



AFFILIATED
TO
UNIVERSITY
OF KALYANI

IMCFTS



STUDIO GALLERY OF IMCFTS





Post Graduate Diploma in Mass Communication & Journalism





DISCUSSIONS ON DIGITAL MEDIA



STUDIO



Script



Shooting



Action





PARTICIPATION OF THE STUDENTS IN DIFFERENT EVENTS



SARASWATI PUJA



INTRODUCING PERFORMING ARTS FROM THIS SESSION



A career in **news casting** and **anchoring** suits people with bold personalities.



IMCFTS takes this initiative to groom the students to build a bright future.



Acting, the performing art in which movement, gesture, and intonation are used to realize a fictional character for the stage, for motion pictures, or for television.

We are happy to announce that IMCFTS includes Acting in the syllabus of Communication.



Choreographers use **dance** to communicate with an audience. They produce work to provoke a response; to connect with people and inspire an emotive reaction.

IMCFTS has decided to add dance as one of the curriculum of all discipline.





University Of Kalyani
Choice Based Credit System (CBCS) Syllabus
M.A. in Mass Communication & Community Journalism
Total Marks: 1600

1st Year, 1st Semester

Paper 1.1	Mass Communication and Society	100 Marks
Paper 1.2	Development Communication	100 Marks
Paper 1.3	Audio Visual Communication	100 Marks
	Group A) Radio	<50 Marks>
	Group B) Photography (Still and Video)	<50 marks>
Paper 1.4	Advertising and Marketing	100 Marks

1st Year, 2nd Semester

Paper 2.1 Elective Paper

(Select 1 from Group A and 1 from Group B)

50+50= 100 Marks

Group A

- Life Style Feature
- Travel and Tour Management



Group B

- Event Management
- Sports Management

Paper 2.2	Community Journalism- News Gathering and Writing	100 Marks
Paper 2.3	Community Journalism- Editing	100 Marks
Paper 2.4	Public Relations	100 Marks

2nd year, 3rd Semester

Paper 3.1	Community Media and Media Laws	100 Marks
	Group A) Public Service Broadcasting	<50 Marks>
	Group B) Media Laws and Ethics	<50 Marks>
Paper 3.2	Broadcast Journalism and Research Methodology	100 Marks
	Group A) Broadcast Journalism and New Media	<50 Marks>
	Group B) Research Methodology	<50 Marks>
Paper 3.3	Media Management	100 Marks
Paper 3.4	Media Economics	100 Marks



2nd Year, 4th Semester

Paper 4.1	Film Studies	100 Marks
Paper 4.2	Corporate Social Responsibility	100 Marks
Paper 4.3	Degree Film Making	100 Marks
Paper 4.4	Print Production	100 Marks

Note: Out of 100 marks per Paper 60 Marks will be awarded on Theory , 20 marks will be awarded to internal assignments, midterm Examination and 20 marks will be awarded for practical project works.

In four Semesters 64 marks (16X4) will be awarded towards credit.



University Of Kalyani
Choice Based Credit System (CBCS) Syllabus
M.A. in Mass Communication and Community Journalism
Total Marks - 1600

SEMESTER – I

No	Papers	Marks in theory	Marks in Internal assignment / midterm examination	Marks in Practical	Total Marks	Nature of Practical
1.1	Mass Communication and Society	60	20	20	100	Field survey and communication research
1.2	Development Communication	60	20	20	100	Case Field survey
1.3	Audio Visual Communication Group A - Radio Group B- Photography	30 30	10 10	10 10	100 50 50	Practical on Radio Program Camera Practical
1.4	Advertising and Marketing	60	10 +10	20	100	Development of Advertising Concept for Print and Electronic Media/Marketing dissertation



SEMESTER – 2

2.1	Elective Paper (select One from Group A and One from Group – B) <u>Group – A</u> Lifestyle Feature Travel and Tour Management <u>Group – B</u> Event Management Sports Management				50+50=100	
		30	10	10	50	Producing a portfolio of writing on lifestyle
		30	10	10	50	Feature on a tourist spot
		30	10	10	50	Planning and execution of an Event
		30	10	10	50	Covering a sport event.
2.2	Community Journalism – News Gathering and Writing	60	20	20	100	Practical reporting
2.3	Editing	60	20	20	100	Layout Design
2.4	Public Relations	60	20	20	100	House Journal

SEMESTER – 3

3.1	Community Media and Media Laws Group A - Public Service Broadcasting	30	10	10	100 50	Preparing a short PSB Film Case study / Dissertation on Media laws and
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	Group B - Media Laws and Ethics	30	10	10	50	ethics related issues
3.2	Broadcast Journalism and Research Methodology Group A- Broadcast Journalism and New Media Group B - Research Methodology	30	10	10	50	100 Preparation of a research proposal and paper
3.3	Media Management	60	20	20	100	Management project on media house.
3.4	Media Economics	60	20	20	100	Write up on Economic Role played by advertising revenue in print and electronic media.

SEMESTER - 4

4.1	Film Studies	60	20	20	100	Film Appreciation Writing
4.2	Corporate Social Responsibility	60	20	20	100	Case Study/Field Survey
4.3	Degree Film Making	60	20	20	100	Making Film – Fiction and Non-Fiction of 15 minutes duration
4.4	Print Production	60	20	20	100	Production of a dummy News paper / magazine



University Of Kalyani

Choice Based Credit System (CBCS) Syllabus

M.A. in Mass Communication and Community Journalism

Total Marks - 1600

Paper 1.1 - MASS COMMUNICATION AND SOCIETY

Mass communication-definition- concept of 'mass'- features- a corporate product.

Mass Communication and society- public sphere- Fourth Estate- Media and big business- commoditization of news- tabloidization of the media- advertorial- infotainment- trial by media

Culture and communication- mass culture-cultural hegemony- cultural imperialism

Functions of mass communication.

Dysfunctions- gate keeping- agenda setting- status conferral role- stereotypes- myths

Indian concept of communication

Marxist view of the media: Frankfurt School.

Theories of mass communication- Bullet theory and its rejection- Two-step flow and multi-step flow theories- Cognitive dissonance- Selective perception and related theories- Need and gratification theory- spiral of silence- play theory- cultivation theory- Dependency theory- Adoption theory- Propaganda theory of Chomsky

Mass media under different political systems- Authoritarian system-libertarian system – Soviet media theory- Social responsibilities system-Development theory- Democratic participation theory- Revolutionary media theory.



Imbalances in international news flow- Western domination- Third World viewpoint- NWICO- a critical evaluation-McBride Commission-IPDC.

PAPER 1.2 - DEVELOPMENT COMMUNICATION

The philosophy of development – The concept of sustainable development – Development for whom and what? – A historical perspective to the Third World Development with special reference to India – The politics of development – Truman’s

Four Point Programme and the Cold War politics

National Planning Committee (1938) of the Indian National Congress – Nehru’s vision of development – Technological route to development – the Mahalanobis model – Five year Plans

Development philosophy of Tagore and Gandhi – Pedagogy of the oppressed - Pablo Friere’s view– Grundtvig’s ideas

Western theories of development – White man’s burden and social Darwinism - Dominant development paradigm – views of Rostow, McClelland, Lerner and Inkeles – Protestant ethics –

Person blames vs. system blame– a critical evaluation

Diffusion of innovation – role of the mass media – ‘magic multiplier’ and the revised view of Schramm.

The new paradigm in development philosophy – Human Development Index – views of AmartyaSen and Mahababul Haque- role of women in development.



PAPER 1.3 - AUDIO VISUAL COMMUNICATION

GROUP A – RADIO

Radio as a Mass Medium – its special features

Evolution and growth of Radio Broadcasting in India – its role in Nation Building – Social, Economic and cultural aspects

Signals of Radio Broadcasting – AM, FM, Sky/Space Radio

Stages of Radio Program productions

Target Audiences: Different genres of programs: Concept, Planning and Techniques of Productions

Writing for Radio: Style and Expression

Radio News: Gathering and Reporting of Radio News, Coverage of events, and interviewing, phone-in-program.

Compilation and Bunching of stories for Radio Bulletins

Spoken word program in Radio

All India Radio, its structure and role as a Public Service Broadcasting, Code of Broadcast PrasarBharati

Future of radio – Community Radio, Narrow casting

Editing for Radio - An Introduction: copy editing and editing of recorded material

Practical: Making of radio feature, reporting, news reading, news scripting/ interviewing.



GROUP – B PHOTOGRAPHY

Introduction of Photography.

Optics:- Reflection/ Refraction Lens (Wide, Normal, Tele, Zoom), Depth of Field, Depth of Focus, Back Focus, Focal length, Image distance, Object Distance.

Lighting- Color Temperature, Incandescent Light, High Key, Low Key, Location lighting, foot-candle, Black/White balance. Exposure meter. Filter:-85 / 80A correction filter, ND Filter.

Colour- Additive/ Subtractive, Hue, Brightness, Saturation, white Light, Spectrum. Kelvin:- 3200K, 5600K.

PAPER 1.4 ADVERTISING AND MARKETING

What is marketing- Market process- Understand the market place & customer needs and wants- design customer driven marketing strategy- Construct an integrated marketing program that delivers superior value.

Model of Consumer Behaviour- Characteristics affecting Consumer Behaviour- Types of Buying Decision Behaviour- Buying Decision Process- Buying Decision process for new products- Consumer Behaviour across international borders.

Marketing management orientations-Product concept, Selling concept, Marketing concept, Societal Marketing-Market Segmentation- Market Targeting- Positioning

Product, services and Branding- Classification product and services (Consumer and industrial)- Advantages of Branding

Product Life Cycle- Strategies at different stages of PLC

A case study on New Product Launching



New Product Development- Test marketing-New Product launch Strategies- Product packaging and its product specific importance

Pricing of product and services- Criteria for setting price- New product pricing strategies

Place of distribution— a) channels of distribution, b) Type of distribution and its importance, c) Different characteristics of Channel partners, d) Channel Decision- Direct, Franchising Traditional, Organized, Wholesaling, e) Case Study on Sales forecasting

Evaluating Markets-Demand Forecasting and Sales Forecasting, Case Study on Sales forecasting

Promotion-Advertising, Sales Promotion, Public Relations, Personal Selling

International Marketing-International Marketing Environment, Competition, Resource, Regulatory requirements, Marketing Mix, Technology

Understanding today's internet marketing-A holistic approach, how search engines work, establish your business goal

Direct Marketing_ Forms Direct Marketing, Public Policy issues in Direct Marketing

Rural Marketing Environment-Rural Consumer Behaviour, Rural Marketing Mix- a) Targeting, Segmenting, Positioning b) Product Strategy

Introduction

Sales Management- a) Planning the Sales Team's effort, b) Staffing the Sales team

Training the Sales Team-Directing the Sales team, controlling sales team, Sales Promotion in Marketing mix, Sales Promotional Strategy, a) SWOT Analysis, b) SMART objective, c) Push and Pull

Type of Sales Promotion- Trade, Consumer, Innovation in Sales Promotion

Post Sales Promotion evaluation- Objective, Result, Short and long term, Evaluation Criteria



Advertising

Basic concept of Advertising – Advertising in the Marketing mix and definitions.

Objectives of Advertising-Communication roles that Advertising Satisfy inducing trial, Sustainable preference, confirm imagery etc.

Types of Advertising

Business of Advertising- Client, Agency, Media

World of Media and Media Planning

Campaign Planning

Research in Advertising

Advertising vis-à-vis publicity, PR and Propaganda

History and Development of Advertising

Economic and several effects of Advertising

Ethics in Advertising-ASCI Code

Copy writing and Art

Advertising Budget

INS, AAI, Internet, Advertising, Digital Advertising

Note: - Acting is a medium of communications- Practical Classes in all the Semesters till 4th Semesters.



Paper 2.1 - Elective Paper

(Select 1 from group A and 1 from Group B)

50 + 50 = 100 Marks

Group A

Lifestyle Feature

The Fashion and Lifestyle Journalism course would teach a student how to gather sector specific key news, write features/profile and interview techniques. It teaches existing and prospective journalists how to write clear, concise and innovative journalism for the burgeoning fashion and lifestyle market.

I) What is Fashion and Lifestyle Journalism?

This class will assess the scope of fashion and lifestyle journalism? What are the sectors you can write on? What kind of publications you can expect to contribute? A brief analysis of various sectors in lifestyle journalism —movie journalism, fashion journalism, travel journalism, music journalism etc.

II) Writing for magazines/Writing a feature story?

This class will teach the students techniques on how to write a comprehensive feature story. How it is different from writing reports for news papers? What are the points you need to note? Importance of introduction? Developing a style of writing?

III) Importance of research while writing a feature story?

Why research is important and how it can add credibility to your feature story? How to write an investigative feature story? Types of research materials you can assess? How far you should trust the internet? How in depth research can add value to your feature story?



IV) Interviews: In the Lifestyle Segment

How to interview: Tips and Techniques

Celebrities

Fashion Designers

Movie Stars

Non fashion/non celebrity person for life style stories (For example: SauravGanguly on his fashion/eating preferences?)

V) Review Writing

How to write reviews: Tips and Techniques

Movies

Fashion show

Restaurants

Resorts

Events

Books

VI) Travel Journalism

What is travel journalism? What is the Scope of travel journalism? How to identify a place to write?

Writing style? Photographs and their importance

VII) Generating story ideas

How to find the right story plans for lifestyle journalism. From where can you find story plans? Qualities of a lifestyle journalist —how to predict trends. Writing developmental/social issues stories within lifestyle journalism.



Travel and Tour Management

1. Tourism and Travel Market

- Leisure Travel
- The Business Travel
- Travel Agency
- Travel Related Services
- Travel Related Business
- International Travel Requirements.

2. ORGANISATION AND WORKING OF A TRAVEL AGENCY

- Classification of Travel agents
- Forms of Organization
- Retail Travel agent
- Education and Training
- Organization Structures
- Appointments of agents abroad
- What is package tour and inclusion?
- Rights and duty

3. APPROVAL AND RECOGNISATION

- Rules and Recognition of travel agent
- IATA approval and others approval membership.



4. TOURISM AND TRAVEL PRODUCT

5. TRAVEL RETAILING AND OPERATION

- Main function of Travel agency
- Agency Commission
- Price Information
- ITINARY Planning
- Reservation Sheet
- Airline Tickets
- Product Knowledge

6. AIRLINE RESERVATION AND FARE CONSTRUCTION

- Guidelines for International Tariff Rules
- Techniques of fare construction
- Fare construction terminology
- Lowest Combination of fare method

7. RESERVATION OF TOURIST ACCOMODATION

- Categories of portals and resorts
- Hotels rates and terms
- Room accommodation and facilities
- Bedding types
- Room location
- Meal Plan
- Room Rate Categories



- Commission on hotel reservation.

8. RAIL COACH TRAVEL AND CAR RENTAL

- Rail coach accommodation
- Classes of services
- Fares
- Reservations
- AMTRAK
- Rail Travel Reservation
- European Pass
- Road Travel Arrangement
- Package tour
- Chartered Tours
- Coach Tour and Travel Agency
- Rate type
- Car reservation and Rental Agreement

9. TOURIST GUIDE

- Definition
- Duties and Responsibilities of Tourist Guide
- Earnings of Tourist guide

10. ANCILLARY TOURISM SERVICES

- Service of Tourism
- Financial Service
- Foreign Exchange
- Travel Card



- Services of Supplies
- Education and training services
- Other related service of Travel Agency
- Custom and Immigration

11. TOUR OPERATORS AND TOUR OPERATION

- Types of Tour Operator
- Rules for Recognition of Tour Operator
- Role of a Tour Operator
- Tour wholesaler
- Package tour
- Escorted tour
- Designing a tour
- Tour Order
- Tour operation
- Input and Output of tour operation
- Package tour brochure

12. TOUR PLANNING AND PRE TOUR PREPARATION

- Find a new destination
- Market Research
- Negotiation with service provide and ancillary services
- Arrival and departure groups
- Package and Price strategy
- Source of income
- Reconfirmation of tours custom and immigration procedure
- Preparation of special event



13. TOUR OPERATIONAL TECHNIQUE

- Tour operation from day one
- 1st day – departure
- End route
- Joining in route
- Hotel procedure
- Check out from hotels
- Detail travelling procedure
- Medical kit
- Food and beverage.

Group B

Event Management

Section 1: Conceptualizing Your Event

Chapter 1: Defining Your Objective

Section 2: Planning Your Event

Chapter 2: Building on organizing Team

Chapter 3: Creating the Agenda

Chapter 4: Making the Event Budget

Chapter 5: Covering Your Costs

Chapter 6: Raising Funds for Your Event

Chapter 7: Promoting your Event



Chapter 8: Coordinating the Media

Chapter 9: Logistics

Section 3: EXECUTING YOUR EVENT

Chapter 10: Executing Your Event Tips for the Day of the Event

Section 4: After your event

Chapter 11: After Your Event

APPENDIX:

Checklist for Planning Your Event

Checklist for Executing Your Event

Checklist for After Your Event

Checklist for Working as Part of Team

Sample Agenda

Sample Application/Registration Form

Sample Evaluation Form

Sample Press Release

Icebreakers



Sports Management

Sports Reporting

How it begins

In search of Ideas in Sports

The ignition point of an Idea-Finding

Putting Ideas in writing

Style in Sports Writing

Importance of a fresh and new angle

Keep your eyes and ears open

The Professional Approach

Writing to length

How to Report and Write the Sports News

Need for Specialization

Facts for the Advance Story or News Item

Covering the Game [Students may be asked to report matches after watching them in television]

Sports Features and Columns

Sub editing copy for the sports page

Sports page make-up

Tips for the would be sports reported



Paper 2.2 - Community Journalism- News Gathering and Writing

Definition & Concept of News

Elements of News

Structure of News - different forms of Intros

Qualities and Responsibilities of Reporters

Techniques of Interview

Beat & Assignment

News sources, News Conferences

Reporting Legislative & Parliamentary proceedings

Court, Crime, Accident, Disaster Reporting

Interpretative & Investigative Reporting

Sport and Entertainment Reporting

Human Interest Stories

Writing Editorials and Op-Ed Articles

Page3 Journalism - planning to implementation

Development Journalism

Community- Characteristics, information needs, factors influencing such needs

Community newspapers-definition, scope and challenges-Production

Circulation of community newspapers-identifying the target readers

Reporting for community newspapers-building sources-identifying relevant news-writing style

Coverage on local events, calamities, disasters, politics and development

Qualities and role of community newspaper journalists

Writing editorials for community newspapers

Editing community newspapers

Print/Audio-Visual Project



Paper 2.3 - Community Journalism - Editing

Principles of Editing, Editorial Department

Role of Editor, News Editor, Chief Sub Editor, Sub Editor

Internal & External sources of News

Concept of News as Commodity

Headlines as Index of News

Teasers and Multi-Entry points of Page One

Photo Editing

Brushing up Copies

Workflow in News desk

Design and Make-up

Use of Photographs and Info graphics

Typography

Paper 2.4 - Public Relations

Public Relations & Corporate World-Major definitions-RACE formula: management function-
management of change- technician or a strategist- issue management:

defining communication- Johari window-Indian concept of communication - grapevine - nonverbal
communication- intercultural communication.



Popular misconceptions-How does PR differ from: A) advertising B) publicity C) propaganda D) lobbying

How public relations evolved- The Indian perspective- Western context- Code of ethics- professional bodies- Ethics in PR

Public opinion-process of forming opinion - 'publics' in PR

Public Relations model: Symmetric & Asymmetric process

Corporate identity- types of identity-corporate image.

Planning for PR- stages in PR campaign.

Media relations-news release- VNR -news conference- video conferencing -rejoinders-use of photographs-supplements

Crisis management-role of PR- recent case studies

Consumer relations: consumer education: role of PR

Financial PR: concept and scope- annual report- AGM

Role in employee relations- Social Marketing,

PR & New Technology

House Journal and other Company periodicals.

Corporate social responsibility- case studies

Business communication: Public relations writing- writing speeches- writing a report

New communications technology: fax, e-mail, e-commerce, Internet and Web-site: application and importance.



Paper 3.1 - Community Media and Media Laws

100 Marks

Group A Public Service Broadcasting

50 Marks

Concept of Community Media, Division of Community Media, Definition and concept of Public service broadcasting -- principles and philosophy – BBC model- / Voice of America-Indian context – “Bahujana Hityao & Bahujano Sukhya” -- “Air waves belong to the people” – local broadcasting- narrow casting- scope applicability and relevance for India.

Difference between Community Media and Public Service Broadcasting

How can Community Media and Public Service Broadcasting be made fruitful & Effective.

Awareness Programme

Utility Programme: Health & Hygiene/ Programme for Agriculture, Exclusive programmes for the working class people including women; Self help group- Formation & Structure; Co-operative system, Bank loan, Vaccination Programme, Employment News, Nutrition; Soil test

Practical Part: Film making on Public Service Matter

Language of Film, Frame, Shot, Scene and Sequence

More on Film Language: Visual Dimension and character, Camera angles and significance

Concept Development, Introduction to script Writing and Screenplay, Shot Division

Importance of Continuity, 180 and 30 Degree rules

Mise-en-scene and Montage

Composition

Continuity: For Script and Edit



Group B -Media laws and Ethics

50 Marks

Freedom of Press

Parliamentary Privilege under articles 105 and 194

The Contempt of Courts Act 1971 – important provisions.

Press and Book Registration Act

Copyright Act 1967.

Significance of registration – Remedies for infringement – important rulings of the supreme court

Press Council of India

Working Journalist's act (1955)

Prasar bharati act.

Cable TV regulation act 1995 with amendments

Law regarding internet use , Cyber transgressions

Cinematography act and film censorship

Official secret's Act

Press Commission of India 1st & 2nd.

Laws of Libel & Defamation in India- case studies

Media ethics and its scope

Ombudsman

Paper 3.2 - Broadcast journalism and Research Methodology

100 Marks

Group A- Broadcast journalism and New Media

50 Marks



Broadcast Journalism: Introduction to Broadcast Journalism-Different sectors of Broadcast Journalism-What is news?- News values-News elements-Difference between Print Journalism and Broadcast Journalism-Sourcing news stories for Broadcast media-Writing for Broadcast-Conversational style-News Writing-Balancing news stories-Broadcast style book.

Scope for live-interactive programmes.

Radio: Radio as mass media-History of sound broadcasting with special reference of India-Radio journalism as career-Art of Radio Programming-Writing for radio broadcast-

Characteristics of radio programmes-Different interactive programmes on radio-Radio news-Radio Feature-Qualities of a radio news reporter-Radio interview.

Television: Television as a mass medium: its features, social impact, reach & future - A toy or a tool? -Characteristics, Advantages & Disadvantages -History of television with special reference to India, major landmarks including SITE and introduction of advertisement, challenge of satellite channels.

Television News: Sources of television news-different types of news stories-Interview for television news- AVO-Piece to camera- Sound bite - Voice over- compilation/bunching of stories- Production of news bulletin (live on panel)-Regional channels-their strength and weaknesses-BBC and CNN-Television documentary/Report-Television in social development and education- Interviewing and comparing for television- Recent trends in Television coverage- Role of anchor person- Anchor person as news reporter-cum-presenter-Art of presentation on television.

New Media: Satellite TV-Cable TV-Digital TV-Computer networks-Teleconferencing-Teletext-Radiotext-Videotex-History of Internet journalism-Internet: The new digital medium, Characteristics-Use of internet in Journalism-Electronic Newspapers-Online Journalism-News content in internet-Citizen journalism through internet-Relevance of Internet as a mass medium in India.

Group B- Research Methodology

50 Marks

Basic Principles of Research-Theory, Facts, Concepts, Constructs and Definitions;

Objectives of Research: Research as Gap Filling exercise;



Defining research problem – Selection of Problem – Originality in Research;
Research design – Need for research design – Features of good research design;
Ethics in Research;
Formation of Hypothesis – Testing of Hypothesis;
Preparation of proposal; Creativity, Innovation, Originality and advancement of knowledge and application to the Society;
Research types – Basic Applied – Quantitative & Qualitative – Content Analysis – Other types;
Sampling in Research – Types of sampling – Characteristic of good Sample design;
Methods of Data Collection – Primary & Secondary Data – Observation – Questionnaires – Schedules – Interview – Case Study Method – Survey;
Interpretation & Report Writing; Meaning and significance, types, steps, references and bibliography etc.
Practical: Dissertation on Media related topic of students' choice after approval.

Paper 3.3 - Media Management

100 Marks

- *Introduction to Advertising in Marketing
- *Advertising: A communication Process
- Relevance of Media
- Types of Media- Their advantage & Disadvantages
- *Definitions of Media terminology in various Medium
- Its Relevance in Planning Procedure
- *Media : A growing phenomena
- * Media Planning- An Essential part in Advertising
- *Importance of Media Research in Advertising/ Media industry



- *Media Buying
- * Media Marketing
- *Media Organizations – Structure, Culture and Goals
- * Media Production Process- Print, Electronic and Outdoor
- * Press Council- Media Laws& Ethics
- *Media: Today an attractive industry to work
- * Media & its social responsibilities
- * Project work to be given to students

Paper 3.4- Media Economics

100 Marks

Basic Economic Theory- Demand and Supply, Concept of Demand, Factors determining demand, Law of Demand, Factors responsible for change in demand, Demand Curve- factors for the changes

Concept of supply, Factors determining the supply, Law of Supply, Shifts in the supply curve, Reasons behind it, Revenue-Concept- consumption of a community- Law of Demand Supply controls the pattern.

Media as a commodity- Electronic and Print- their role in our life

How a certain programme in electronic media is in demand and how the supply line is maintained creating an artificial demand for better revenue- example - Breaking News

What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures

What is source special about the economics of the media, key economic characters of the media, corporate strategies. Economics of advertising, Television broadcasting., Television production. The International film industry. Print media, characteristics of newspaper publishing.



New media –what’s new about ‘new ‘ media? The internet and e-commerce, digitized media content, increased economies of scale and scope. Media economics and public policy.

Paper 4.1 - Film Studies

100 Marks

Film as a medium of communication-its characteristics-its relationship with other media. Film as art, entertainment and propaganda. Social background and functions

Types of films: Feature and documentary: Short film/Quickies, Ad-film, Film theories-Realism and representation. Film form , film sense and language of film

Major developments in the history of cinema- Griffith, Chaplin, Eisenstein and Pudovkin. A bird’s eye-view of the German, Soviet, French, Italian and Japanese cinema.

Indian scenario: The beginnings of documentary and feature: Hiralal Sen, Dadasaheb Phalke and Himangsu Rai. Talkie era-Studio system-New Theatres, Bombay Talkies, Prabhat and Gemini.

New Wave in Indian films: Satyajit Ray, Ritwik Ghatak, Mrinal Sen and Rajen Tarafder: New Wave in Hindi and Malayalam cinema: M.S.Sathyu, Shyam Benegal,, Syed Mirza, G. Aravindan, Ramu Kariat and Adoor Gopalakrishnan

Main Stream Bengali directors: Tapan Sinha, Asit Sen, Tarun Majumder,

Main Stream Hindi Directors: Biimal Roy, Hrishikesh Mukherjee, Basu Chatterjee, Sakti Samanta.

Documentary and short film scenario in India- Anand Patwardhan and his documentaries

The Post-Ray generation

Practical: Script Writing and shot division,

How to make a film- Role of director- different stages from concept to distribution- role of production controller- designer -script-writing techniques



Paper 4.2- Corporate Social Responsibility

100 Marks

The philosophy of corporate social responsibility (CSR) – Concept of business and community trusteeship – Enlightened self-interest of business – Improving the business climate – The concept of sustainable development – The Indian perspective

Society's attitude to business throughout the ages – How CSR evolved? -CSR and philanthropy –

Four models of CSR – Indian perspective

Friedman's view and its critique - its relevance for India

Indian case studies – leading companies and their CSR performance – an evaluation

Social audit – its relevance for CSR – case studies

Paper 4.3 - Electronic Production Degree Film Making

100 Marks

(Includes practical and assignments)

While the course is practical-oriented, the theory portion would help the students develop a sound understanding of the basics of story-telling and film-making. More than 50% of the time would be devoted to hands-on film-making, so that the students learn how to transform their ideas into films. The students would also do exercises that would strengthen their understanding of the concepts being taught. They would work on assignments and script-writing practical at home and then read out their work in interactive sessions in which they receive feedback as well as suggestions.

THE PROCESS OF MAKING A FILM



Film-making: As a director, it is necessary to understand the process of making a film: preproduction, production and post-production. A brief overview of how films are made would be given to the students.

Introduction to Electronic Production : -

The differences between Electronic Production in digital format & Film Production in film format.

Stages: -Pre – Production – Concept , Story, Production Personnel.

Production – Camera, Light, Sound.

& Post Production – Editing – Picture, Sound, Sound Tracks – re – recording.

Capturing moving picture with sound are the basic objectives of both the formats which may be called Audio – Visual Production meant for audience of all groups of all groups – a mass medium social impact.

Types of AV Production :

Fiction – Structured with a story line having a thematic approach.

Non – fiction – Both structured & Non Structured.

Others – News, Sports & games, Biography – wild life, reality shows etc.

Equipment for capturing moving picture and sound in film & video format.

SCRIPTWRITING

Storytelling: The audience is looking for a good story told well. Fiction films are basically about telling stories through visuals and sounds. Where do stories come from? Life as a source - memory, imagination, experience - yours & others. The nature and role of intuition. Universalizing the personal experience. Importance of research. Adaptation from literary works. The difference between actually being inspired and stealing ideas.

Practical: Writing concepts for 2 films every week.



Audiovisual Writing: Films are an audiovisual medium so a script is basically a description of the visuals and sounds that will be seen and heard in the film. What are the elements of visual story telling? The discipline of writing a screenplay. The outer manifestation of inner feelings which Satyajit Ray talks about.

The Format: The format for writing the Synopsis, Step scene outline, Script and Screenplay and Script for a film.

Practical: Scenes written in the international format

The Elements of Scriptwriting: Action, Character, Setting, Theme, Structure.

Practical: One-page character sketches of a fictional character & a real person the student knows personally.

Characterization: How to create 3 dimensional characters. How to establish characters on screen. The Protagonist and the Antagonist. Dramatic Need of the protagonist & its relation to the plot. The way the character grows and changes during the film. Establishing characters on screen. Show, do not tell.

Assignment: A character sketch of one of the major characters of a film & an analysis of how the character has been established in the film

Practical: A detailed character sketch of one person who can be the protagonist of a film
Structuring: Understanding the way screenplays of films are structured and learning how to use these elements in your own work: The 3-act structure. Set-Up, Confrontation, Climax, Resolution. Plot, Sub-plot, weaving them together. The structure of commercial Hindi films.

Assignment: Scene-by-scene analysis of a film the student likes

WORKSHOP ON THE STEP-OUTLINE OF A SHORT FILM: The students would write concepts for short films and bring them to class. Selecting one of these concepts, the teacher and students would write a brief step outline (one-line script) for a short film in class.

Learning from tradition: The art of dramatic writing has been written about for thousands of years. We would talk about the Natyashastra by Bharata, Nav Rasas & their relationship with Indian films.



The Importance of Conflict: Drama comes from conflict. We would analyze the types of conflict: Static Conflict, Rising Conflict, Foreshadowing Conflict. How mystery, surprise and suspense are used.

Assignment: Visiting a place for an hour, taking notes and writing an actuality trip report in audiovisual terms

What does the film say: Films reflect the spirit of the times when the film was made and the worldview of the film-maker. We would discuss the Premise (fundamental concept that drives the plot), Theme, Ideology, Ethical & Socio-Political Ideas conveyed through films.

SCREEN GRAMMAR & ELEMENTS OF FILM-MAKING

An introduction to screen grammar: What is a shot? The editing transitions that can be used to join two shots: Cut, Dissolve, Fade, Wipe, Bleach. The various elements of shot-taking: Image Size, Camera Angles, Movements, Lenses, Lighting, Camera Speed, Stocks, Graphics, Colour. The Rule of Thirds & the Golden Points. Depth of Field and Selective Focus.

Assignment: Identifying the various elements of visual composition in 6 to 10 consecutive shots of a scene and analyzing the effect of each of these elements

PRACTICALS: CINEMATOGRAPHY

The students will learn the basics of how to shoot with a video camera.

PRACTICALS: SCREEN GRAMMAR: The students will do practicals with a camera to understand:

Image Size

Camera Angles

Camera Movements

Rule of Thirds & the Golden Points

Lenses

Depth of Field



Selective Focus

The Principles of Editing: They say that a film is made on two tables - the writing table and the editing table.

Shot Breakdown: The students would learn the format for writing the shot breakdown. We would analyze the shot breakdown of scenes from various films.

Continuity and the Imaginary Line: The 180 Degree Axis. How to maintain continuity of space and time. Match Cut and Jump Cut.

Ways of Shooting: Blocking. Master-close and triple-take method. Cut in and cut away.

Preparing for a shoot: Script Breakdown. Planning Shooting Order.

Creating Requisition Lists. Floor Planning & Story-Boarding

PROJECT 1: CONTINUITY EXERCISE

1. Writing a short scene that can be filmed in 4 shots.
2. Doing the shot-breakdown for the scene
3. Drawing a floor plan
4. Story-boarding the shots
5. Shooting the simple 3-shot scene.
6. Editing the scene

Assisting in Direction

Practical: Assistant Direction

The students will learn the skills required to be an assistant director: giving the clap, maintaining a continuity sheet, etc.



Practical: How to Edit on a Personal Computer

The students would learn the basics of how to edit on a personal computer.

Sound Design: Speech, Effect sound, Music, Silence. Perspective & Volume of the different sounds on the track.

Practical: How to record sound The students would learn the basics of how to record sound on a professional mike.

Assignment: Identifying the various elements of sound design in 6 to 10 consecutive shots of a scene and analyzing the effect of each of these elements.

FINAL PROJECT: MAKING A SHORT FILM: Please Note: The students would work in groups for making the short films. The technicians and equipment required for the practicals and projects would be provided to the students. The students can arrange for more production requirements at their own cost.

i) PRE-PRODUCTION OF THE SHORT FILM:

1. The basic idea
2. The synopsis
3. What is the premise of the film? What is the theme? What are the socio-political and ethical ideas being conveyed?
4. Character sketches of the main characters, keeping their physiology, sociology and psychology in mind. The back story, i.e., what has happened in the life of the character before the film begins?

How does the character change and grow through the film.

5. Research for the film.
6. The Step-Outline of the film, in which every scene is described in a paragraph.
7. Screenplay with dialogue for the short film
8. Production Breakdown



9. Shot Breakdown of the film
10. Location-hunting and getting permissions
11. Floor-planning and story boarding
12. Casting
13. Organising the props, costumes and other production requirements.

ii) PRODUCTION OF THE SHORT FILM:

14. Shooting

iii) POST-PRODUCTION OF THE SHORT FILM:

17. Editing
18. Working on the sound
19. Adding Credit Titles
20. Subtitling the film.
21. Getting the film on tape and copies on VCD and DVD.
22. Designing a cover for the DVD

iv) SCREENING:

23. Screening the film
24. Submitting it to film festivals.
25. Putting the film on You-tube and social networking sites.

Paper 4.4 -Print Production



Brief history of printing-Development-Conventional to modern Printing Process- Modern Stage up to Benny Landa – Nanography.

Processing and Scheduling the Print Project- Details of Job specification (paper, processing & Printing etc.)

Selection of Papers, its sizes, economy outs from full sheet according to the finished product

Method of preparing the estimate and cost of production as per the Budget of the Customer.

Reduce the wastage of paper to standardize the cost of production.

Develop good relation with Pressman to materialize your creative ideas.

The role of Pre-Press in the Print Project including Typography, Typesetting, Photography,, PDF formatting, Colour Separation (CYMK), Templates(imposition), CTP/PS plate-making etc.

Press-selection of process of Printing i.e. Sheet-fed Offset, Web Offset according to the quantity and quality of the job. Whether it will be in coldest or Heatset, method, Silk-Screen or in Vinyl printing according to the nature and volume of the jobs.

Selection of Printer and check up their infrastructure

Colour Management- CYMK, PANTONE (Special colour).

Post-Press-Make the final shape of Print Production (Dummy) and select the style of binding viz Wire stitching, Paperback, Section, Sewing, Fabrication on the other hand plays vital role as a presentation of the finished Print Production i.e. UV lacquering, lamination (Matt or gloss) gold foiling or gold edging etc.



Job analysis step by step to minimize the wastage and Prepare the total Package

.

Project work and Practical Classes with latest soft wares like QuarkXPress, Photoshop, In Design, Macromedia Freehand10.



Rector's Message



I was born in February in the year 1940 in a highly Educated and Cultured Bengali family in undivided Bengal under British Rule and now Bangladesh.

While in service, to satisfy my cultural craving and creativity in audio-visual art I joined a theatre group in Kolkata and participated in acting for 20 years including set, light and sound designing.

Sonex Pvt. Ltd. (sound and exposure) was my brain child and was established in the year 1981 to generate programs for Doordarshan (Indian Television Network) and was registered with the Ministry of Information & Broadcasting, Govt. of India in the year 1984 as one of the Pioneer Producers for Doordarshan where I was one of the Promoter Directors and subsequently held the position of the Managing Director. Sonex Pvt. Ltd. has produced number of infotainment and educational fiction and non-fiction programs for Doordarshan both in Regional Bengali Channel, Kolkata and in the National Network in Hindi. I have also directed number of programs for the same.



The concept of making serial (soap opera) from Kolkata was my idea. We, at Sonex Pvt. Ltd., started to produce serials and the TRP of Tero Parbon is still at the top of the list as per the Audience Research

Bureau of Doordarshan. We have engaged renowned directors like Asit Sen, Bibhas Chakraborty, Ramaprosad Bank, Jochhan Dastidar and others to direct the serials besides me.

To mention a few, I have directed Tero Parban (6 episodes), Uran Chandi (8 episodes), Nachni (15 episodes), Tagore's Chaturanga (4 episodes) all in Bengali for Kolkata Doordarshan. I have also directed Ascharya Deepak (13 episodes), Gourav (13 episodes), Aarop (13 episodes) in Hindi for the National Network. The duration of all the episodes at that time for Doordarshan was 25 minutes.

Sonex Pvt. Ltd. gave birth to a number of talents in acting and technicians, besides Sabyaschi Chakraborty, Indrajit Deb, Indrani Haldar, Labony Sarkar, Chaity Ghosal, Shankar Chakraborty, Partha Sarathi Deb, Kharaj Mukherjee, Arindam Ganguly, Arindam Seal, Kushal Chakraborty, Ratna Ghosal, Pallavi Chatterjee, Sonali Chatterjee, Sudipta Chakraborty, Bidipta Chakraborty, Jishu Dasgupta and Kheyali Dastidar.

Later on, I have launched the First Cable TV Channel in Kolkata, CCCN, through RPG Netcom OFC Network in the year 1998 for 10 (ten) hours everyday for 365 days. This interactive channel was very popular in respect of program designing.

While working in media, I felt that a generation should be groomed in creative, technical and administrative sphere to work and contribute to the society and the country as a whole through media both in Print and Electronic. I initiated to prepare a project report earmarking the employment and self-employment areas for the young generation. Prof. Satya Sadhan Chakroorty, the then Minister of Higher Education, Govt. of West Bengal appreciated the project. The Governor of West Bengal and the Chancellor of Universities, through the Department of Higher Education, Govt. of West Bengal, subsequently approved the project. The University of Kalyani gave affiliation to the Institute of Mass Communication Film and Television Studies, registered under the Societies Registration Act, XXVI of



1961, Govt. of West Bengal. Later on University Grants Commission, Govt. of India has approved the Institution.

The Institute started the Diploma Course in Post Graduate level in Mass Communication, Journalism, Film and Television Studies. The course comprises Mass Communication, Journalism, Public Relations, Advertising, Marketing, Audio-Visual Communication and all other allied subjects including hands-on training of the students in the Computer Lab and Audio-Video Studio of the Institute.

The Institute is also running a 3yrs Hons. Degree Course in Media Studies.

The Institute proposes to start 2 years Master Degree Course in Mass Communication and Journalism. I have designed the courses and the schedule of hands-on training.

I have also taken the initiative to enrich the students in film making skills and have made a tie-up with Public Service Broadcasting Trust, New Delhi to produce documentary films commissioned by the trust. The students will have an opportunity to earn in the form of remuneration while working in the project.

The Institute is going for collaborations with UK and USA Institutes and Universities to provide better platforms for the students in quality education.

SHYAMAL SENGUPTA

Rector, HonSecretary

IMCFTS

Eminent Media Personality



Educational Visit for Project Work





STRUCTURE OF ACADEMIC, TECHNICAL AND ACCOUNTS DEPARTMENT OF THE INSTITUTE

Secretary IMCFTS & Rector : Shyamal Sengupta

Assistant Professor : Shabarni Basu

Course Counselor : Jayatri Banerjee

Course Coordinator : Monomita Chatterjee

**Department of Mass Communication & : Shabarni Basu, Asst. Professor
Media Studies**

Department of Film & Television studies : Somnath Patra, Technical Assistant

**Department of Acting & Performing Arts : Kausik Sen, Arindam Ganguly,
Tapasya Dasgupta & Urmila Bhowmick**

Supported by eminent Media, Corporate & Industry Guest Faculties

Department of Accounts : Jayanta Sen

Chartered Accountants : Avik Basu & Associates



GOVERNING BODY

Prof. Pabitra Sarkar, President

Former Vice Chancellor, Rabindra Bharati University.
Education Administrator, former Vice Chairman,
W.B. State Council of Higher Education.

Prof. Partha Raha, Vice President & Acting Treasurer
Faculty of Film Studies, University of Calcutta,
Burdwan university, Former faculty of Film Studies,
Netaji Nagar women's College.

Rtn. Gopinath Ghosh, Vice-President
PR Consultant, Faculty of Public Relation, Jadavpur University,
Bharatiya Vidya Bhawan, BILAMS.

Sri. Subir Ghosh, Vice-President
Founder Faculty Member of Mass Communication, Jadavpur
University, Mass Com. Bharatiya Vidya Bhawan.

Prof. Barun Kumar Chakraborty, Vice-President
Former Assistant Editor, Educational Broadcast, All India Radio,
Former Head of Dept. of Folklore, University of Kalyani, Faculty-
Electronic Media-Radio.

Sri Shyamal Sengupta, Secretary
Eminent Media Personality, Producer Director, Doordarshan.

Sri Biswajit Matilal, Member
Former UGC Visiting fellow in Journalism Dept. of
University of Calcutta, Guest Faculty Member of different
Colleges
& Universities.

Sri Samir Goswami, Member Guest lecturer of Jadavpur
University,
Viswa Bharati University, Netaji Subhas Open University, IGNOU,
Bharatiya Vidya Bhawan.

RAGGING

**IN THIS
INSTITUTION
IS STRICTLY PROHIBITED
AS PER THE ORDERS OF THE
GOVERNMENT AND HONORABLE
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TO
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