

Semester-VI

Film – Form, Technique & Appreciation JORDSC612						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+Practical)
		Lecture	Tutorial	Practical	Total	
Major DS-12	5	3	0	2	5	50+50=100

Learning Objectives :

- Impart knowledge of the elements and process of film.
- Acquaint students with techniques of film.
- To understand the film as a medium of mass communication.
- Impart knowledge of cinematography, editing, light and sound.
- Introduce students to works of famous national and international filmmakers.
- Acquaint students with basics of film journalism.

Learning Outcome :

Students will be able to –

- Understand different techniques of filmmaking.
- Develop and understanding of the practical knowledge of film.
- Understand the importance, functions & scope of film.
- Understand composition, lighting and various uses of lenses.
- Understand the importance of film journalism.
- Gain an understanding of works of famous national and international filmmakers.

• The Pedagogy:

- Class Lecture and Tutorials.
- Interactive Classroom.
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method.
- Flipping the classroom which includes
 - a) Collaborative and Cooperative learning.
 - b) Case-based learning.
 - c) Brainstorming Approach.
- Hands on Training.

Content-Theory

Marks : 50

Credit : 3

Total No of Lectures :

3 Hours/Week

Unit-1 :

Film-Medium of Mass Communication-Cinematic Language-Cinematography-Camera Angle and Height-Eye Level-High Angle-Low Angle-Dutch Angle-Aerial View-Scale-Camera Movement-Pan, Tilt, Dolly, Zoom, Crane Shot-Handheld Camera-Steadicam-Framing and Point of View-Speed and Length of the Shot-Editing-Film Editor-Editor's Responsibilities-Major Approaches to Editing : Continuity and Discontinuity-Transitions between Shots-Jump Cut-Fade-Dissolve-Wipe-Iris Shot-Freeze-Frame-Split Screen, Sound-Diegetic versus Nondiegetic, Onscreen versus Offscreen, Internal versus External.

Unit-2 :

A Short Overview of Film History-Precinema-Photography-Series-1891–1903 : The First Films-Lumiere Brothers and 'The Arrival of a Train at La Ciotat Station' and 'Workers Leaving the Lumière Factory', Georges Melies and 'A Trip to the Moon', Edwin S. Porter and 'The Great Train Robbery', Origin of the Classical Hollywood Style—Silent Period-D. W. Griffith and 'The Birth of a Nation', German Expressionism-F. W. Murnau and 'Nosferatu, A Symphony of Horror', Soviet Montage Movement-Sergei Eisenstein and 'Battleship Potemkin', Classical Hollywood Style in Hollywood's Golden Age-Victor Fleming and 'Gone with the Wind', Italian Neorealism-Vittorio De Sica and 'The Bicycle Thieves', French New Wave- François Truffaut and 'The 400 Blows' Denmark and the Dogme 95 Movement-Lars von Trier and 'Breaking the Waves'-Hiralal Sen-Dadasaheb Phalke and 'Raja Harishchandra'-Jamshedji Framji Madan and Madan Theatre-B. N.Sircar and New Theatres-Ardeshir Irani and 'Alam Ara', Jamai Shasthi-Major Studios in Calcutta, Bombay and Madras-Bombay Talkies, Prabhat Studio, Filmistan, Mehboob Studio, R. K. Films and Studio, Navketan, Rajkamal Kalamandir-IPTA Movement-K. A. Abbas and 'Dharti Ke Lal', Neecha Nagar', Bimal Roy and 'Do Bigha Zamin', Mehboob Khan and 'Mother India', Guru Dutt and 'Pyasa', 'Kaagaz Ke Phool', Raj Kapoor and 'Awaara' and 'Shree 420', Ramesh Sippy and 'Sholay' Film Finance Corporation, NFDC, CBFC, FTII, NFAI-Ritwik Ghatak and 'Meghe Dhaka Tara, Satyajit Ray and 'Charulata', Mrinal Sen and 'Baishe Shravana', Tapan Sinha and 'Jatugriha', Tarun Majumdar and 'Nimantran', Rajen Tarafdar and 'Ganga'

Unit-3 :

Film, Video and Digital Technologies : An Overview- Film versus Digital Technology-How a Film is made-Preproduction, Production, Postproduction

Practical +Internal Syllabus**Marks : 50****Total No of Lectures :****Credits : 2****4 Hours/Week****Unit-4 : Writing of Film Review Practical****Unit 5 : - Script Writing Practical**❖ **Practical : (Evaluation by External Examiner, WBSU)****Marks : 25**

❖ Preparation of a Record Book on any two of the following :

Marks-5

(a) Analysis of works of any famous filmmaker mentioned in the syllabus.

(b) Explanation of various shots and camera movements.

(d) Explanation of importance of lighting in film.

❖ Each student has to write a film review of either Bengali/Hindi film mentioned in the question paper. Marks-10

❖ Each student has to write a script of a short film of 2-3 minutes duration based on the subject mentioned in the question paper. Marks-10

❖ **Internal Assessment** Marks : 25

❖ Continuous Assessment/Internal Assessment (CA/IA) Marks-5

❖ Each student has to present ppt. slides on any one international film movement mentioned in the syllabus. Marks-10

❖ Viva-Voce on it. Marks-5

Attendance (considering both the theory and the practical classes) Marks-5

❖ **Suggested Readings :**

1. Introduction to Film Studies – Jill Nelmes (Ed.), Routledge, 5th Edition, 2011.
2. Film Studies : An Introduction – Ed Sikor, Columbia University Press, 2009.
3. Beginning Film Studies – Andrew Dix, Manchester University Press, 2008.
4. A Dictionary of Film Studies – Annette Kuhn and Guy Westwell, Oxford University Press, 2012.
5. The Cinema of Attractions Reloades – Wanda Strauven, Amsterdam University Press, 2006.
6. Film History : An Introduction – Kristin Thompson & David Bordwell, 2010.
7. Film Theory : An Introduction – Robert Stam, 1st Edition, Wiley-Blackwell, 2000.
8. Film Theory : An Introduction through the senses – Thomas Elsaesser and Malte Hagener, Routledge, 1st Editon, 2009.
9. Reinventing Film Studies – Christine Gicedhill & Linda Williams (eds.), Bloomsbury Academic, 2000.
10. How to read a film – James Monaco, Oxford University Press, 2009.
11. History of Indian Cinema – Renu Saran, Diamond Books, 2012.
12. Bollywood Melodies – Ganesh Anantharaman, Penguin India, 2008.
13. The Bollywood Saga – Dinesh Raheja, Roli Books, 2004.
14. From Raj to Swaraj – B. D. Garga, Penguin India, 2007.
15. Indian Cinema : A Very Short Introduction, Oxford University Press, 2016.
16. Bollywood : Popular Indian Cinema – Lalit Mohan Joshi, Dakini Books Ltd., 2nd Edition, 2002.
17. Studying Indian Cinema – Omar Ahmed, Columbia University Press, 2015.
18. Bollywood – Tejaswini Ganti, Routledge, 2004.
19. Bollywood Cinema : Temples of Desire – Vijay Mishra – Psychology Press, 2002.
20. Bombay Cinema : An Archive of the City – Ranjani Mazumder, University of Minnesota Press, 2007.
21. Making Meaning in Indian Cinema – Ravi S. Vasudevan, Oxford University Press, 2001.
22. A History of Narrative Film-David A. Cook, Fourth Edition, W. W. Norton & Company, New York and London.

23. Film : A Critical Introduction-Maria Pramaggiore & Tom Wallis, Laurence King Publishing, U.K.
24. Looking at Movies-Richard Barsam & Dave Monahan, Fourth Edition, W. W. Norton & Company, New York and London.
25. Flashback : A Brief History of Film-Louis Giannetti & Scott Eyman, Prentice Hall, New Jersey.

West Bengal State University
Department of Journalism and Mass Communication
Curriculum Framework based on NEP-2020

4-year Undergraduate Programme (Major)

Major-SEM VI

Syllabus

DS 13 – Global Affairs

JORDSC613

Name of the Core Paper						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
DS -13	5	3	2	0	5	50+50= 100

Learning Objectives:

- Impart knowledge of the Global Affairs.
- To understand Global Affairs.

Learning Outcome :

Students will be able to –

- Understand different issues of Global Affairs.
- Develop and understanding of the knowledge of Global Affairs.
- Understand the importance, functions & scope of Global Affairs.

Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method
- Flipping the classroom which includes
 - a) Collaborative and Cooperative learning
 - b) Case-based learning
 - c) Brainstorming Approach
- Hands on Training

Global Affairs (50 Marks) :

Credit : 3

Unit 1 :

Concepts of International Relations–Global Issues–Advancement during World War I and World War II–Role of the League of Nations.

Unit 2 :

Emergence of Post Cold War National Formations (the Ideas behind New States)–New World Order–Significant Players–West Europe, USA, Russia, Africa, West Asia, South Asia, South-East Asia–Regional Associations–Economics of Geopolitics

Unit 3 :

Montreal Summit and Kyoto Protocol–Biodiversity–UNESCO World Heritage Sites–Wetlands – Ramsar Convention–Issues concerning Environment, Energy and Water–Its Role in Geopolitics

Unit 4 :

WTO–TRIPS–TRIMS Terrorism and Its Impact on International Relations–Role of UN, UNESCO, ITU etc.

Syllabus for Tutorial + Internal Assessment**Marks:50****Credit:2****Tutorial (Internal Evaluation)****Marks : 30**

Prepare an assignment book on (any 5) following topics:

(Marks : 20)

- i) Global Issues
- ii) League of Nations
- iii) Regional Associations
- iv) Kyoto Protocol
- v) Biodiversity
- vi) Terrorism
- vii) UN, UNESCO, WTO

Viva on Subject Content.

(Marks : 10)

Internal Assessment**Marks : 20****CIA (Evaluation by College)****Marks: 10**

After completion of each unit prepare PPT or chart presentation on any topic mentioned in the Syllabus.

Attendance**Marks: 10****Suggested Readings:**

Forrester, Tom, (Ed) : The Information Technology Revolution, Basil Blackwell, London, 1985.
Hamelink, Cees : Cultural autonomy in global Communications, Longman, London, 1983.
McBride, Seam : Many Voices, One World, UNESCO, PARIS, 1980.

Kumar Kevil J & Biernatzki W. : International News Flows : Communication Research Trends.
Rogers Everett : Communication Technology “ The News Media in Society”, Collier Macmillan,
London, 1988.

Singhal, Arvind & Rogers, Everett : India's Information Revolution, sage, New Delhi, 1989.

Yadava J.S. : The Politics of News, Concept, New Delhi, 1984.

Varis Tapio (Ed): Peace and Communication, san Jose/Costa Rica, 1986.

West Bengal State University
Department of Journalism and Mass Communication
Curriculum Framework based on NEP-2020
 4-year Undergraduate Programme (Major)
 Major-SEM VI
 Syllabus
DS 14-Multimedia Journalism
JORDSC614

Name of the Core Paper						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
DS -14	5	3	0	2	5	50+50= 100

Learning Objectives:

- Impart knowledge of the elements and process of Multimedia Journalism.
- Acquaint students with techniques of Multimedia Journalism.
- To understand Multimedia Journalism.
- Impart knowledge of Multimedia Journalism.

Learning Outcome :

Students will be able to –

- Understand different techniques of Multimedia Journalism.
- Develop and understanding of the practical knowledge of Multimedia Journalism.
- Understand the importance, functions & scope of Multimedia Journalism.

Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method
- Flipping the classroom which includes
 - d) Collaborative and Cooperative learning
 - e) Case-based learning
 - f) Brainstorming Approach
- Hands on Training

Theory

Marks : 50

Credits : 3

Unit 1 :

Introduction to Basic Idea of Multimedia; Interactivity and Multimedia, Basics of Multimedia Reporting; Importance of integration of natural sound, sound bites, audio, voiceover, photo, infographics; Fundamental video production skills in the newsroom in contemporary times; Formulating Story, ideas for Multimedia Journalism; Legal and ethical issues in Multimedia Journalism - Media law, ethics, multicultural sensitivity.

Unit 2 :

Foundations of Digital Storytelling – emerging trends of Digital Storytelling; Concept of Mobile Journalism, "MoJo"; Skills and Qualities of a Mobile Journalist; Understanding Smartphone AV Production; Live Reporting Using Phone: Using Facebook Live, Instagram Live and YouTube Stream for Breaking News.

Unit 3 :

Social Media and Journalism: Verification techniques (Reverse Image Search), spotting "Fake News" in the local context, and using X (Twitter) as a news source; Podcast & Podcast Production; Audio Storytelling, Scripting for Short Format Content and Long Format Content. Ad Sense, Subscription models, and Branded Content; Understanding Different Social Media Platforms – Spotify, YouTube, Snapchat, X (Twitter), Threads, Instagram, LinkedIn, AI in Multimedia Journalism.

Internal Assessment + Practical

Marks : 50

Credit : 2

Internal Assessment :

- | | |
|---|-------------------|
| ❖ Internal Assessment | Marks : 25 |
| ❖ Continuous Assessment/Internal Assessment (CA/IA) | Marks-5 |
| ❖ Each student has to create Blog focused on Hyperlocal Journalism utilizing different elements of Multimedia Journalism or plan SEO optimizing strategy for the same | Marks-10 |
| ❖ Viva-Voce on it. | Marks-5 |

Attendance (considering both the theory and the practical classes) Marks-5

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|--|-------------------|
| ❖ Practical : (Evaluation by External Examiner, WBSU) | Marks : 25 |
| ❖ Preparation of a Record Book on any two of the following : | Marks-5 |
| (a) Basics of Multimedia Reporting. | |
| (b) Digital Story Telling. | |
| (c) Social Media and Journalism | |

- | | |
|--|----------|
| ❖ Each student has to create Audio-Visual Stories in Long Format for different Media sharing platforms. | Marks-10 |
| ❖ Each student has to create Audio-Visual Stories in Short Format for different Media sharing platforms. | Marks-10 |

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|--|--|
| ❖ Suggested Readings : | |
| ❖ Bull Andy, Multimedia Journalism: A Practical Guide, Routledge, 2015. | |
| ❖ Briggs, M. E. (2019). Journalism Next : A Practical Guide to Digital Reporting and | |

Publishing. United States: SAGE Publications.

- ❖ Deuze, M. (2019). What Journalism Is (Not). *Social Media + Society*, 5(3).
- ❖ Domingo, D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J. B., & Vujnovic, M. (2008). Participatory Journalism Practices in the Media and Beyond: An International Comparative Study of Initiatives in Online Newspapers. *Journalism Practice*, 2(3), 326-342.
- ❖ Kovach, B., Rosenstiel, T. (2021). *The Elements of Journalism, Revised and Updated 4th Edition: What News people Should Know and the Public Should Expect*. United States: Crown.

West Bengal State University
Department of Journalism and Mass Communication
Curriculum Framework based on NEP-2020
 4-year Undergraduate Programme (Major)
 Major-SEM VI
 Syllabus

DS 15- MEDIA MANAGEMENT AND CONTROL
JORDSC615

Name of the Core Paper						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
DS -15	5	3	2	0	5	50+50= 100

Learning Objectives:

- Impart knowledge of the elements and process of Media Management and Control.
- Acquaint students with techniques of Media Management and Control.
- To understand Media Management and Control.
- Impart knowledge of Media Management and Control.

Learning Outcome :

Students will be able to –

- Understand different techniques of Media Management and Control.
- Develop and understanding of the practical knowledge of Media Management and Control.
- Understand the importance, functions & scope of Media Management and Control.
- Understand the importance of Media Management and Control.

Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method
- Flipping the classroom which includes
 - g) Collaborative and Cooperative learning
 - h) Case-based learning
 - i) Brainstorming Approach
- Hands on Training

Theory

Marks: 50

Credits:

Unit 1: Introduction to media management: Principles, Importance, Scope, Functions. Qualities and functions of media managers.

Unit 2: Media as an Industry: business strategies, revenue sources, media economics and feature of media economics, FDI, capital inflow, budgeting.

Unit 3: Media industry issues and challenges:Media industry as manufacturing consent, news and content management. Market forces, performance evaluation (TAM,TRP, BARC & HITS), Changing Ownership Pattern, Effect of new media on Indian media economy.

Unit 4: Media Ownership & Control: Types, Advantages and disadvantages of media ownership, structure of news media organization, functions of various department and personnel, CRM,Circulation and guidelines.

Syllabus for Tutorial + Internal Assessment

Marks : 50

Credit : 2

Tutorial (Internal Evaluation)

Marks : 30

Prepare an assignment book for case studies on (any 4) following topics:

(Marks : 20)

- viii) Media entrepreneurs
- ix) Indian media giants
- x) International Conglomerates
- xi) AI in media management and control.
- xii) Role of media in north eastern India.

Viva on Subject Content.

(Marks : 10)

Internal Assessment

Marks : 20

CIA (Evaluation by College)

Marks: 10

After completion of each unit prepare PPT or chart presentation on any topic mentioned in the Syllabus.

Attendance

Marks : 10

Suggested Readings:

- Kothari G, 1995, newspaper management in India, Intercultural Open University, The Netherlands
- Vinita KohliKhandeka, Indian Media Business, Sage
- Alison Alexander, James Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco (2004); Media Economics Theory & Practice. LEA Publishers, London.
- Observatorio, M.K. (2015). Chapter 1 Media Industry – An overview.
- Doyle, G.(2002). Introduction to media economics. In Understanding media economics (1-66). London SAGE publication Ltd.
- Newspaper Management in India, Gulab Kothari, Bharatiya Book Corporation, 1995.
- Newspaper organization and management, Frank Warren Rucker and Herbert Lee Williams, Iowa State University Press, 1965.

West Bengal State University
Journalism and Mass Communication
Semester-VI (Minor)

Paper Code :

Paper Title : Film as a Medium of Mass Communication

Full Marks (Theory+Tutorial) : 50+50=100

Film as a Medium of Mass Communication						
JORMIN606T or JORCOR606T						
Course Type	Credit	Credit Distribution of the Course				Marks (Theory+Tutorial)
		Lecture	Tutorial	Practical	Total	
Minor MA6/MB6/MC6	5	3	2	0	5	50+50=100

Theory Marks-50
Credit - 3

Unit 1:

Foundations of Cinema - Film as a medium of information, persuasion and entertainment. - Role of cinema in shaping public opinion and cultural identity. - Early Indian cinema: Dadasaheb Phalke and the birth of Indian film. - Silent Era: Characteristics, Lumiere Brothers, Indian cinema roots - Adaptation of literature in cinema - Brief history of documentary cinema in India

Unit 2:

Film Movements and Genres - French New Wave and Italian Neo-realism, Film Noir, Musicals - Indian Cinema after independence: Rise of popular Bombay Films and melodrama, Growth of regional cinema in India - Different genres: Masala films, Underworld films, Parallel/Art cinema, Satirical comedy, Romantic musicals, Underworld films

Unit 3:

Eminent Filmmakers and Landmark Films - Contributions of Sergei Eisenstein, Akira Kurosawa, Charlie Chaplin - Indian masters: Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Aparna Sen, Mira Nair, Rituparno Ghosh - Landmark films: Pather Panchali, Meghe Dhaka Tara, Guide, Sholay, Jane Bhi Do Yaaro

Unit 4:

Film Production and Techniques - Stages of film production: Pre-production, Production, Post-production - Basics of camera use and visual storytelling - Principles of film editing: aesthetic and technical - Role of software in editing and film marketing

Tutorial + Internal Assessment

Marks : 50

Credit : 2

Tutorial :

Presentation/Home Assignment Marks-20

PPT Presentation/Seminar Presentation on Syllabus Related Topic (Any 1) (PPT File - 10, Presentation - 5, Question-Answer -5)

(Seminar Presentation - 10, Question-Answer - 10)

Continuous Assessment/Internal Assessment (CA/IA) Marks-20

Written Examination

Attendance: Marks-10

❖ **Suggested Readings :**

1. Introduction to Film Studies – Jill Nelmes (Ed.), Routledge, 5th Edition, 2011.
2. Film Studies : An Introduction – Ed Sikor, Columbia University Press, 2009.
3. Beginning Film Studies – Andrew Dix, Manchester University Press, 2008.
4. A Dictionary of Film Studies – Annette Kuhn and Guy Westwell, Oxford University Press, 2012.
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8. Film Theory : An Introduction through the senses – Thomas Elsaesser and Malte Hagener, Routledge, 1st Editon, 2009.
9. Reinventing Film Studies – Christine Gledhill & Linda Williams (eds.), Bloomsbury Academic, 2000.
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12. Bollywood Melodies – Ganesh Anantharaman, Penguin India, 2008.
13. The Bollywood Saga – Dinesh Raheja, Roli Books, 2004.
14. From Raj to Swaraj – B. D. Garga, Penguin India, 2007.
15. Indian Cinema : A Very Short Introduction, Oxford University Press, 2016.
16. Bollywood : Popular Indian Cinema – Lalit Mohan Joshi, Dakini Books Ltd., 2nd Edition, 2002.
17. Studying Indian Cinema – Omar Ahmed, Columbia University Press, 2015.
18. Bollywood – Tejaswini Ganti, Routledge, 2004.
19. Bollywood Cinema : Temples of Desire – Vijay Mishra – Psychology Press, 2002.
20. Bombay Cinema : An Archive of the City – Ranjani Mazumder, University of Minnesota Press, 2007.
21. Making Meaning in Indian Cinema – Ravi S. Vasudevan, Oxford University Press, 2001.
22. A History of Narrative Film-David A. Cook, Fourth Edition, W. W. Norton & Company, New York and London.
23. Film : A Critical Introduction-Maria Pramaggiore & Tom Wallis, Laurence King Publishing, U.K.
24. Looking at Movies-Richard Barsam & Dave Monahan, Fourth Edition, W. W. Norton & Company, New York and London.
25. Flashback : A Brief History of Film-Louis Giannetti & Scott Eyman, Prentice Hall, New Jersey.