Four Year Under Graduate Syllabus
Bachelor of Mass Communication

2025-2026

(NEP)

Bodoland University

CourseStructure*

***Please refer to Bodoland University guidelines issued from time and time.**

Semester I

PaperCode	Paper Name	Credit	Total Marks	Internal Marks	External marks
MASMAJ1014	Introduction to Mass Communication	4	100	30	70
MASMIN1014	Fundamentals of Mass Communication	4	100	30	70
MASIDC1013	As per University Guidelines	3	50	--	50
MASAEC1012	Language/Regional Language (EnglishasperAICTEguidelines)	2	50	--	50
MASSEC1013	Media Literacy	3	50	--	50
MASVAC1014	Fundamentals of Digital and Online Media	4	100	30	70

Semester II

PaperCode	Paper Name	Credit	Total Marks	Internal Marks	External marks
MASMAJ1024	Photography and Image Post Processing	4	100	30	70
MASMIN1024	Introduction to Journalism	4	100	30	70
MASIDC1023	As per University Guidelines	3	50	--	50
MASAEC1022	Language/RegionalLanguage (English as per AICTE guidelines)	2	50	--	50
MASSEC1023	Basics of Anchoring	3	50	--	50
MASVAC1024	Environmental Studies (MandatoryasperUniversityRules)	4	100	30	70

Semester I

Course Code: MASMAJ1014
Course Title: Introduction to Mass Communication
Credits: 4
Total Marks: 100 (Internal: 30, External: 70)

Course Objectives
This course aims to:

- Introduce the basic concepts and significance of communication.
- Explain the process, elements, and types of mass communication.
- Analyze the scope and emerging trends in the field of mass communication.

Course Content
Unit 1: Introduction to Communication

- Meaning and definitions
- Functions and processes
- Elements and types of communication
- Role of communication in society

Unit 2: Mass Communication

- Concept and characteristics
- Historical overview
- Importance and relevance in modern society

Unit 3: Media and Society

- Relationship between media and society
- Peaceful co-existence and media's influence
- Media power and responsibility
- Ethical practices in mass communication

Unit 4: Channels of Mass Communication

- Traditional media
- Print media
- Electronic media
- New/Digital media
- Advertising and Public Relations as communication tools

Unit 5: Emerging Trends in Mass Communication

- Media effects in contemporary society
- Latest tools and techniques in communication
- Advantages and disadvantages of modern communication systems
- Scope, prospects, and challenges of the field

Key Readings

- Bagdikian, H. Ben (2004). *The New Media Monopoly*. Boston: Beacon Press.
- Bernet, Steven (2011). *The Rise and Fall of Television Journalism*. New York: Bloomsbury.
- Brock, George (2013). *Out of Print – News in the Digital Age*. New Delhi: Kogan Page.
- Griffin, E. M. (2012). *A First Look at Communication Theory* (5th Edition). New York: McGraw-Hill.
- Hendricks, A. John (2010). *The Twenty–First–Century Media Industry*. New York: Lexington Books.

Course Code: MASMIN1014
Course Title: Fundamentals of Mass Communication
Credits: 4
Total Marks: 100 (Internal: 30, External: 70)

Course Objectives

- To introduce the concept of communication and its significance
- To explain students about the trend of mass communication
- To analyse the scope of mass communication

Course Contents

Unit 1: Communication

• Definition
• Significance
• Role
• Skills
• Latest trends

Unit 2: Mediums of Communication

• Traditional
• Modern
• Characteristics
• Trends

Unit 3: Mass Communication

• Meaning
• Process
• Significance
• Characteristics

Unit 4: Media Today

• International
• National
• Regional

Unit 5: Online vs Offline Media

• Characteristics
• Trends
• Case Study

Key Readings

- Naughton, John. (2001). *A Brief History of the Future: The Origin of the Internet*. London: Phoenix
- Picot, Arnold & Lorenz, Josef. (2010). *ICT for the Next Five Billion People*. New York: Springer
- Rajagopal, Arvind. (2004). *Politics after Television*. New York: Cambridge University Press
- Ryan, Johnny. (2010). *A History of the Internet and the Digital Future*. London: Leaktion Books

Course Code: MASSEC1013
Course Title: Media Literacy
Credits: 3
Total Marks: 50 (External: 50)

Course Objectives

1. To create awareness and critical understanding of media literacy among students.
2. To introduce students to various types of media content and their characteristics.
3. To provide foundational knowledge of mass media and its purpose in contemporary society.

Course Contents

1. **Media Content**
    - Purpose
    - Types
    - Channels
    - Latest Trends
    - Ownership
2. **Media Gatekeeping**
    - Concept
    - Significance
    - Agenda Setting
    - Media Management
3. **Media Hegemony & Effect**
    - Concept
    - Consolidation
    - Contra-flow
4. **Latest Trends and Effects**
    - Print Media
    - Electronic Media
    - New Media
5. **Practicum**
    - Scan, analyze, and evaluate media content
    - Exposure to Print, Electronic, and New Media
    - Vox-pop activity

KEY READINGS

- Adams, D., & Hamm, M. (2000). *Media and literacy: Learning in an electronic age—Issues, ideas, and teaching strategies*. Charles C. Thomas, Publisher, Ltd.
- Brown, J. A. (2013). *Television, Critical Viewing Skills, Education: Major Media Literacy Projects in the United States and Selected Countries*. Routledge.
- Davies, J. (1996). *Educating Students in a Media-Saturated Culture*. Technomic Publishing Company, Inc.
- Heins, M., & Cho, C. (2003). *Media literacy: An alternative to censorship*. Marjorie Heins.
- Hobbs, R. (2011). *Digital and media literacy: Connecting culture and classroom*. Corwin Press.
- Jacobs, W. R. (2012). *Speaking the lower frequencies: Students and media literacy*. SUNY Press.
- Kalantzis, M., & Pandian, A. (Eds.). (2001). *Literacy matters: Issues for new times*. Common Ground.

Semester II

Course Code:MASMAJ1024
Course Title: Photography and Image Post Processing
Credits: 4
Total Marks: 100 (Internal: 30, External: 70)

Course Objectives

1. To introduce students to the theoretical and practical aspects of photography.
2. To develop a comprehensive understanding of the key elements and principles of photography.
3. To impart essential skills related to photographic techniques and practices.
4. To enable students to acquire fundamental knowledge of digital post-processing techniques.

Course Contents

Unit 1: Evolution of Photography

- History of Photography
- Camera Obscura
- Photography using film
- Evolution of digital cameras

Unit 2: Understanding Camera

- Camera formats and types
- Types of lenses and their uses
- Camera metering
- Camera support system
- Practical: Basic camera operation

Unit 3: Understanding Exposure

- Exposure Triangle (ISO, Shutter Speed, Aperture)
- Motion Blur
- Depth of Field
- Practical: Capture pictures using manual exposure

Unit 4: Understanding Light

- Understanding Light
- Properties of Light
- Lighting Principles
- Inverse Square Law
- Types of Studio Light
- Various Types of Lighting
- Practical: Setting up Lighting for different scenarios

Unit 5: Composition and Genres of Photography

- Shots, space and angle
- Various types of Compositions
- Introduction to Genres of Photography:
    - Portrait Photography
    - Landscape Photography
    - Wildlife Photography
    - Sports Photography
    - Street Photography, etc.
- Practical: Genre Based Photography

Unit 6: Basic Digital Image Post Processing

- File Formats
- Interpolation & Anti-Aliasing
- Editing Techniques:
    - Color Correction
    - Aspect Ratio, Crop & Resize

    - White Balance
- Practical: Basic photo editing

Key Readings

- Ang, Tom (2014). *Photography: The Definitive Visual History*. London: DK Publishers.
- Ang, Tom (2013). *Digital Photography Masterclass*. London: DK Publishers.
- Langford, Michael; Fox, Anna; Sawdon Smith, Richard (2010). *Langford's Basic Photography – The Guide for Serious Photographers* (9th Edition). London: Focal Press.
- Freeman, Michael (2017). *The Photographer's Eye Remastered* (10th Edition). UK: Ilex Press.
- Barnbaum, Bruce (2010). *The Art of Photography* (2nd Edition): A Personal Approach to Artistic Expression. USA: Rocky Nook.
- Davis, Harold & Davis, Phyllis (2011). *The Photoshop Darkroom 2*. London: Focal Press.
- Freeman, Michael (2007). *The Photographer's Eye*. London: Focal Press.
- Kelby, Scott (2011). *Light It, Shoot It, Retouch It*. San Francisco: New Riders.

Course Code: MASMIN1024
Course Title: Introduction to Journalism
Credits: 4
Total Marks: 100 (Internal: 30, External: 70)

Course Objectives

1. To acquaint students with the history of the press and its significant role in the Indian freedom struggle.
2. To describe the various positions, roles, and responsibilities within media organizations.
3. To provide a comprehensive overview and understanding of journalism across different mediums.

Course Contents

1. **Concepts of Journalism**
    - Meaning and objectives
    - Functions
    - Elements
    - Types
    - Sources
2. **History of the Press**
    - Introduction to printing
    - Press since Independence
    - Role of journalism in society
3. **Structures of a Media Organisation and Editorial Department**
    - Advertising, circulation, and marketing
    - Accounting and finance, TRP and readership
    - Editorial structure
    - Newsroom structure
4. **Emerging Trends in Journalism**
    - Mobile Journalism (MoJo)
    - Citizen Journalism
    - Self-Publishing
    - Overview of New MediaJournalism
    - Practical: MobileJournalism, CitizenJournalism, Self-Publishingactivities

Key Readings

- Sarma, Gobinda Prasad (2007). *150 Years of Journalism in Assam*. Media Trust
- Ahuja, Charanjit (2016). *Print Journalism: A Complete Book of Journalism*. Partridge Publishing, India
- Roy, Barun (2013). *Beginner's Guide to Journalism & Mass Communication*. V.S. Publisher
- Kamath, M. V (2009). *The Journalist's Handbook*. Vikas Publishing House Pvt. Ltd
- Berkowitz, Dan (1997). *Social Meanings of News – A Text Reader*. Sage Publications
- Cortada, W. James (2013). *The Digital Flood: The Diffusion of Information Technology across the U.S., Europe and Asia*. Oxford University Press
- Hendricks, A. John (2010). *The Twenty–First–Century Media Industry*. Lexington Books
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group
- McLuhan, Marshal (2008). *Understanding Media – The Extension of Man*. Routledge
- Natarajan, J. (2002). *History of Indian Journalism* (2nd Ed.). Ministry of Information & Communication, Government of India
- Parthasarthy, Rangaswami (1989). *Journalism in India: From the Earliest Times to the Present Day*. Sterling Publishers
- Poe, T. Marshal. *History of Communication: Media, Society from Evolution of Speech to the Internet*. Cambridge University Press
- Singhal, M. Arvind & Rogers, M. Everett (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publication
- Schudson, Michael (2003). *Sociology of News*. W. W. Norton & Company

Course Code: MASSEC1023
Course Title: Basics of Anchoring
Credits: 3
Total Marks: 50 (External: 50)

Course Objectives

1. To explain the significance of anchoring within the media industry.
2. To provide foundational knowledge about the roles and responsibilities of an anchor.
3. To introduce students to the essential elements and practices of anchoring.

Course Contents

1. **Role**
    - Key roles and responsibilities
    - Significance in broadcast media
    - Scope of anchoring
    - Current trends in the field
2. **Qualities**
    - Essential personal qualities
    - Ethics in anchoring
    - Anchoring techniques
    - Applicability across formats
3. **Skills**
    - Basics of voice control
    - Pitch, tone, and modulation
    - Knowledge of media equipment
4. **Personal Grooming**
    - Intrapersonal communication
    - General awareness
    - Understanding of media environment

Key Readings

- Jain, Richa (2012). *The ABC of News Anchoring*. Pearson Education India
- O'Neal, Katherine Pebley & O'Shaughnessy, Stephanie (2005). *Public Speaking*
- Prufrock, Lynn Dorothy (2006). *Mastering Public Speaking*. New Delhi: Jaico Publishing House