



St. Xavier's College – Autonomous Mumbai

Syllabus For 4th Semester Courses of **MASS MEDIA** (June 2016 onwards)

CONTENTS:

Theory Syllabus for courses:

AMM0401- Writing Skills for Media

AMM0402- Introduction to Audio-Video Production

AMM0403 – Theory of Media

AMM0 404 – Mass Media Research

AMM0405 – Introduction to Advertising Concepts

AMM0406 – Film Reading and Appreciation

S.Y.BMM

Course: AMM0401

Title: Writing Skills for Media

No of Lectures: 60

Learning Objective:

- ☞ Introduce the students to various technical and aesthetic aspects of writing.
- ☞ Through continuous exercises fine tune their creative writing skills.

Unit 1

1. PLOT (5)

Using a Sherlock Holmes story, we examine how the manner in which a story is told can make it interesting. In the process we learn the difference between story and plot.

2. CONFLICT (5)

Here we look at how two differently placed narratives generate the crucial element of any good short story: tension or conflict.

3. MOTIFS and THEMES (5)

A motif can be a situation, character-type, an image or an idea that recurs through works of literature and is linked to the larger theme of those works. Taking an example each of a motif and a theme, we will study how texts can make meaning by referring to other texts, through —intertextuality.

Unit 2

4. CHARACTERIZATION (5)

In this class, we look at a Chekhov story for the way in which setting, dialogue and narrative are integrated in the protagonist's character.
Sub topic- use of interior monologue.

5. SETTING (8)

We read a story of the fantasy genre and examine how its setting is poeticized through thematic development.
-Sub topic-Rhythm

Unit 3

6. AESTHETICS: Romanticism to Realism (8)

Understanding the Romantic and Realist aesthetics: core themes, arche-types, and linguistic norms with the help of stories by Poe and Maupassant.
Birth of the modern short story by analyzing a work of Chekhov in comparison with Maupassant; understanding how voice and structure changed post Chekhov.

7. AESTHETICS: Realism to Modernism (8)

Discussion on core modernist themes, content, arch-types using the work of James Joyce.
Discussion on pop art and cultural context of art using a short story by Woody Allen.

Unit 4

8. AESTHETICS: Modernism to Post Modernism (8)

Discussion on core post modernism themes, content, arche-types reading the works of Jhumpa Lahiri and Yiyun Li.

9. AESTHETICS: New voices (8)

Challenges in writing about new themes: technology, multi-linguistic cultures, multiculturalism, globalization reading the works of akpen, murakami and junot diaz. Audio: New Yorker interview with Junot Diaz and Edwidge Danticat.

Internal Assessment: Individual written assignments on various themes and characterisation.

Reference Books:

Arco Peterson, S; How to write short stories; Petersons 2002

Axelrod,R.V et al ; The St.Martins Guide to writing; Instructors Resource Manual.

Bell, Julia; The creative writing course book; 40 Authors share advice and exercises for fiction and poetry.

S.Y.BMM

Course: AMM0402

Title: Introduction to Audio Video Production

No of Lectures: 60

Learning Objectives:

To acquaint students with the method of film making and production

Unit 1

1. Introduction (2)
Pre Prod and Post prod
Designations &/or Roles in Productions
Production management Legal & Admin
Budgets, Recce, Permissions & NOCs

2. Types of Films (3)
Feature, Short, Satire, Silent, Art
Documentary Films
Corporate Films
Ad Films
Travel & Lifestyle

Unit 2

3. Shots and Edit Techniques (10)
Aspect Ratio & Letter Boxing

- Establishing
ABC, Continuity, Montage, Stop Motion, Time Lapse
Importance of Sound, VO – BG – FX
Types of Microphones used
Sync. Sound &/or Dubbing
Camera – Platforms & Formats
SD & HD
Film & RED
- 4. Types of Lights (10)
Key – Fill – Back
Relationship of Make Up & Lighting
Lighting for Chroma
Shooting Outdoors (Natural Light)
Day Light
Twilight
Low Light
Royalty Free Music &/or Stock Videos

Unit 3

- 5. Understanding Culture & Sub Cultures (15)
Editing
The Art of Story telling and not merely cutting & chopping
Rough Cut – First Cut – Final Cut – Director's Cut
Layers, Transitions, Filters – Ex. Chroma Keying
Sound, Layers, Mixing, Leveling & Mastering
Packaging, Titling & Credits, Sub Titling, Supers, After Effects
- 6. The television script (10)
 - a. The treatment
 - b. The two-column script
 - c. The screenplay format
 - d. The storyboard
 - e. Interactive scripts
 - f. Narration scripts

Unit 4

- 7. Producing the television scripts (10)
 - a. The proposal
 - b. Preproduction
 - c. Production types of camera shots and movements
 - d. Post-production linear Vs. Non linear, editing online, offline chroma
 - e. Audio sweetening

Internal assessment: Group project

References:

Ed. Bill Nichols; Movies and Method; 2 Volumes, University of California
Gaston Berghes; Chitra Bani; A book on Film Appreciation
Gaston Roberage; The way of Film Studies; Ajanta Publication, 1992

S.Y.BMM

Course: AMM0403

Title: Theory of Media

No of Lectures: 60

Learning Objective:

- ☞ To expose students to the well developed body of media theory and analysis
- ☞ To foster analytical skills that will allow them to view the media critically

- Yvut 1
- 1) Introduction to Media Studies (5)
 - a) Definition and three questions of Media
 - b) Four Eras of Media Theory
 - 2) Media Studies as an Interdisciplinary Approach (10)
 - Media Studies as a Social Science
 - Karl Marx
 - Juergen Habermas
 - Stuart Hall
 - Karl Lazarsfeld
 - Michel Foucault – Power and Authority
 - Marshall McLuhan
- Unit 2
- 3) Early Effects Theories (10)
 - Mass society Theory
 - Propagandistic Theories
 - Normative Theories
 - 4) Limited Effects Theories (10)
 - Lazarsfeld's Two step flow Theory
 - Carl Hovland's Attitude Change Theory
 - Lazarsfeld- Hovland Legacy
 - Robert Merton's Middle range Theory
 - Joseph Klapper's Phenoministic Theory
- Unit 3
- 5) Cultural and Critical Theories (10)
 - Emergence of Critical and Cultural theories
 - Marxism
 - The Frankfurt School
 - Political Economy
 - British Cultural School
 - Raymond Williams' Technological Determinism
 - 6) Media and Society (5)
 - Harold Innis' Bias of Communication
 - Bernard Cohen's Agenda Setting
 - 7) Introduction to Audience Theory (10) Types of Audiences
 - Uses and Gratification
 - Audience Reception
 - Dependency Theory
 - Cultivation Theory
 - Psychoanalytical Theory

Internal Assessment: Group Project/ Individual Project/Presentation

REFERENCES:

McQuail, Denis, McQuail Reader in Mass Communication Theory, Sage Publications.

Branston Gill, and Roy Stafford, The Media Student Book, Routledge

Rayner, Philip, Peter Wall, and Stephen Kruger, As Media Studie;, The Essential Introduction. Routledge

Baran, Stanley. Introduction to Mass Communication. Mcgraw-Hill Higher Education.

Dominick, Joseph R;. Dynamics of Mass Communication. McGraw- Hill College.

Williams, Raymond. Television: Technology and Cultural Form. Routledge.

McLuhan, Marshall

S.Y.BMM

Course: AMM0404

Title: Mass Media Research

No of Lectures: 60

Learning Objective:

- To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques
- To make students understand the link and importance of research in media education
- To equip students with necessary skills to undertake a mass media research project

Section I

Introduction to Research Concepts:

Chapter I (10)

- Introduction to Research – definition, types, need for research
- Scientific research – basic principles: empiricism, verifiability, generalization
- Understanding different methods of conducting research: case study, content analysis, semiotics, survey, ethnography

Chapter II (10)

Steps in conducting research (Part I)

1. Selection of a research problem
2. Understanding the objectives why this research problem is undertaken
3. Formulation of the research problem statement
4. Hypothesis: meaning and types of hypothesis

Chapter III (15)

Steps in conducting research (Part II)

1. Formulation of research design by understanding the following concepts:
 - (a) Sampling procedure- concept of universe and sample size, probability and non-probability sampling, types of probability sampling
 - (b) Sources of data collection- primary and secondary
 - (c) Main tools of data collection- observation, interview, questionnaire, schedule
 - (d) Other tools of data collection- radio meters, television meters, consumer panels, eye-movement tests, brain mapping
 - (e) Measurement and scaling techniques
 - (f) Processing of data: (i) understanding basic concepts of mean, median, mode, co-relation, standard deviation
 - (ii) tabulation and classification of data
 - (iii) graphic representation of data
 - (iv) analysis and interpretation of data

- Chapter IV (10)
Steps in conducting research (Part III)
1. Importance of writing the research report
2. How research report is written: indexing, chapters, citation and references

Section II (15)
Application of Mass Media Research

- Chapter-I Research in Print Media
Chapter-II Research in Advertising
Chapter III Research in Public Relations
Chapter IV Research in Broadcast Media
Chapter V Media Research and the Internet
Chapter VI Ethical issues in mass media research
Chapter VII Basic media consumption theories based on past researches

Internal Assessment: Field project on Primary Research by applying the principles of MMR.

References:

1. C.R. Kothari: Research Methodology: New Age International Publication, New Delhi (2004)
2. B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: A Handbook of Social Science Research, Oxford University Press 1987
3. Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
4. Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
5. Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications 2000
6. Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analysing Media Messages: Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc July 2005
7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication, New Delhi
8. Methodology of Research in Social Sciences: Krishna Swamy- Himalaya Publication
9. Marketing Research- An applied orientation by Naresh K. Malhotra-Publisher- Prentice Hall of India Publication
10. Mass Communication- theory by Stanley J. Baron & Dennis K. Davis- Publisher- Thomson /Wadsworth

S.Y.BMM

Course: AMM0405

Title: Introduction to Advertising Concepts

No of Lectures: 60

Learning Objectives:

To expose students to various principles of Advertising and Marketing

1. Behavioral Fundamentals (15)
The Behavior of Consumers
Attitude change – a central theme in advertising
Theories on attitude change
Factors in advertising that accomplish Audience Persuasion
Source/Endorser/Presenter of the message
The message, Rational appeal/Emotional appeal
Background for Advertising
Marketing Fundamentals for Advertisers

Product Identification
Deciding Advertising objectives, budget, media.

2. Advertising Management (15)
Advertising Agencies and Departments
Advertising – An Overview
The rise of global agencies
Neo-liberal enterprise culture
Fragmentation and planetary conscience
The new marriage of advertising and fiction
The bestiary of lifestyle culture
The crisis of public culture
Subjectivity of social criticisms of advertising.
Systematic approach to Making of an Advertisement
Lay Out
Copy
Typography, Production and Colour

3. Differentiating and Positioning (15)
Value Addition, the Purpose; Differentiation, the Route
Product Lends the Maximum Scope for differentiation
Differentiation on Tangible Product Attributes
It is Differentiations that Builds brands
Positioning: Why is Positioning Important?
The tasks involved in Positioning

-

3. Managing Brand and Brand Equity (15)
Role and Significance of Brands
Categorization of Brands based on the type of value they offer
The tasks in developing and managing brands
Selecting the brand elements – brand Name, Logo, slogan...
Brand Extension, Rejuvenation, Re launch, Brand Proliferation Brand Acquisition
Each Brand as SBU
Monitoring the brand through the Stages of Its Life cycle
Understanding Brand Equity
The new demands on today's Brand Manager
Measuring Advertising effectiveness

Internal Assessment : Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation

References

Advertising International by Armand Mattelart
Systematic Approach to Advertising Creativity by Stephen Baker
Contemporary Advertising by William F Arens

Title: Film Reading & Appreciation

No of Lectures: 60

Learning Objective:

To acquaint the students with the various styles and schools of cinema throughout the world.

Unit 1

1) A discussion of early narrative cinema. (4)

2) A screening and discussions on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat talkies films along with a discussion of early Indian cinema, and the development of the studio system in India. (4)

Unit 2

3) Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane with lecture and clips on evolution of Hollywood Studio system. (10)

4) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of The Bicycle Thief) (4)

5) A discussion of French New Wave Cinema (Screening of Jean-Luc-Godard's Breathless) (4)

6) A screening of Kurosawa's film along with a discussion of its impact on Hollywood Cinema and Hindi Cinema. (4)

Unit 3

7) A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie. (4)

8) A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bacchan to Shahrukh Khan can be screened.) (8)

9) Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.

(2)

Unit 4

- 10) A discussion of Indian-global cinema like Sallam Bombay, Namesake, Provoked. (6)
- 11) Discussion on Award winning Indian Regional film and film maker like Shantaram/ Satyajit Ray/ Adoor Gopalkrishan. (6)
- 12) Screening and discussions on cross-over films and film-makers like Shyam Benegal/ Madhur Bhandarkar. (4)

Reference:

- 1) Ed. Bill Nichols; Movies and Methods; 2 Volume; University of California
2) Gaston Roberge; Chitra Bani; A book on film Appreciation