



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester I

Program: B. M. M.

Program Code:

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

Programme Outline : SYBMM (SEMESTER III)

Course Code	Unit No	Name of the Unit	Credits
SBMMED301		Introduction to Creative Writing	3
	1	Formal Aspects of the Short Story	
	2	Formal Aspects of Poetry	
	3	Formal Aspects of Drama	
	4	Formal Aspects of Script/ Screen writing for Visual Media	
SBMMED302		Introduction to Cultural Studies	3
	1	Introduction to Cultural Studies	
	2	Factors in the Construction of Culture	
	3	Re- Representation and Media Culture	
	4	Globalisation and Cultural Studies	
	5	Cultural Expressions and Media	
SBMMED303		UNDERSTANDING CINEMA	3

	INTRODUCTION TO PUBLIC RELATIONS	3
1	Definition of Public Relations (PR)	
2	Evolution of PR with a Special Focus on India	
3	PR, Propaganda, Public Opinion & Publicity	
4	PR and Marketing PR & Advertising, PR and Branding	
5	Objectives, Functions of PR, Skills needed to be a PR Professional	
6	Corporate Image Management	
7	PR Tools	
8	New age PR: Digital PR (To be taught with contemporary cases)	
9	PR process with emphasis on developing a PR campaign	
10	Crisis communication (With case studies)	
11	Social responsibility & PR (With case studies)	
12	Ethics in PR: Code of Conduct (With case studies)	

SBMMED305		INTRODUCTION TO MEDIA STUDIES	3
		The Relevance of Media Studies in Contemporary Times	
	1	Exploring the Evolution of Mass Media: Print, Film, Broadcast, New Media	
	2	Critical Perspectives on Mass Media	
	3	Media and Representation	
	4	The Challenges in Contemporary Media	
SBMMED306		CONTENT CREATION AND MARKETING	3
	1	Introduction	
	2	Ideation and Storytelling in Content Marketing	
	3	Planning a Long-Term Content Strategy	
	4	Building Content Assets	
	5	Content Writing and Content Re-purposing	
	6	Content Promotion	

	7	Measuring Content Marketing Performance	
	8	Creating Topic Clusters and Pillar Pages:	

Programme Outline : SYBMM (SEMESTER IV)

Course Code	Unit No	Name of the Unit	Credits
SBMMED401		INTRODUCTION TO JOURNALISM	3
SBMMED401	1	Changing Face of Journalism from Gutenberg to New Media	
	2	Journalism in India	
	3	The role of Technology Advancement in the Media	
	4	New Media with Special Reference to the Rise of Citizen Journalism	
	5	Definition of News; Hard News / Soft News and Blend of the Two	
	6	The News Process from the Event to the Reader	
	7	Criteria for News Worthiness	
	8	News Reports; Features; Editorials	
	9	Components of a News Story	
	10	Role of Journalism with Special Emphasis on its Role to Educate	
	11	Principles of Journalism	

	12	Writing for the Print, Television and Online Platforms	
	13	Latest Trends and Issues in Journalism	
	14	The Press Council of India and the Audit Bureau of Circulation	
SBMMED402 SBMMED402		INTRODUCTION TO ADVERTISING	3
	1	Integrated Marketing Communication	
	2	Introduction to Advertising	
	3	The Evolution of Advertising	
	4	The Advertising Agency	
	5	Advertising Platforms	
	6	Creativity in Advertising	
	7	Target Group Segmentation	
	8	Advertising and Brand Communication	
SBMMED403 SBMMED403		INTRODUCTION TO PHOTOGRAPHY	3
	1	History of Photography	

	2	Film Photography	
	3	Basic Principles	
	4	Exposure	
	5	Concepts of Composition	
	6	Cell Phone Photography and Social Media	
	7	Ethics and Photography	
SBMMED404 SBMMED404		MASS MEDIA RESEARCH	3
	1	Relevance, Scope of Mass Media Research	
	2	Steps involved in the Research Process III. Qualitative and Quantitative	
	3	Qualitative and Quantitative Research	
	4	Data – Collection Methodology	
	5	Designing Questionnaire and Measurement Techniques	
	6	Sampling Process	

	7	Data Tabulation and Research Report Format	
	8	Application of Research in Mass Media	
SBMMED405 SBMMED405		ORGANISATIONAL BEHAVIOUR	3
	1	Nature of Organisational Behaviour	
	2	Organisation Culture	
	3	Motivation	
	4	Group Dynamics in Organisation	
	5	Decision Making	
	6	Leadership	
	7	Dynamics of Stress	
SBMMED406 SBMMED406		RADIO & TV	3
	1	Introduction	
	2	Introduction to Sound for both TV & Radio	

	3	Introduction to Visuals	
	4	Introduction to Radio Formats	
	5	Introduction to Television Programming	
	6	Different Roles	
	7	Other Requirements	
	8	Broadcast Production	

Programme Preamble

The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

PROGRAMME OBJECTIVES

PO1	To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
PO2	To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
PO3	To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PO4	To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry
PO5	To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

PROGRAMME SPECIFIC OUTCOMES

At the end of the programme, the learner will

PSO1	Examine mass media as an all-encompassing ideological and communication experience globally
PSO2	Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
PSO3	Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PSO4	Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry

Prioritize the need for the ethical application of the ideas taught in the programme to become responsible

consumers and producers of media content.

SEMESTER III

NAME OF THE COURSE	INTRODUCTION TO CREATIVE WRITING	
CLASS	SYBASCJ	
COURSE CODE	SBMMED301	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To encourage and enable students to write short sketches, descriptive and narrative passages and to make them aware of their own ability to compose original and creative pieces of writing during class
CO 2.	To realise the above objective by exposing the students to different styles of narration and expression in various literary texts, eg., short stories, poems, and plays, so as to enable them to read sensitively and critically
CO 3.	To enable them to use these techniques in their own writing

COURSE LEARNING OUTCOMES:

CLO 1.	identify and discuss the formal aspects of a short story
CLO 2.	analyse the formal aspects of poetry

CLO 3.	analyse the formal aspects of drama
CLO 4.	identify and discuss the formal aspects writing for audio-visual media
CLO 5.	write a short story based on a brief given to them

UNIT 1	Formal Aspects of the Short Story
1.1	Genre (science fiction, horror, romance)
1.2	Theme
1.3	Plot
1.4	Character
1.5	Setting
1.6	Point of View
UNIT 2	Formal Aspects of Poetry
2.1	Theme
2.2	Diction
2.3	Imagery
2.4	Symbolism
2.5	Figures of Speech
2.6	Rhyme and Meter
2.7	Structure and Form
UNIT 3	Formal Aspects of Drama
3.1	Theme
3.2	Character
3.3	Plot
3.4	Dialogue
3.5	Form
UNIT 4	Formal Aspects of Script/ Screen writing for Visual Media

4.1	Building a Character
4.2	Endings and Beginnings
4.3	The Sequence
4.4	Writing the Screenplay
4.5	Screenplay Form

SEMESTER III

NAME OF THE COURSE	INTRODUCTION TO CULTURAL STUDIES	
CLASS	SYBASCJ	
COURSE CODE	SBMMED302	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To create awareness on cultural theories and its relevance in media
CO 2.	To discuss the importance of cultural studies and its role in mass media
CO 3.	To understand the cultural concepts and their impact on the media

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution, need and significance of cultural studies as a discipline
CLO 2.	analyse cultural theory and its relevance to the media
CLO 3.	assess the factors in the construction of culture
CLO 4.	explore and examine the representation of cultural concepts and images in the media
CLO 5.	inspect the impact of globalisation on culture

UNIT 1	Introduction to Cultural Studies
1.1	Evolution, Need and Significance of Cultural Studies Key Concepts in Cultural studies- Representation, Materialism, Non-Reductionism, Articulation, Power, Popular Culture, Texts and Readers, Subjectivity and Identity
1.2	Theories and Their Relevance in the Media <ul style="list-style-type: none"> a. Diffusionism- Alfred Kroeber b. Cultural Materialism- Raymond Williams c. Functionalism- B. Malinowski, and R. Brown d. Social Interaction- G.H. Mead and C. H. Cooley e. Popular and Mass Culture, Circuit of Culture, Encoding and Decoding - Stuart Hall f. Culture and Industry – John Fiske
UNIT 2	Factors in the Construction of Culture
2.1	Social
2.2	Economic
2.3	Political
2.4	Religious
2.5	Technological
UNIT 3	Re- Representation and Media Culture
3.1	Language
3.2	Gender
3.3	Race
3.4	Class
3.5	Ethnicity
3.6	Kinship and Terminology
UNIT 4	Globalisation and Cultural Studies

4.1	Popular Culture- Trends, Transformation and Its Impact on Society
4.2	Commodification of Culture and Its Impact on Lifestyle
4.3	Changing Values, Ideologies and Its Relevance in the Contemporary Society
4.4	Global Economic Flow, Global Cultural Flows, Homogenisation and Fragmentation,
4.5	Glocalisation, Creolisation, Globalisation and Power
UNIT 5	Cultural Expressions and Media
5.1	Oral Traditions- Folklore
5.2	Fashions and Fads
5.3	Cuisine
5.4	Festivals
5.5	Sports
5.6	Art and Architecture

Reference Readings:

Durham, Meenakshi Gigi, and Douglas M. Kellner. *Media and Cultural Studies*. Blackwell Publishing, 2012.

Barker, Chris. *The Sage Dictionary of Cultural Studies*. Sage, 2004.

Barker, Chris and Emma A. Jane. *Cultural Studies: Theory and Practice*. Sage, 2003.

Nayar, Pramod K. *An Introduction to Cultural Studies*. Viva Books, 2016.

Keesing, Roger, and Andrew Strathern. *Cultural Anthropology: A Contemporary Perspective*. Harcourt Brace, 1998

During, Simon. Editor. *The Cultural Studies Reader*. Routledge, 2007. Miller, Barbara D. *Cultural Anthropology*. Pearson Education, 2015.

Crapo, Richley H. *Cultural Anthropology: Understanding Ourselves and Others*. McGraw Hill, 2001.

Schaefer, Richard. *Sociology: A Brief Introduction*. Tata McGraw Hill, 2006.

Storey, John. *Cultural Theory and Popular Culture: An Introduction*. Routledge, 2015. Storey, John. *What is Cultural Studies: A Reader*. Rawat, 2005.

SEMESTER III

NAME OF THE COURSE	UNDERSTANDING CINEMA	
CLASS	SYBASCJ	
COURSE CODE	SBMMED303	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	This paper should aim to sensitise the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
CO 2.	The students should get to study the similarities and differences between various cinema cultures.
CO 3.	The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture

COURSE LEARNING OUTCOMES:

CLO 1.	identify and discuss the formal aspects of filmmaking
CLO 2.	inspect and analyse the use of a specific language in cinematic storytelling
CLO 3.	identify and compare the different genres of cinematic narratives
CLO 4.	discuss the contribution of Indian filmmakers to world cinema
CLO 5.	synthesise their understanding of cinematic language by breaking down and unpacking key sequences in films

UNIT 1	Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.
UNIT 2	Introduction to Genres, Understanding Diverse Film Genres, with a special mention of Italian Neorealism, French New Wave, Russian Cinema, Swedish and Polish Masters, and Indian Parallel Cinema.
UNIT 3	In the Indian Context: Contribution and Impact of Regional Cinema
UNIT 4	Basic Introduction to the technology used in Cinema
UNIT 5	Introduction to a few important techniques employed by different film makers
UNIT 6	Introduction and basic discussion to cover a broad range of films: Documentaries, Short Films etc

Suggested Bibliography

- Monaco, James. *How to Read a Film: Movies, Media and Beyond*. Oxford: Oxford University Press, 2009
- Peary, Gerald. Ed. *Quentin Tarantino: Interviews, Revised and Updated*. Mississippi: University Press of Mississippi, 2013
- Bailey, Jason. *Pulp Fiction: The Complete Story of Quentin Tarantino's Masterpiece*. Voyageur Press, 2013
- Monaco, James. *The New Wave: Truffaut Godard Chabrol Rohmer Rivette*. Harbour Electronic Publishing: 2009
- Truffaut, Francois. *Truffaut on Cinema*. Indiana: Indiana University Press, 2017
- Truffaut, Francois. *Hitchcock*. Simon & Schuster, 1985.
- Bresson, Robert et al. *Bresson on Bresson: Interviews, 1943-1983*. New York: New York Review Books, 2016
- Levy, Shawn. *Dolce Vita Confidential: Fellini, Loren, Pucci, Paparazzi and the Swinging High Life of 1950s Rome*. Weidenfeld & Nicolson: 2016
- Bergman, Ingmar. *The Magic Lantern – An Autobiography*. University of Chicago Press, 2008.
- Bergman, Ingmar. *Images: My Life in Film*. Arcade Publishing, 2016.
- Kalin, Jesse. *The Films of Ingmar Bergman*. Cambridge: Cambridge University Press, 2003
- Wood, Robin et al. *Ingmar Bergman: New Edition*. Wayne State University Press: 2012
- Mandelbaum, Jacques. *Masters of Cinema: Ingmar Bergman*. Phaidon Press, 2011.
- Alexander-Garrett, Layla. *Andrei Tarkovsky: The Collector of Dreams*. Glagoslav: 2012

Tarkovsky, Andrei. *Sculpting in Time: Reflections on the Cinema*. University of Texas Press, 1988.

Bird, Robert. *Andrei Tarkovsky: Elements of Cinema*. Reaktion Books: 2017

Brody, Richard. *Everything Is Cinema: The Working Life of Jean-Luc Godard*. Metropolitan Books; Reprint Edition: 2008

Ray, Satyajit. *Our Films Their Films*. Orient BlackSwan, 2001.

Ray, Satyajit. *Deep Focus: Reflections on Cinema*. Harper, 2013

Ray, Satyajit. *Speaking of Films*. Penguin India, 2005.

Ray, Satyajit: *My Years with Apu*. Penguin India: New Edition, 2000 Chatterjee, Shoma A. *Ritwik Ghatak*. Rupa Publications: 2004 Ghatak, Ritwik. *Rows and Rows of Fences*. Seagull Books, 2000.

Straus, Frederic. *Almodóvar on Almodóvar*. Faber, 2006.

Sotinel, Thomas. *Masters of Cinema: Pedro Almodóvar*. Phaidon Press, 2010.

Berger, John. *Ways of Seeing*. Penguin UK, 2008.

Kurosawa, Akira. *Something like an Autobiography*. RHUS, 1983.

Joo, Woojeong. *The Cinema of Ozu Yasujiro: Histories of the Everyday*. Edinburgh University Press, 2017.

SEMESTER III

NAME OF THE COURSE	INTRODUCTION TO PUBLIC RELATIONS	
CLASS	SYBASCJ	
COURSE CODE	SBMMED304	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To prepare students for effective & ethical public communication on behalf of organisations
CO 2.	To help students acquire basic skills in the practical aspects of media relations and crisis management
CO 3.	To equip students with basic skills to write & develop press releases & Other PR communication
CO 4.	To design a public relations campaign

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution and significance of public relations as a discipline
CLO 2.	inspect and analyse the use of propaganda in public relations
CLO 3.	evaluate the tools and skills needed to be a PR professional
CLO 4.	examine the importance of crisis communication in public relations
CLO 5.	design a public relations strategy and campaign

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UNIT 1	<p>Definition of Public Relations (PR)</p> <ul style="list-style-type: none"> ● Nature ● Scope ● Stakeholders
UNIT 2	Evolution of PR with a Special Focus on India
UNIT 3	PR, Propaganda, Public Opinion & Publicity
UNIT 4	PR and Marketing PR & Advertising, PR and Branding
UNIT 5	<p>Objectives, Functions of PR, Skills needed to be a PR Professional</p> <ul style="list-style-type: none"> ● In-house PR and PR Consultancy: Advantages & Disadvantages ● Internal and External PR: With focus on Corporate Communications
UNIT 6	Corporate Image Management
UNIT 7	<p>PR Tools:</p> <p>A. Media tools</p> <ul style="list-style-type: none"> ● Press release ● Press conference ● Others <p>B. Non-Media</p> <ul style="list-style-type: none"> ● Seminars ● Exhibitions / trade fairs ● Sponsorship ● Others <p>C. Content Development in PR:</p> <ul style="list-style-type: none"> ● Development of profile: Company / Individual ● Drafting a Pitch note/ Proposal ● Writing for Social Media
UNIT 8	New age PR: Digital PR (To be taught with contemporary cases)

UNIT 9	PR process with emphasis on developing a PR campaign
UNIT 10	Crisis communication (With case studies): <ul style="list-style-type: none"> ● Preparing a crisis plan ● Handling crisis
UNIT 11	Social responsibility & PR (With case studies)
UNIT 12	Ethics in PR: Code of Conduct (With case studies)

Reference Reading:

Grunig, James E. *Excellence in Public Relations and Communication Management*. Routledge, 1992.

Fearn-Banks, Kathleen. *Student Workbook to Accompany Crisis Communications: A Casebook Approach*. Routledge, 2016.

Bernays, Edward L. *Public Relations*. Snowball Publishing, 2016.

Olasky, Marvin N. *Corporate Public Relations: A New Historical Perspective*. Routledge, 2011

Treadwell, Donald, and Jill Treadwell. *Public Relations Writing: Principles in Practice*. Sage, 2005.

Duhé, Sandra C. *New Media and Public Relations*. Peter Lang Publishing, 2017.

Phillips, David, and Philip Young. *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page, 2009.

Cutlip, Scott, Alan Cnter and Glen Broom. *Effective Public Relations*. Pearson, 2008.

Dunn, Jim. *Public Relations Techniques that Work*. Crest Publishing, 2007.

Ries, Al, and Laura Ries. *The Fall of Advertising and the Rise of PR*. Harper Business, 2015.

Lattimore, Dan, Otis Baskin, Suzette Heiman and Elizabeth Toth. *Public Relations: The Profession and the Practice*. McGraw Hill Education, 2009.

Philip, Lesley. *A Handbook of Public Relations and Communication*. McGraw Hill Education, 2002.

Newsom, Doug, Judy Turk and Dean Kruckeberg. *This is PR: The Realities of Public Relations*. Wadsworth Publishing, 2012.

SEMESTER III

NAME OF THE COURSE	INTRODUCTION TO MEDIA STUDIES	
CLASS	SYBASCJ	
COURSE CODE	SBMMED305	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce the students to critical perspectives that have evolved within and around the discipline of mass media
CO 2.	To discuss the impact of media in society, its role in informing and shaping socio-political and cultural discourse the world over
CO 3.	To get them to engage with the history of, and current trends, in various mass media platforms

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution and significance of media studies as a discipline
CLO 2.	inspect and analyse critical perspectives on mass media
CLO 3.	evaluate the impact of the media in social representation
CLO 4.	examine the challenges in contemporary media

UNIT 1	The Relevance of Media Studies in Contemporary Times
UNIT 2	Exploring the Evolution of Mass Media: Print, Film, Broadcast, New Media
UNIT 3	<p>Critical Perspectives on Mass Media:</p> <ul style="list-style-type: none"> ● Propaganda: its evolution and use in political discourse through the 20th Century; Noam Chomsky and Edward Hermann’s Propaganda Model ● The Lippmann vs. Dewey Debate on Information and Public Opinion in a Democracy ● The Two-Step Flow Model of Information and Influence by Paul Lazarsfeld ● The Uses and Gratification Theory ● Agenda Setting and Its Impact on News Dissemination ● Michel Foucault’s Notion of Power and Authority, and his Model of the Panopticon ● Marshall McLuhan’s Views on Digital Media
UNIT 4	<p>Media and Representation:</p> <ul style="list-style-type: none"> ● Representations of Race ● Representations of Gender and Sexuality ● Representation of Ethnicity and Religion
UNIT 5	<p>The Challenges in Contemporary Media:</p> <ul style="list-style-type: none"> ● Current Trends in Media Platforms ● Media and Consumerism ● Intellectual Property and New Media

Reference Reading:

Baran, Stanley J. and Dennis K. Davis. *Mass Communication Theory: Foundations, Ferment and Future*. Cengage Learning, 2015.

Baran, J. Stanley. *Introduction to Mass Communication. Media Literacy and Culture*.

McGraw Hill Education, 2015.

McQuail, Denis. *Mass Communication Theory*. 6th Ed. India: Om Books, 2016.

Fiske, John. *Introduction to Communication Studies*. Taylore and Francis, 2010.

Mulvey, Laura. *Visual and Other Pleasures*. Palgrave Macmillan, 2009.

Foucault, Michel. *Power: Essential Works of Michel Foucault 1954-1984*. Vol 3. UK: Penguin, 2002.

Schirato, Tony, Geoff Danahar and Jenn Webb. *Understanding Foucault: A Critical Introduction*. Sage, 2012.

McLuhan, Marshall and Lewis H. Lapham. *Understanding Media: The Extensions of Man*. MIT Press, 1994.

McLuhan, Marshall. *Understanding Media*. Routledge, 2001.

Chomsky, Noam and Edward S. Herman. *Manufacturing Consent: The Political Economy of Mass Media*. UK: Random House, 1995.

Dewey, John. *Democracy and Education*. Merchant Books, 2009.

Said, Edward. *Orientalism: Western Conceptions of the Orient*. India: Penguin, 2001.

Said, Edward. *Culture and Imperialism*. UK: Random House, 1994.

McCombs, Maxwell. *Setting the Agenda: Mass Media and Public Opinion*. Polity Press, 2014.

Nandy, Ashis. *The Intimate Enemy: Loss and Recovery of Self Under Colonialism*. India: Oxford University Press, 2002.

Sunstein, Cass R. *#Republic: Divided Democracy in the Age of Social Media*. Princeton University Press, 2017.

Curran James, Natalie Fenton and Des Freedman. *Misunderstanding the Internet*. Routledge, 2016.

Curran, James, and David Hesmondhalgh. Editors. *Media and Society*. 6th Edition. USA: Bloomsbury Academic, 2018.

SEMESTER III

NAME OF THE COURSE	CONTENT CREATION AND MARKETING	
CLASS	SYBASCJ	
COURSE CODE	SBMMED306	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce students to the wider discipline of content creation surrounding mainstream advertising and marketing
CO 2.	To introduce students to the wider discipline of content creation surrounding mainstream advertising and marketing
CO 3.	To help them identify and understand diverse audience needs and perceptions when creating a content marketing strategy

COURSE LEARNING OUTCOMES:

CLO 1.	At the end of the semester, the students will: 1. discuss and outline the key concepts in content creation and marketing
CLO 2.	2. inspect the importance of ideation and storytelling in content marketing
CLO 3.	3. identify the elements of a long-term content strategy
CLO 4.	4. examine the use of different types of content assets
CLO 5.	5. outline the ways to measure content marketing performance

UNIT 1	Introduction
1.1	• What is content marketing?
1.2	• The importance of content based communication today
1.3	• Using content marketing to improve business goals
1.4	• The role of content marketing in long-term branding
UNIT 2	Ideation and Storytelling in Content Marketing
2.1	• The need to tell brand stories: exploring storytelling techniques
2.2	• Generating stand out brand content: researching and unpacking high-quality ideas
UNIT 3	Planning a Long-Term Content Strategy
3.1	• Identifying and organising initiatives and campaigns that demand content creation
3.2	• Creating realistic goals for the target audience: building buyer personae
3.3	• Performing audits to identify content needs and gaps to build a relevant content journey for the personae
3.4	• Generating a content creation roadmap
3.5	• Steps to Create a Content Marketing Strategy: identifying missions and goals establishing KPIs identifying TG assessing current business position and competition identifying suitable content channels identifying content assets allocating resources creating a content calendar creating content measuring results
UNIT 4	Building Content Assets <ul style="list-style-type: none"> • Blogs/ Vlogs • E-newsletters • Videos (pre-prepared and live streaming) • Illustrations/photos • Infographics • Online presentations • Content hubs • Mobile apps • Books • Podcasts • Social media content

UNIT 5	Content Writing and Content Re-purposing
5.1	• Exploring ideas and shaping them into effective content writing opportunities
5.2	• Re-purposing existing content into different formats
UNIT 6	Content Promotion
6.1	• Techniques to make content visible on digital distribution channels: email and social media
UNIT 7	VII. Measuring Content Marketing Performance
7.1	• Understanding ROI on the Basis of Key Performance Indicators
7.2	• Platforms used to measure Content Marketing Performance
UNIT 8	Creating Topic Clusters and Pillar Pages:
8.1	• Building comprehensive online content on specific topics
8.2	• Grouping keyword-focused content into topic clusters
8.3	• Creating interconnected networks of information and insights to act as definitive guides to topics

Reference Reading:

Pulizzi, Joe. *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education, 2013.

Atkinson, Cliff. *Beyond Bullet Points: Using PowerPoint to Tell a Persuasive Story that Gets Results*. 4th Edition. Microsoft Press, 2018.

Klotz-Guest, Kathy. *Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv*. Keeping It Human, 2016.

Lazauskas, Joe and Shane Snow. *The Storytelling Edge: How to Transform Your Business, Stop Screaming into the Void, and Make People Love You*. Wiley, 2018.

Coleman, Joey. *Never Lose a Customer Again: Turn Any Sale into Lifelong Loyalty in 100 Days*. Portfolio, 2018.

Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. 30th Ed. Harper Perennial, 2016.

Handley, Ann. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Pan Macmillan India, 2016.

Miller, Donald. *Building a Story Brand: Clarify Your Message So Customers Will Listen*. HarperCollins Leadership, 2017.

Gannett, Allen. *The Creative Curve: How to Develop the Right Idea, at the Right Time*. Currency, 2018.

Gamble, Stephen. *Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers*. John Wiley & Sons, 2016.

SEMESTER IV

NAME OF THE COURSE	INTRODUCTION TO JOURNALISM	
CLASS	SYBASCJ	
COURSE CODE	SBMMED401	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To help media students to acquaint themselves with an influential medium of journalism which holds the key to awareness and opinion formation
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COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution and significance of journalism as a media discipline
CLO 2.	inspect the role of technology and new media in the growth of journalism
CLO 3.	compare and contrast hard news and soft news
CLO 4.	examine the process of news gathering and dissemination
CLO 5.	explain the criteria for newsworthiness
CLO 6.	analyse the components of a news story
CLO 7.	write a news story

UNIT 1

Changing Face of Journalism from Gutenberg to New Media

UNIT 2	Journalism in India:
2..1	Earliest publications
2.2	The rise of nationalist press
2.3	Post 1947
2.4	The Emergency 1975
2.5	Post Emergency
2.6	Post liberalisation of the economy boom in magazines niche journalism
UNIT 3	The role of Technology Advancement in the Media
UNIT 4	New Media with Special Reference to the Rise of Citizen Journalism
UNIT 5	Definition of News; Hard News / Soft News and Blend of the Two
UNIT 6	The News Process from the Event to the Reader
UNIT 7	Criteria for News Worthiness
UNIT 8	News Reports; Features; Editorials
UNIT 9	Components of a News Story
9.1	Finding a new angle
9.2	Writing a lead
9.3	Types of Lead
9.4	Inverted pyramid format
UNIT 10	Role of Journalism with Special Emphasis on its Role to Educate
10.1	Interpretation
10.2	Transmission of values
10.3	Development
10.4	Entertainment
UNIT 11	Principles of Journalism

11.1	Objectivity
11.2	Accuracy
11.3	Without fear or favour
11.4	Balance
UNIT 12	Writing for the Print, Television and Online Platforms
UNIT 13	Latest Trends and Issues in Journalism
UNIT 14	The Press Council of India and the Audit Bureau of Circulation

Reading References:

Rich, Carole. *Workbook for Writing and Reporting News: A Coaching Method*. Wadsworth Publishing, 2009.

Rudin, Richard, and Trevor Ibbotson. *Introduction to Journalism: Essential Techniques and Background Knowledge*. Routledge, 2015.

Harcup, Tony. *Journalism: Principles and Practice*. Sage Publication, 2011.

Fleming, Carole, Emma Hemingway, Gillian Moore and David Welford. *Introduction to Journalism*. Sage, 2005.

Mehta, Nalin. *Behind a Billion Screens: What Television Tells Us about Modern India*. HarperCollins, 2015.

SEMESTER IV

NAME OF THE COURSE	INTRODUCTION TO ADVERTISING	
CLASS	SYBASCJ	
COURSE CODE	SBMMED402	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To enable the students to see Advertising as a form of strategic communication by which they can target readers and audiences
CO 2.	To introduce students to the various aspects and processes involved in Advertising
CO 3.	To get them to recognise the role played by Advertising in integrated marketing communications

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution and significance of advertising as a media discipline
CLO 2.	inspect the role of advertising in the integrated marketing communication process
CLO 3.	identify the key concepts and players in advertising
CLO 4.	examine the departments in an advertising agency
CLO 5.	explain the types of advertising and advertising platforms
CLO 6.	categorise audiences into segments
CLO 7.	create an advertising campaign

UNIT 1	Integrated Marketing Communication
1.1	The Marketing Mix: Product, Price, Place, Promotion
1.2	Definition and Elements of the IMC Process
1.3	Why Advertising has a Key Role in IMC
UNIT 2	Introduction to Advertising
2.1	Definition of Advertising
2.2	The Basic Roles and Functions of Advertising
2.3	The Key Players in the Advertising Process
2.4	Types of Advertising
UNIT 3	The Evolution of Advertising
3.1	Broad Eras of Advertising: From the Advent of Printing Technology to the Social Media Revolution
3.2	Changes and Developments in Contemporary Advertising Communication
UNIT 4	The Advertising Agency
4.1	The Role of the Advertising Agency
4.2	Types of Advertising Agencies
4.3	Departments in a Full-Service Agency: Account Management, Creative, Media Planning and Buying, Print Production, Account Planning
UNIT 5	Advertising Platforms
5.1	Print (Newspaper and Magazine)
5.2	Out-of-Home (Traditional and Ambient)
5.3	Broadcast (TV and Radio)
5.4	Digital (The Internet and Social Media)
UNIT 6	Creativity in Advertising
6.1	Marketing Communication Plan and Strategies
6.2	The Creative Process: Preparation, Incubation, Illumination, Verification, Revision

6.3	Writing a Creative Brief
6.4	Building Message Strategies
6.5	Managing Creative Strategies
6.6	Visual and Verbal Creativity in Advertising Messages
UNIT 7	Target Group Segmentation
7.1	Segmentation and Targeting Audiences for Strategic Communication
7.2	Types of Segmentation: Demography, Psychographic, Behavioural
UNIT 8	Advertising and Brand Communication
8.1	What is Brand Communication and How It Works
8.2	The Facets Model of Effects: Perception, Emotion, Persuasion, Behaviour, Association and Cognition
8.3	The Impact of Brand Communication in Society

Reference Reading

Moriarty, Sandra, Nancy D. Mitchell and William D. Wells. *Advertising and IMC: Principles and Practice*. 10th Edition. India: Pearson Education, 2016.

Belch, George E., Michael A. Belch and Keyoor Purani. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th Edition. India: McGraw Hill Education, 2013.

Batra, Rajeev, John G. Meyers and David A. Aaker. *Advertising Management*. 5th Edition. Pearson Education, 2002.

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Edition. India: Sage, 2017.

Ogilvy, David. *Ogilvy on Advertising*. RHUS, 1985.

Pandey, Piyush. *Pandeymonium: Piyush Pandey On Advertising*. India: Penguin, 2015.

SEMESTER IV

NAME OF THE COURSE	INTRODUCTION TO PHOTOGRAPHY	
CLASS	SYBASCJ	
COURSE CODE	SBMMED403	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To help students understand the principles and practice of photography
CO 2.	To enable students to enjoy photography as an art

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the evolution and significance of photography as a discipline
CLO 2.	compare and contrast still and film photography
CLO 3.	examine the basics of lighting and exposure and composition
CLO 4.	explore the impact of new media on modern photography
CLO 5.	investigate the social and political impact of photography

UNIT 1	History of Photography
1.1	The pioneers of photography and photo journalism
1.2	The role of photography in historic events such as World War I, and II, The Bhopal Gas Tragedy, and more recently with the refugee crisis in Greece
UNIT 2	Film Photography
2.1	Loading film, shooting, developing film
2.2	The difference in form, texture, and mood of film vs. digital photography
2.3	Using 35mm film to decipher mood
UNIT 3	Basic Principles
3.1	Properties of light, reflection, transmission, refraction, types of light sources and their properties, controlling light, types of light, forms of light
3.2	Types of cameras, virtual image formation, types and uses of lenses – wide angle, telephoto, normal, zoom)
UNIT 4	Exposure
4.1	Mechanism of aperture, shutter, ISO
4.2	Correct exposure
UNIT 5	Concepts of Composition
5.1	Looking at photo-books
5.2	Photo appreciation
UNIT 6	Cell Phone Photography and Social Media
6.1	Working with new tools and developing an eye
6.2	Working on photo essays on Instagram, self-portraits, and creating a portfolio on Instagram
6.3	The rise of cell phone photography with photographers using Iphones to shoot covers, including reputed publications like <i>Time Magazine</i>
6.4	Studying popular photography handles on social media that are doing path-breaking work. (The Nepal Photo Project, Humans of New York, Somewhere Magazine, Burn Diary etc.)
UNIT 7	Ethics and Photography
7.1	The impact of photography as a medium of power

7.2	Using photography consciously
7.3	Use examples of The Steve Mccury Photoshop scandal, The World Press Photo 2018 scandal, and The Vulture and the Little Girl as case studies
7.4	Being aware that there's a fine line between invading one's space, and documentation
7.5	Commercial Aspects of Photography
7.6	Learning the difference between editorial, fashion, commercial, and documentary styles

SEMESTER IV

NAME OF THE COURSE	MASS MEDIA RESEARCH	
CLASS	SYBASCJ	
COURSE CODE	SBMMED404	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce students to debates in Research approaches and equip them with tools to carry on research
CO 2.	To understand the scope and techniques of mass media research

COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the relevance and scope of media research
CLO 2.	identify the steps in the media research process
CLO 3.	compare and contrast qualitative and quantitative research techniques in media research
CLO 4.	examine the basics of data collection in media research
CLO 5.	design a questionnaire to conduct a survey on a media-related issue / question
CLO 6.	examine the process of sampling
CLO 7.	outline steps in tabulation of research data and report writing

UNIT 1	Relevance, Scope of Mass Media Research
UNIT 2	Steps involved in the Research Process III. Qualitative and Quantitative
UNIT 3	Qualitative and Quantitative Research
UNIT 4	Data – Collection Methodology:
4.1	Primary Data – Collection Methods <ul style="list-style-type: none"> i. Depth interviews ii. Focus group iii. Surveys iv. Observations
4.2	Secondary Data Collection Methods
UNIT 5	Designing Questionnaire and Measurement Techniques:
5.1	Types and basics of questionnaire design
5.2	Biased vs unbiased questions
5.3	Open ended and closed ended questions
5.4	Ranking and rating questions
5.5	Projective techniques
5.6	Measurement scales
UNIT 6	Sampling Process
6.1	Universe vs Sample
6.2	Types of sample : random, stratified, cluster
6.3	Standard and relative error
UNIT 7	Data Tabulation and Research Report Format
UNIT 8	Application of Research in Mass Media
8.1	Indian readership survey
8.2	BARC TV survey

References:

Malhotra, Naresh, and Satyabhushan Dash. *Marketing Research*. 7th Edition. Pearson Education India, 2015.

Kothari C. R., and Gaurav Garg. *Research Methodology: Methods and Techniques*. New Age International Publishers.

Nargundkar, Rajendra. *Marketing Research: Text and Cases*. 3rd Edition. McGraw Hill Education, 2017.

Mytton, Graham, Peter Diem, and Piet Hein Van Dam. *Media Audience Research: A Guide for Professionals*. India: Sage, 2015.

Barrie, Gunter. *Media Research Methods: Measuring Audiences, Reactions and Impact*. Sage, 1999.

Lowery, Shearon A., and Melvin L. DeFleur. *Milestones in Mass Communication Research*. 3rd Edition. Pearson. 1994.

Dixon, Bouma, Atkinson; *A Handbook of Social Science Research*; OUP

Riffe, Daniel; Stephen Lacy and Frederick Fico. *Analyzing Media Messages: Using Quantitative Content Analysis in Research*. 3rd Edition. Routledge, 2013.

SEMESTER IV

NAME OF THE COURSE	ORGANISATIONAL BEHAVIOUR	
CLASS	SYBASCJ	
COURSE CODE	SBMMED405	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To impart knowledge of the basic concepts and facets of organisational behavior
CO 2.	To highlight the role of psychological factors and process at work
CO 3.	To foster management skills among students

COURSE LEARNING OUTCOMES:

CLO 1.	outline the concept of organisational behaviour, its scope and the environments in which it is applicable
CLO 2.	compare and contrast different organisational cultures
CLO 3.	examine the theories of motivation and their use in management
CLO 4.	explore the impact of group dynamics in an organisation
CLO 5.	investigate the importance of leadership in an organisation, especially in times of stress

UNIT 1

Nature of Organisational Behaviour

1.1	Definition of Organisation & Types
1.2	Concept of Organisational Behaviour & Its Scope
1.3	Models of Organisational Behaviour
1.4	Organisational Structure & Its Environment
1.5	Organisation and Its environment
1.6	Formal Organisation: Design & Structure
1.7	Divisions of Work and Task Interdependence
UNIT 2	Organisation Culture
2.1	Sources of Organisational Culture
2.2	Types of Organisational Culture
2.3	Manifestation & Managing Organisational Culture
2.4	Work Force Diversity - Gender, Ethnic & Community issues & Personality Factors
UNIT 3	Motivation
3.1	Theories of Motivation – Need & Process Theory
3.2	Application of Motivation Theories
UNIT 4	Group Dynamics in Organisation
4.1	Concepts of Group & Types of Group
4.2	Group Norms & Group Cohesion
4.3	Concept of Team Work
UNIT 5	Decision Making
5.1	Decision Making – Definition & Process
5.2	Group Think, Risky Shift & Polarisation
5.3	Techniques for Improving Decision Making- MIS (Management Information System)
UNIT 6	Leadership

6.1	Importance & Characteristics of Control
6.2	Qualities of an Effective Leader
6.3	Leadership Style & Effective Communication
UNIT 7	Dynamics of Stress
7.1	Concept.
7.2	Causes & Effects
7.3	Coping Strategies

Reference Reading:

Newstorm, J.W., and Keith Davis. *Organisational Behaviour: Human Behaviour at Work*. 12th Edition. McGraw-Hill Higher Education, 2011.

Robbins, Stephen P., Timothy A. Judge and Neharika Vohra. *Organizational Behavior*. 16th Edition. Pearson Education, 2016.

Luthans, Fred. *Organizational Behavior*. 12th Edition. McGraw Hill Education, 2010.

SEMESTER IV

NAME OF THE COURSE	RADIO & TV	
CLASS	SYBASCJ	
COURSE CODE	SBMMED406	
NUMBER OF CREDITS	3	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	45	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To acquaint students with the working of two powerful media, i.e., radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
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COURSE LEARNING OUTCOMES:

CLO 1.	discuss and outline the relevance and scope and history of radio and TV in broadcast media
CLO 2.	identify the importance of sound and video in radio and TV
CLO 3.	compare and contrast the different radio and TV formats
CLO 4.	explore the process of television programming
CLO 5.	assess the different roles in the process of radio and TV production

UNIT 1	Introduction
1.1	A Short History of Radio & TV in India

1.2	All India Radio
1.3	Doordarshan
1.4	Prasar Bharti
1.5	Convergence Trends
UNIT 2	Introduction to Sound for both TV & Radio
2.1	Types of Sound: Natural, Ambient, Recorded
2.2	The Studio Setup
2.3	The Sound Equipment: Mixer, Control Panel
2.4	Tape Recording (Overview only)
2.5	Digital Recording (DAW)
2.6	Outdoor Recording and sync sound.
2.7	Types of Microphones (Condenser, Dynamic, Cardioid, Bi-directional and Omni-directional).
2.8	The Editing Suite
UNIT 3	Introduction to Visuals
3.1	The Power & Influence of Visuals
3.2	The Video-camera: types of shots, camera positions, shot sequences, shot length
3.3	Lighting: The importance of lighting
3.4	Television setup: The TV studio, difference between Studio & on-location shoots
UNIT 4	Introduction to Radio Formats
4.1	News
4.2	Documentary
4.3	Feature
4.4	Talk Show
4.5	Music shows

4.6	Radio Drama
4.7	Sports Broadcasting
UNIT 5	Introduction to Television Programming
5.1	Broad guidelines and classification
5.2	News
5.3	Documentary
5.4	Feature
5.5	Talk Shows
5.6	TV serials & Soaps
5.7	Sports
5.8	Reality
5.9	Animation
UNIT 6	Different Roles
6.1	Community Radio-role and importance
6.2	Contribution of All India Radio
6.3	The Satellite and Direct to Home challenge
UNIT 7	Other Requirements
7.1	Story board
7.2	Linear and Non-Linear Editing
7.3	On-line Editing and Offline Editing
7.4	Educational TV with reference to Jamia-Milia, etc. virtual classrooms
UNIT 8	Broadcast Production

8.1	Pre-Production
8.2	Production
8.3	Post-Production

Reference Readings:

Messere, Frank, Carl Hausman, Lewis B. O'Donnell and Phillip Benoit. *Modern Radio Production: Production Programming & Performance*. 9th Edition. Cengage Learning, 2012.

Gilmurray, Bob. *The Media Student's Guide to Radio Production*. Lulu.com, 2013.

McLeish, Robert, and Jeff Link. *Radio Production*. Routledge, 2015.

Wurtzel, Alan. *Television Production (The McGraw-Hill Series in Mass Communication)*. McGraw-Hill, 1989.