

Kazi Nazrul University

SYLLABUS: Multimedia and MassCommunication

Semester – I

Course Name: Introduction to Communication (Major & Minor)

Course Code:

BAMMCMJ101

BAMMCMN101

Credit: 5

(Lecture – 4, Tutorial – 1, Practical – 0)

Full Marks: 100

Unit	Details
1	Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models.
2	Communication Basic Models – SMCR, Harold. D. Lasswell, Shannon and Weaver, Osgood and Wilbur Schramm, and Hellical Dance Model.
3	Levels of Communication – Intrapersonal – Interpersonal - Group – Mass Communication and Mass line Communication – Functions of Communication – Effects. Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.
4	Classification of Media – Various Types – Traditional Media – Classical and Folk Media – Modern Media.
5	Types of Communication - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.
6	Different forms in India, importance in development communication, relevance with popularity of modern media

Books for references:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

Course Objectives for Major Students:

- To understand the communication process
- To discuss the communication models
- To make a clear idea about different forms of mass media and to understand the relevance with the modern media.

Course Outcomes for Minor Students:

- This course will help for further study in details
- This course will help to evaluate the daily communication experiences through different communication models.
- This course will help to clarify the idea of the development of different mass media along with the importance of modern media.

Course Objectives for Minor Students:

- To understand the emergence of new media in the context of journalism
- To discuss about some important terminology related with the online journalism
- To discuss about the ethical perspective of online journalism

Course Outcomes for Minor Students:

- This course will help to make a clear idea regarding the practice of journalism through new media, i.e the online media.

SKILL ENHANCEMENT COURSE / SEC

Course Name: Computer Application

Course Code: BAMMCSE101

Credit: 3

(Lecture - 0 , Tutorial – 0, Practical – 3)

Full Marks: 50

Unit	Details
1	Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information; Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and checking power supply.
2	Operating Computer using GUI Based Operating System: What is an Operating System; Basics of Popular Operating Systems; The User Interface, Using Mouse; Using right Button of the Mouse and Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup; Common utilities. BCC – Version – 2/ Revision-1 (2015) Page 2
3	Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document.

Books for references:

1. Working in Microsoft Office – Ron Mansfield - TMH.
2. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House
3. Excel 2020 in easy steps-Michael Price – TMH publications

Course Objectives:

- To know the basic area of computer application

Course Outcomes:

- This course will help to make the students efficient in practical field.

Semester – II
Course Name: Advertising and Public Relations (Major & Minor)
Course Code: BAMMCMJ151 and BAMMCMN151
Credit: 5
(Lecture – 4, Tutorial – 1, Practical – 0)
Full Marks: 100

Unit	Details
1	<p>Understanding Integrated marketing Communication</p> <p>Meaning and concept, Key features, Objectives and components of IMC, Theoretical Underpinnings and Models of IMC, Benefits and Barriers</p>
2	<p>Advertising:</p> <p>Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Classification of advertising: Geographic, Media, Target audience and Functions.</p>
3	<p>Ad Agency:</p> <p>Features, Structure and services offered, Types of advertising agencies , Agency selection criteria, Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation</p>
4	<p>Public Relations Theory:</p> <p>Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.</p>
5	<p>Media Relations Theories:</p> <p>Nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation. Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, and TV channels. invitations -media invitations for press conferences, invitations for various events, writing descriptions - of a photograph/ sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Making brochures /newsletters, House Journals.</p>

Books for references:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective
George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and
Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson
Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 –
Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –
Prentice Hall
6. Excellence in Public Relations and Communication Management Book by James E.
Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon
White; Lawrence Erlbaum Associates, 1992.
7. The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence
Erlbaum Associates, 1994.
8. Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence
Erlbaum Associates, 1989.
9. Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks;
Lawrence Erlbaum Associates, 1996.
10. Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson,
2004.

Course Objectives for Major Studets:

- To discuss about the basics of advertising and marketing
- To understand different approaches of advertising
- To know about the basics of public relations
- To understand different strategies to follow for making public relations

Course Outcomes for Major Students:

- This course will help to make a primary idea of advertising and public relations as a part
of marketing.

Course Objectives for Minor Students:

- To discuss about the basics of advertising and marketing
- To understand different approaches of advertising
- To know about the basics of public relations
- To understand different strategies to follow for making public relations

Course Outcomes for Minor Students:

- This course will help to make a primary idea of advertising and public relations as a part
of marketing.

Skill Enhancement Course/ SEC

Course Name: Computer Application in Multimedia

Course Code: BAMMCSE151

Credit: 3

(Lecture – 0, Tutorial – 0 , Practical – 3)

Full Marks: 50

Unit	Details
1	Ms Office_ Ms Words, Excel, Power point, Photoshop
2	Quark Xpress/ In Design, Designing Web Page Using HTML Multimedia Concepts and Applications. Page Make Up
3	Video Editing Software - Editing Process in Adobe Premier/PinnacleStudio/FCP Sound Forge/Pro Tools, Sound Editing-Process

Books for references:

1. Tay Vaughan, "Multimedia making it work", Tata McGraw-Hill, 2008.
2. Rajneesh Aggarwal & B. B Tiwari, "Multimedia Systems", Excel Publication, New Delhi, 2007.
3. Li & Drew, "Fundamentals of Multimedia", Pearson Education, 2009.
4. Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007
5. Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics and Multimedia", Second Edition, Vikas Publishing House.

Course Objectives:

- To know the advanced area of computer application for the practice of journalism

Course Outcomes:

- This course will help to make the students more efficient for practical experiences.