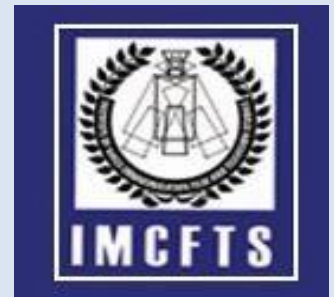


# Institute of Mass Communication Film and Television Studies



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DISCUSSIONS ON  
DIGITAL MEDIA



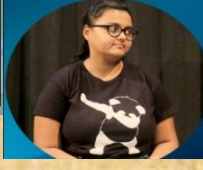
STUDIO



Script



Shooting



Action



INSTITUTE OF MASS COMMUNICATION FILM AND TELEVISION STUDIES

# PARTICIPATION OF THE STUDENTS IN DIFFERENT EVENTS



## SARASWATI PUJA

**Syllabus for Post Graduate Diploma in Mass Communication & Journalism**  
**TOP SHEET**

**Paper 1. COMMUNICATION**

Group – A - MASS COMMUNICATION (100) 50

Group – B – DEVELOPMENT COMMUNICATION 50

**Paper 2. JOURNALISM (100)**

Group – A - Reporting 50

Group – B - Writing & Editing 50

**Paper 3. CORPORATE COMMUNICATION (100)**

Group – A: PUBLIC RELATIONS 50

Group – B: ADVERTISING & MARKETING 50

**Paper 4. AUDIO-VISUAL COMMUNICATION (Film) [100]**

Group – A – FILM AS A MEDIUM OF COMMUNICATION (Theory & Application) 50

Group – B – INDIAN CINEMA (Fiction & Non-fiction) 50

**Paper 5. AUDIO-VISUAL COMMUNICATION (Electronic)**

Group – A – RADIO 50

Group – B – TELEVISION 50

**Paper 6. MEDIA APPLICATION (100)**

Group – A – COMMUNITY MEDIA & PUBLIC SERVICE BROADCASTING 50

Group – B – MEDIA LAWS & ETHICS 50

**PAPER – 7 – MEDIA IN SOCIETY & PHOTOGRAPHY(100)**

Group – A : MEDIA IN SOCIETY 50

Group – B : PHOTOGRAPHY (STILL & VIDEO) 50

**PAPER – 8 – PRACTICAL (100)**

Dissertation 20 marks

House Journal 20 marks

Photography 20 marks

Videography 20 marks

Film Production 20 marks

## Syllabus for Post Graduate Diploma in Mass Communication & Journalism

### Paper 1. COMMUNICATION (100)

#### Group – A - MASS COMMUNICATION

**Marks: 50**

1. Definition of Communication, Elements, Functions and barriers of communication: Its importance for human society
2. Forms of Communication: Interpersonal Communication, Nonverbal Communication, Group communication, Interpersonal communication
3. Indian concept of communication with special reference to Gandhian style of communication
4. Definition & Features of Mass Communication: Concept of 'mass' in mass communication, audience: Difference between Interpersonal communication. Mass culture and cultural imperialism.
5. Theories and effects of Mass Communication
  - (a) Hypodermic Needle Theory, (b) Two steps & Multi Step Theory and Opinion leaders, (c) Selective Exposure, Selective Perception & Selective Retention, (d) Cognitive dissonance, (e) Need Gratification Theory (f) Play Theory (g) Spiral of silence (h) Chomsky's Propaganda theory (I) Marxist view of mass media (j) Normative theories (h) New World Information and Communication Order.
6. Mass media as products of a corporate society: Social responsibility and commercial compulsion: Infotainment & Advertorial: Agenda setting and gate keeping role: New technology and Digital divide.

#### Group – B – DEVELOPMENT COMMUNICATION

**Marks: 50**

Western concept of development- Historical perspective to Third World development years- Point Four Programmed by Truman – The Hidden agenda  
Rabindranath and Gandhiji's view of development and communication- Nehru's vision- development- Role of United Nations  
Western view of development- Dominant development paradigm- Western theories of development- Rostow, McClelland, Inkeles, Lerner and Hagen – Critical review of their ideas: inherently ethnocentric and without historical perspective- 'person blame' rather than 'system blame' attitude – outcome of their prescriptions- Skewed pattern of development leading to widening the gulf between the rich and poor – The alternative view of development – Paulo Fiere and the 'pedagogy of the oppressed'  
Role of communication in development: Indian context – First Five Year Plan Document- Vidyalankar Committee- Ford Foundation report- Role in transfer of technology during the Green Revolution  
Diffusion of innovation – 'The Magic Multiplier': Role of the Press – Radio: Rural Radio Forum- Television: SITE and its possibilities, Film- Role of other Govt. agencies like DFB,  
Field Publicity- Role of Information departments of State Government: Folk Entertainment section in West Bengal- Role of traditional media  
New concept of development following dismal failure of the Dominant Development paradigm- Sustainable development and appropriate technology- Problems of globalization- Women and development – New concept on communication: Views of a 'chastened' Schramm  
New yardsticks for development- Human development Report- Basic needs approach- views of Amartya Sen and Mahabab – Ul- Huq- A Third Third\_World View of development- Field visits recommended

### Paper 2. JOURNALISM (100)

#### Group – A - Reporting

**Marks: 50**

Making of a newspaper: An Introduction – Structure of a daily newspaper and a magazine – newspaper ownership pattern  
News: Concept, elements, news sources, news beats and methods of gathering news: (i) Observation, (ii) Interviews (iii) Reference Material, Internet and Web sites as sources of news  
The structure of the news department: COB/Chief Reporter- functions and responsibilities, Role of Special Correspondents, Reporters, Correspondents & Stringers- Roles & Responsibilities, qualities of a good reporter

News writing: The style and language of news reporting, elements of good writing, different structures of news writing, different types of intro/lead, Relevance of inverted Pyramid style – human-interest angle, Agency style, writing for a magazine

Types and styles of Reporting: a) Covering daily incidents & events, b) political Reporting, c) parliamentary/ Assembly reporting, d) development and rural reporting, e) Business &

Corporate reporting, f) Crime and Human rights, g) Reporting a disaster, h) Lifestyle and fashion, i) Election reporting, k) Science and health & Environment, l) Sports

Interviews: Types of interview and how to take an interview? - Note-taking (manual and electronic)

Investigative reporting: types & methods – Checking records- Indian scenario

Interpretative reporting: Types and methods – editorializing news

Practical: Writing exercise based on events, incidents, interviews, real-life situations.

### **Group – B - Writing & Editing**

**Mark: 50**

Structure of an editorial department of daily/magazine: Editor, Asst. editors, news editor: their role and responsibilities

Functions of a news room: its organization and functional relationship with other departments: Specific functions and responsibilities the news editor, chief sub-editor and sub editors: their qualities

Sources of copies: News, views and different types of copies: Where they come from and how

Concept & Principles of Editing, Criterion for selection of copies,

Checking copies for libel, slant and color, Editing Practices:

Breaking up stories, linking related stories, developing stories

Creative editing: making news meaningful and reader-friendly,

Trimming and rewriting of copies, compiling of facts, Editing

Symbols, Sentences structure and word order, proof reading

Making of a headline. Types, fonts, measurement, letter count, banner, crosshead, label head

Features, editorials, columns, letters to the editor, post- edits &

Editorial writing, new analyses and backgrounders, Writing features- news features, Personality features,

Human – interest stories, and editing features & articles, Book, Film, Television, Drama and Art reviews

News Agencies: their role and functions editing news agency copies and press release

Basic concept of page layout and design: Page make up:

Tombstone, horizontal, vertical, symmetric, asymmetric, static and dynamic, brace and circus, masthead,

making dummies, role of photographs, cartoons, retouching and caption writing, photo features,

Photojournalism

Editing on-line, use of computer software, application of Quark Express, Web editions and webzines

## **Note: - Acting as a medium of communication- Practical Classes**

### **Paper 3. CORPORATE COMMUNICATION (100)**

#### **Group – B: PUBLIC RELATIONS**

**Marks: 50**

Public relations: as management of function- Issue management–Communication–elements of communication- Barriers to communication – Feedback - Grapevine– house journal

How does public relations differ from: a) marketing & advertising c) publicity d) propaganda e) lobbying

Major definitions- RACE formula- Social and economic factors behind growth of public relations- how it evolved – The Indian perspective and Western context

Importance of the Code of ethics- Professional bodies –IPRA & PRSI

Public opinion-process of forming opinion – opinion leaders- role of media – importance of public opinion for public relations- ‘publics’ in public relations

Corporate identity – types of identity- corporate image – ‘image’ management - Stages in Public Relations campaign- role of research- Public relations transfer process

Media relations – news release- news conference- press tours- rejoinders

Crisis management – role of Public Relations – case study

Consumer relations: consumer education: role of public relations  
Financial public relations: concept and scope – Annual General meeting  
Role in employee relations – Role in developing a corporate culture: a tool for motivation  
Company periodicals: Goal and purpose – making of a journal – Writing style – Employee involvement – Types of Company periodicals- Contents – News gathering process – R.M.I.  
Formalities – visual elements – Photographs, illustrations, info graphics, -Making of brochure- different stages  
Social responsibility of business – community – relations – recent case studies

**Group – A: ADVERTISING & MARKETING**

**Marks: 50**

**Advertising:**

1. Advertising – definition- history and evolution- advertising as a tool of marketing- comparison with other tools of marketing communication- mass media advertising-criticisms- advantages.
2. Types of advertising- display and classified – consumer advertising- corporate- industrial- financial-product – retail- local- national- international-professional- social and public service.
3. Product advertising- target audience- brand image – positioning advertising strategies- appeals- advertising spiral- market and its segmentation, sales promotion.
4. Advertising Agency- structure and functions- role of accounts executives, Service offered by advertising agency- media budget- client servicing- selection of agency- maintaining client- agency functional understanding.
5. Advertising campaign- concept and definition- elements of campaign- planning.
6. Advertising media-print-radio-television- film-cyber-outdoor point of purchase-direct mail etc.
7. Advertising budget. Methods of determining advertising budget.
8. ABC, NRS, OTS, (Opportunity to See)
9. Creativity in advertising, differentiation- U.S.P and Brand Image
10. Copy writing and advertising, planning execution, copy research, market research.
11. Copy testing- pre-testing, post testing.
12. Research in advertising, planning, execution, copy research, market research.
13. Ethical aspects of advertising- law and advertising- advertising and pressure groups- advertising Standards Council of India-emerging trends.

**Marketing:**

1. Concept of Marketing  
Needs, wants, Demand, Product value of Satisfaction.
2. Consumer Markets of Buying behavior  
Factors influencing consumer behavior, Social factor, Personal factors, Stages in buying decision.
3. Product, Brand, Packaging etc.  
What is product? What is Brand? Product Mix.
4. Pricing Decision  
Determining Demand, selecting Pricing objective.
5. Market Place  
Evolution of Modern Markets
6. Channel Distribution  
Wholesale, Retail-Physical Distribution
7. SWOT Analysis  
Own Product, Competitors Product.
8. Sale Promotion  
Rapid growth of Sales Promotion, Purpose of sales Promotion, Publicity decisions.
9. Sales Management

Designing Sales force, training, Sales force structure, Modification of sales force, MIS, Market information, consumer reaction.

10. POP – Point of Purchaser  
Role of POP. Merchandising Sampling.
11. District Marketing  
Effectiveness.
12. Sales Force  
Eyes & Ears of Company. Knowledge of product, Market, local requirement, ability to tackle problems in the market.

#### **Paper 4. AUDIO-VISUAL COMMUNICATION (Film) [100]**

##### **Group – A – FILM AS A MEDIUM OF COMMUNICATION (Theory & Application)** **Marks: 50**

1. Film as a medium of communication –its characteristics-its relationship with other media-Film as art, entertainment and propaganda. Film theories-Realism and representation.
2. From Magic Lantern to Motion Pictures, Early Cinema Louis Lumiere, George Melies and Edwin S. Parter
3. Types of films: feature / fiction and documentary / non-fiction\
4. Idea, synopsis, scenario and script.
5. Shot, scene, sequences
6. Speech, Effects/ Ambience, Silence, Music Synchronized and non synchronized sound
7. Filmic Time and Real Time. Special design. Mise-en-scene, Montage: Eisentien and Pudovkin
8. Early Hollywood: D. W. Griffith, Charles Chaplin, and John Ford. Hollywood Studio System.

##### **Group – B – INDIAN CINEMA (Fiction & Non-fiction)**

**Marks: 50**

1. Cinema in India: Dada SahebPhalke&HimanshuRai, P.C. Barua, Devaki Kumar Basu,
2. New Wave in Indian Cinema : Satyajit Ray, RitwickGhatak, MrinalSen,
3. Popular Indian Cinema : Mother India, Sholey, Amanush, Lagan, Saptapadi, Nayak, Shatru
4. Indian Documentary: Film Division and Independent Filmmakers.
5. Reviews of a contemporary Indian film / classical film

#### **Paper 5. AUDIO-VISUAL COMMUNICATION (Electronic)**

##### **Group – A – RADIO**

**Marks: 50**

Radio as a mass medium – Features, its strength and weakness, its future – revival of radio

Growth of radio broadcasting in India – AM & FM transmission – Reception of signals- technical features-reach of AIR

Role of radio in social economic and cultural development of our country in the post-independence period- its role in rural development – A medium of the masses- broadcasting and narrowcasting- Local radio in distance education

Programmed Production: Basic Equipments: Microphones & Recorders- Stages of Radio Programme Production- Planning and production- Different stages- Different formats- Target audience- Creative use of sound writing for radio-voice over technique and phone-in-FM style and presentation

News: Techniques of news gathering for radio news- covering events & interviewing, Compilation- Newsreel and current newscaster- Script writing for news bulletin- AIR news network- News Services Division

Radio talks and features: their characteristics

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

##### **Group-B-Television**

1. Television as means of communication – importance- unique features
2. History of Television- origin and development of television in India- before and after independence.
3. Satellite TV- Cable TV. – community network- recent developments.
4. Common equipment used in TV production and transmission.
5. Various types of programs and production techniques.
6. TV News Room and its functions- organisational set up.
7. TV News- salient features – TV reporter- duties and qualities.
8. TV interview- purpose and techniques.
9. Anchoring for television – types and techniques – Live Coverage through satellite- types- and techniques.
10. Basic shots – Camera operations- some thumb rules.
11. Live Coverage – interactive TV program- types and techniques.
12. Television documentaries- fundamental rules & techniques- marketing of documentaries
13. Relevant code – rules & laws – new trends.

**Paper 6. MEDIA APPLICATION (100)**

**Group – A – COMMUNITY MEDIA & PUBLIC SERVICE BROADCASTING**

**Marks 50**

**COMMUNITY MEDIA:**

Importance of information for a community - Community newspaper – its role, responsibilities and functions in relation to big newspapers- its importance for the community- its features- news gathering for the community media- writing style- cable tv as a community medium- scope and possibilities of radio as a community medium- community media in West Bengal- role of mass media centre.

**PUBLIC SERVICE BROADCASTING:**

Public service broadcasting – definition and concept- principles and philosophy – BBC model- Indian context – “BahujanaHityao&BahujanoSukhya” – modelled on BBC program pattern- “Air waves belong to the people” – local broadcasting- narrow casting- scope applicability and relevance for India.

**Group – B – MEDIA LAWS & ETHICS**

**Marks: 50**

Freedom of media in a democratic society- Rights and restrictions under the Indian Constitution- Important Supreme Court decisions- Ethical values and need for self-restraint for media- Right to privacy Official Secrets Act (1923); its compatibility with an open government, Views of Press Commission (1982): Right to Information- the philosophy and the practice-present status:

Laws of Libel & Defamation in India- case studies

Freedom of the Press and Parliamentary Privileges under Articles 105 and 194-Case studies (‘Feroz Gandhi Act’)- Judicial review of privilege cases- Case studies in parliament, Bihar Assembly, Andhra Assembly, West Bengal Assembly and Tamil Nadir Assembly and recommendations of the Press Council: Rights of the Press to criticize the Courts in a democracy- The Contempt of Courts Act, 1971- important provisions and leading case studies.

Press & Books Registration Act- Copy right Act (1967), What is protected? Significance of registration- Remedies for infringement- important rulings of the Supreme Court- Amendment to the Act to prevent video piracy Press Council of India: its role: Proposed Broadcasting/ Media Council and need for regulatory authorities Working Journalists’ Act, (1955) – Contract system

PrasarBharati Act.- Cable TV Regulation At (1995) with amendments: Law regarding Internet use: Cyber transgressions: references – Cinematography Act and Film Censorship: CBFC- its relevance- FCAT – Recent references

**PAPER – 7 – MEDIA IN SOCIETY & PHOTOGRAPHY(100)**

**Group – A : MEDIA IN SOCIETY**

**Marks: 50**

Media reality & society (groups, association & public)- sociology & television – television & genre-sociology & cinema- social effects of advertising & electronic communication

Authority of media- media entertainer

Effects of television & cinema on behaviour

Media & violence- media and crime-juvenile delinquency-media & politics- media : information and knowledge

Sociological effects of market economy

Marx's psychology

**Group – B : PHOTOGRAPHY (STILL & VIDEO)**

**Marks: 50**

**STILL PHOTOGRAPHY**

Introduction of Photography, Film Camera & Video Camera and their formats:- Film 8mm, 16mm, 35mm. Video:-VHS, U-matic, Beta and Digital, Video System (NTSC, SECAM, PAL), view finder, Picture tube and its function (scanning), Charge Coupled Device.

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

Lighting- Colour Temperature, Incandescent Light, Quartz lamp, Halogen Lamps, Light Controls (net, cutter, dimmer), 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.

Visual Composition, Shooting process, Imaginary Line, Matching looks, News, Documentary, Tele prompter.

Type of Shoots:- LS, MS, CU, ECU, etc. Camera Angle:- Normal, Eye Level, High Angle, Low Angle, Camera movement, Tripod, Dolly, Track, Crane, etc. On-line Recording (3 camera Setup). Television Production.

Sound:- Tape Format and recording, Audio Recording System, Number of Audio Channel in various tape format. Recording principal:- Scanning, Control Track, Cue Pulse, Time Code.

**VIDEOGRAPHY PRACTICAL**

Long shot, medium long shot, medium close up; close up, big close up, tight close up. Composition: -suggestion preference shot from both ends, equal preference shot, composite shot, composing a shot. Indoors lighting. Outdoor hand held shot, interviewing a person.

**PAPER – 8 – PRACTICAL (100)**

Dissertation	20 marks
House Journal	20 marks
Photography	20 marks
Videography	20 marks
Film Production	20 marks

## **ADVERTISING & PUBLIC RELATIONS**

**20**

Web site as advertisement medium- Internet advertising: Banners, Poster design, popping up windows etc.  
New communication technology and public relations: fax, email, internet, their application and use- website and its importance for PR- Business communication: Public relations writing- news releases, feature for company periodicals, writing a speech on corporate theme- meetings, letters, notices, minutes writing, House Journal.

## **DISSERTATION**

**20**

## **PHOTOGRAPHY (STILL, VIDEO) & EDITING**

**40**

**Still photography:** Landscape photo, portrait, profile, news, fashion, sports, LS, MLS, MS, CU, Tight CU

**Videography:** Long shot, medium long shot, medium close up, close up, big close up, tight close up.  
Composition:-suggestion preference shot from both ends, equal preference shot, composite shot, composing a shot. Indoor lighting. Outdoor hand held shot, interviewing a person.

**Editing:** Cut to cut editing, dissolve, mix two shots, non sync track laying, sync track laying. Composing a sequence of two minutes.

## **PROJECT WORK : DIPLOMA FILM / COMMUNITY SURVEY**

**20**

Expression of creative ideas on any subject related to mass communication and society.

Diploma film making in video format

Media audiences: Survey



**Educational Visit for Project Work**



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**Prof. Pabitra Sarkar**, President

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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,  
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<b>Secretary IMCFTS &amp; Rector :</b>	<b>Shyamal Sengupta</b>
<b>Assistant Professor :</b>	<b>Shabarni Basu</b>
<b>Course Counselor :</b>	<b>Jayatri Banerjee</b>
<b>Course Coordinator :</b>	<b>Monomita Chatterjee</b>

**Department of Mass Communication  
& Media Studies**

**Shabarni Basu, Asst. Professor**

**Department of Film & Television Studies**

**Somnath Patra &  
Saurav Chattopadhyay**

**Department of Acting & Performing Arts**

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