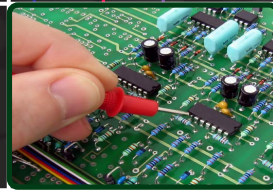


SANGAI INTERNATIONAL UNIVERSITY



B.A. (Honors) Multi Media and Mass Communication

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B.A. (Honors) Multi Media and Mass Communication
(BMMMC)

Choice Based Credit System

B. A. (Hons) Multi Media and Mass Communication (BMMMC)

Preamble

The new nomenclature of the course under directions of the University of Delhi, the format required by the Choice Based Credit System and the restoration of the Self-Financed nature of the Course offered only by Indraprastha College for Women (I.P. College), University of Delhi, have shaped this course. The erstwhile B.A.(Hons) Mass Media and Mass Communication (BMMMC) has yielded its core elements introduced in 2010, to the erstwhile B. A. (Hons) Journalism and Mass Communication (BJMC) in the merger of 2013-14, under directions from the University, a course now renamed as B.A.(Hons) Journalism. The situation arising from these transitions has been converted into opportunity in the design of this course, BA (Hons.) Multi Media and Mass Communication (BMMMC), suggested not only by the changed nomenclature, but also by the rapidly changing world of available media, the redefined character of communication for civil society and the specialized ways in which communication needs to be explored to meet the challenges of a nation on the move. Thus thrust areas foregrounded on the national agenda and the prospect of availing outreach policies and programs of the Govt. of India, in the areas of knowledge application and skill development, have also been important inputs in the formation of this syllabus.

The Self-financed BMMMC Course remains focused on the ground reality articulated by I.P. College in its first syllabus revision of 2010. “The curriculum is focused on imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics, which is so important in a metamorphosing, unequal, globalised world where the power and ownership of the means of communication may change the fate of nations”(Babli Moitra Saraf,2010).The course remains inter-disciplinary and aims at producing a practitioner with a critical and analytical mind, who is holistically trained in theory and the praxis of communication and has hands-on training in a wide range of media technology and media practices. I.P. College has the infrastructural wherewithal to make required facilities available to run the course.

The BMMMC Course in the first year Core paper introduces the student to the fundamentals of communication theory and models, media and communication research methodology, and to practices of journalism and hands-on print production. It seeks to provide the essential and related skills of communication and writing in English and the orientation provided by the mandatory Environmental Studies (EVS) course. The Generic Elective takes the student to the familiar areas of advertising and social media to comprehend and unpack the practices of these communicative modes.

The second year is envisaged at an incremental difficulty level. It introduces four kinds of media grammar: cinema, theatre, television and digital, with hand-on experience of editing and production for TV and in computer graphics and animation. The skills of reporting and anchoring are imparted. In the Generic Elective it touches on the role of mass media messages in a developing country like India with the emphasis on Public Service Broadcasting. The even semester intensifies the acquired learning through Development Communication and communicating disaster and its management through media. The second GE brings the social, political, historical together with media and communication in the course titled Media Moments in History.

The third year introduces as DSE two more media: radio and photography. It also includes three specialized communicative modes introduced for the first time, in the arena of fashion and communication for special needs. The Core papers concentrate on Global Media and Politics, Communication and the Plastic Arts, Integrated Marketing Communication and the Documentary.

A non-credit internship component is factored in at the end of Semester IV for the student to qualify for the degree. This is to promote the interface with industry.

The BMMMC course aims to produce communication scholars and practitioners adept at handling technology and designing/ deciphering messages which align them to the demands of a growing economy and an inclusive idea of a nation set to mark its place in the world.

Internship after Semester IV- Non Credit, Essential

The Pedagogy

The teaching-learning of the programme would be organized through lectures, tutorials, practicals, projects, presentations, workshops, seminars and hands-on training. Practical sessions are incorporated as an important component in most of the papers, with hands-on training in the use of various equipment, such as Cameras, Editing Machines etc.

Evaluation

The mode of evaluation would be through a combination of external and internal assessment in the ratio of 75: 25 respectively. Along with routine examinations, classroom participation, class assignments, project work, and presentations would also be a part of the overall assessment of the students.

Requirements

This course has been designed keeping in mind that a student of Multi Media and Mass Communication needs theoretical and conceptual inputs as well as proper training in media

practice. Practical inputs have been envisaged in core papers and DSE (**ELECTIVE: DISCIPLINE SPECIFIC**) papers. Apart from this, skill based papers will allow the students to get hands-on training in print, radio, television, photography and new media.

4 WEEKS INTERNSHIP, AFTER IV SEMESTER - PRE-REQUISITE FOR THE DEGREE

NOTES:

- **ELECTIVE: DISCIPLINE SPECIFIC(DSE) - 4 (2 in Sem V and 2 in Sem VI)**
ELECTIVE: GENERIC (GE) - 4, (1 each in Sem I, II, III and IV)
ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (SKILL BASED) – 2 (1 in Sem III and 1 in Sem IV)

NOTES:

- For Core papers, and DSE Theory: 4 classes+ 1 student presentation per paper per week
- For AEEC courses: 2 theory classes +1 presentation per paper per week
- For GE papers 2 classes + 1 tutorial per paper per week per group
- Practicals: 4 practical classes per week/per group
- Tutorials: 1 tutorial per paper per week per group
- Each practical/ tutorial group will consist of 8-10 students
- 2 practicum to be done in a practical paper
- Evaluation through presentations/ projects/ tests
- Ability enhancement elective courses: Hands on training will be provided through skill based learning.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN
B.A. (HONS) Multi Media and Mass Communication**

SEMEST- ER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AECC) (2) (SKILL BASED)	ELECTIVE DISCIPLIN E SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
I	C MMMC 01 Communication, Media and Society	English Communication			GE 1 Advertisement and Media
	C MMMC 02 Introduction to Journalism				
II	C MMMC 03 Communication Research	Environmental Science			GE 2 Social Media
	C MMMC 04 Print Media Production				

SEMESTER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
III	C MMMC05 Exploring Hindi Cinema		AEEC-1 Theatre and Communication		GE 3 Public Service Broadcasting
	C MMMC 06 Graphic Designing & Visual Images				
	CMMM 07 Television Journalism				

SEMESTER	CORE COURSE (14)	ABILITY ENHANCE- MENT COMPULS ORY COURSE (AECC) (2)	ABILITY ENHANCEME-NT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
IV	C MMMC 08 Development Communication				

	C MMMC 09 Camera and Editing for TV		AEEC-2 Communication & Disaster Management		GE 4 Media Moments in History
	C MMMC 10 Reporting and Anchoring				

SEMESTER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)(2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
V	C MMMC 11 Global Politics and Media			DSE1 Radio Production	
	C MMMC 12 Documentary			DSE 2 Photography	
VI	C MMMC 13 Communication and the Plastic Arts			DSE 3 Communication for Special Needs	

	CMMMC14 Integrated Marketing Communicatio n			DSE 4 Fashion Communicatio n	