 2000
4. Arthur Asa Berger. *“Media Analysis Techniques”* Sage publications. New Delhi. 2005
5. Len Masterman. *“Teaching the Media”* Comedia Publishing Group. London. 1990

## **PAPER – BMC 204: MASS COMMUNICATION THEORIES**

### **UNIT – 1**

**(11)**

Mass media and Society- effects of mass communication within society- functions of mass media- interactive perspective.

Hypodermic or Bullet Theory- Individual Differences Theory- selective exposure- selective perception- selective retention

### **UNIT – 2**

**(11)**

L.A. Festinger's Cognitive Dissonance Theory- concept of dissonance- sources of dissonance

Paul Lazarsfeld's Personal Influence Theory- two-step flow of communication-multi----step flow of communication

### **UNIT – 3**

**(11)**

Sociological Theories of Mass Communication- The Cultivation Theory- Social Learning Theory- Agenda Setting Theory- Play Theory-Uses and Gratification Theory- Dependency Theory

### **UNIT – 4**

**(11)**

Normative Theories of Mass Communication- Authoritarian Theory- Libertarian Theory- Social Responsibility Theory- Soviet Communist Theory- Development Media Theory and Democratic- Participant Media Theory

### **REFERENCES:**

1. Stanley J. Baron & Dennis K. Davis. "Mass Communication Theory: Foundations, Ferment, and Future." Thomson Wadsworth. Second edition. 2000
2. Emory Griffin. "A First look at communication theory"
3. Stephen W.Littlejohn. "Theories of Human Communication"
4. Handbook of Communication and Journalism : Vir Bala Aggarwal and VS Gupta

## **PAPER – BMC 205: BASICS IN COMPUTER APPLICATION – 2 (PRACTICAL)**

### **UNIT – 1**

Photoshop: Applying effects to the photographs – Adding layers – Applying special effects

### **UNIT -2**

Flash – designing website – Animation techniques – Applying buttons – Writing simple script – Export to Web application

### **UNIT – 3**

Editing in Adobe Premiere

### **REFERENCES:**

1. Ron Mansfield. "Working in Microsoft Office" Tata McGraw-Hill Publishing Company Ltd. New Delhi

### **PRACTICAL EXERCISES:**

#### **Photoshop**

1. Applying special effects to photographs using different tools
2. Convert Black and White Photographs into Color in Photoshop.
3. Apply Rainbow effect to the images in Photoshop.
4. Prepare Cover Page Using Photoshop.
5. Design a Front Page using Photoshop

#### **Flash**

6. Using Flash to design a website
7. Design a Flash Movie using Frame-by-frame animation.
8. Design a Flash Movie and place controls to run the movie using Buttons.
9. Prepare Movie Titles using Flash.

#### **Adobe Premiere**

10. Use of Adobe Premiere for editing small clippings
11. Add sound effects to the movie clips.
12. Apply different transitions to the movies.
13. Use of Adobe Premiere for editing small clippings and making a DVD
14. With the available rushes groups will make a 3 minutes film

Project: Students will have to make a digital library comprising a minimum of ten pictures (out of which at least two must be animations) and a website template.

## **PAPER – BMC 206: DIGITAL AUDIO PRODUCTION – 2 (PRACTICAL)**

### **UNIT – 1**

Recording on Digital Software– Outdoor and Indoor recording

### **UNIT – 2**

Various Recording Software

### **UNIT – 3**

Remote, live, and sports production

### **UNIT – 4**

Digital technology and advancements - Creating files and naming them – Recording – Using EQ, DYNMS, SFX, and Reverb – Source Selection – Cleaning and Editing

### **UNIT – 5**

How to do a music recording? – Elements of music recording - Mixing Pre and Post Mastering

### **PRACTICAL EXERCISES**

1. Recording a drama done in groups
2. Recording a radio commercial
3. Talk show recording
4. Public Service Announcements (PSA) recording
5. Outdoor recording of a live event

### **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

Students will have to record one audio programme and present in the class.