



NBIU

NORTH BENGAL INTERNATIONAL UNIVERSITY

Faculty of Social Science

Department of Communication and Journalism Studies
Syllabus for One Year Master of Social Science (M.S.S) in Media
Studies and Production (2 Semesters)

Eligibility for Enrollment

Students having Graduation in Communication and Journalism Studies or from any other related Program are Eligible to get admitted into One Year Master's Program

Media Studies and Production (MSP)

Rationale of the Program

Human beings are co-evolving with communication media and approaching to reach the zenith of the mediatic turn of our time. No place in the world now can escape the media reach. The realities we live in are undoubtedly mediapoietic.

Now-a-days media are our knowledge-neighbors influencing human perception and memory. The contemporary digital shift in the media sphere has brought changes in the concept of time and space. The virtual universe created by electronic simulation is parallel to the material world. The hoary concept of society is on the verge of collapse and new kind of world-views, values and human relations are on the making. Without proper comprehension of mediology one can hardly explain these mounting realities. Media studies can guide to understand media ecology, the science of media production and media's role in social construction.

In recent years, degrees in the field of media and communication studies have become popular all across the world. Particularly it is an attractive package to the people of younger generation who seek career in the ever exciting sphere of media and communication. The reality of Bangladesh makes no difference to this cutting edge global trend.

Over a couple of decades, the media sector in Bangladesh has experienced a seismic change. Already a vibrant industrial stream, media sector is expressing constant demand for quality manpower. Media jobs by and large are now lucrative in the country. The expanding media landscape of the country exerts myriad influences on its history, politics, culture and economy. With all these swellings, the process of mediatization has been intensified and thus critical media literacy and systematic research is now indispensable to guide social change and counter its challenges. This program commits to address these realities by making relevant knowledge available and imparting skills and convictions to the students.

The program offers two streams of learning; mediastudies and mediaproduction. Media studies deal with media theories, media influence and media literacy etc. while media production encompasses production of photography, broadcast and advertisement. A careful attention has been given to bring a balance between theoretical knowledge and practical activities. For practical works students will use university lab. Collaboration between the department and local media houses has been arranged for this purpose.

This program is unique in a number of ways. It is broadly based on communicology; the science and arts of human communication. The essence of different related disciplines is diligently incorporated into the program to give students an idea about the inner edges of the subjects they are studying. Philosophy and theory those constitute the core of the courses is supplemented by intense practical exercises and field works. The program is fully focused towards the needs of the media industry and seeks to develop a collaborative exchange of knowledge and manpower between the department and selected media houses to produce reciprocal benefits.

Faculty of Social Science
Department of Communication and Journalism Studies
Syllabus for One Year MSS in Media Studies and Production(MSP)

Basic Information on the Courses of Study

- The syllabus has been designed for the students of Master of Social Science (MSS) Program in Media Studies and Production.
- The duration of MSS Degree Program in Media Studies and Production is One Year divided into two (2) semesters.
- Students are required to complete thirteen (13) courses including Thesis, Internship Program and Viva-Voce for a total of 48 credits.
- Each course contains 100 marks and 4 credits except for Thesis, Viva-Voce and Internship Program. Thesis and Viva-Voce each contains 50 marks which means 2 credits for each one. In the case of Internship Program 25 marks i.e. 1 credit is allocated for evaluation of the course teacher, 25 marks i.e. 1 credit for concerned media house in which the interns will work and 50 marks i.e. 2 credits are allocated for Viva-Voce.
- Distribution of marks except for Thesis, Viva Voce and Internship is as follows:

1. Course Final (written)	50 marks
2. Mid-term	20 marks
3. Attendance	10 marks
4. Class Test	10 marks
5. Assignment	10 marks

Total = 100 marks
- Duration of the course Final Examination is 4 (four) hours.

MSS in Media Studies and Production
One Year Program
Course and Credit Table

First Semester

Course Code	Title of the Course	Credit
MSP 5101	Media Theory	4
MSP5102	Media and Mysticism	4
MSP5103	Social Media	4
MSP5104	Media Literacy	4
MSP5105	Media Production: Radio	4
MSP5106	Media Production: Television	4

Second Semester

Course Code	Title of the Course	Credit
MSP5207	Media and Public Relations	4
MSP5208	Media Production: Advertisement	4
MSP5209	Media Production: Digital Photography	4
MSP5210	Media Production: Film	4
MSP5211	Thesis	2
MSP 5212	Internship Program	1+1+ 2 =4
MSP 5213	Viva-Voce	2

MSS in Media Studies and Production

First Semester

Course Description

MSP5101: Media Theory

Theories are the best representation of the world around us. They are the tools assumed true until falsified. Media theories are explanations and predictions of the interface between media and social phenomena and its outcomes. This course intends to inculcate students with knowledge that helps them understand and interpret media theories.

Objectives of the course

- To help students to understand the fundamental concepts of media and its evolution overtime.
- To enable students to interpret relationships between media and society.
- To assist students to map out the major terrain of theoretical traditions of media.
- To help students critically examine different media theories.

Description of the course

This course is designed to examine different traditions of media theory. It will focus on the evolution of the concept of media at various theoretical junctures and critically examine its relationship with human history. The course will focus on the five major schools of mass media theory: the Columbia School, Chicago School, Frankfurt School, the Toronto School and British Cultural School. The course will put special emphasis on medium theories, along with media effect theories, postmodern and Asian media theories, and political economy of media. The course will engage students to understand media as technology, media as aesthetics and media as power.

Intended outcomes of the course

Completing the course the students will be able to

- Understand the concept of media and its history of evolution.
- Explain interrelationship between media and society.
- Identify distinct domains of media theory, its history of origin and influence.
- Develop critical awareness of implacability of theories in explaining social life.

Teaching Pedagogy

Lectures, supervision of reading assignments, collaborative learning events, individual and group assignments.

Readings

Mills. B & Barlow DW (2012), Reading Media Theory: Thinkers, Approaches and Contexts, 2nd Edition, Publisher: Routledge.

Laughey. Dan (2007), Key Themes In Media Theory, Edition, illustrated, reprint, Publisher, McGraw-Hill Education (UK).

Hassan. Robert & Thomas.Jolian (2006), The New Media Theory Reader, 1st Edition, Publisher: Open University Press

Williams. Kevin (2003), Understanding Media Theory, Published, Imprint, Bloomsbury Academic

Innis, Harold Adams. (1951)The Bias of CommunicationIntro. Marshall McLuhan. Toronto: Univerity of Toronto Press, 1964.

Innis, Harold Adams. (1950), Empire and Communications, Ed. David Godfrey.Victoria, B.C.: Press Porcepic, 1986.

Hissey, Lynne. (1988), Introduction to Communication TheoryBurnaby, B.C.: Simon Fraser University

McLuhan. Marshall (1962) The Gutenberg GalaxyPublisher: University of Toronto Press

McLuhan. Marshall (1964) Understanding Media: The Extensions of ManPublisher: McGraw-Hill

Fortner.Robert S &Fackler. P. Mark (2014), The Handbook of Media and Mass Communication Theory

MSP 5102: Media and Mysticism

Mysticism is a philosophy and practice that asserts the possibility of attaining unity with higher level of consciousness- the ultimate reality of divinity. It is an alternative way of spirituality. Mysticism exists in all mainstream religious practices and media as a spaceallowinterplaybetween these two along with cults and culture. This course basically aims to reveal this interplay and its outcomes.

Objectives of the course

- To orient students to the basic concept and philosophy of mysticism.
- To trace the origin and development of mysticism in the global context with a particular focus on the Indian sub-continent and Bangladesh.
- To discover the core characteristics of spirituality in mysticism and compare it with that of other forms of religious practices.
- To acquaint students to the great gurus of mystic traditions, their philosophical teachings and messages.
- To help students explore the interrelationship between media and mysticism in Bangladesh

Description of the course

This course exposes the students to the basic concepts and philosophy of mysticism. It traces the origin and development of mysticism in the global context with a particular focus on the Indian sub-continent including Bangladesh. The course explores if mysticism is a theological revolt or a process of blending the essence of different religions in a more enlightening and liberating way. The course extends special attention to the great gurus of mysticism, their philosophies, teachings and means of communication. Analyzing the importance of mysticism in the contemporary context of rising religious fundamentalism and intolerance the course will discuss how different media forms such as oral traditions (sayings, proverbs, stories, and songs), dances, and literatures, modern and post-modern media are contributing to the development of mystic tradition and its perpetuation in Bangladesh. Also the course will critically examine the role of mainstream media in the country in using mystic resources for entertainment and business purposes.

Intended outcomes of the course

Upon completing of this course the students will be able to

- comprehend the concepts and philosophy of mysticism.
- know the history of mysticism in three contexts i.e. global, the sub-continent and Bangladesh.
- know and compare the nature of spirituality of mystic traditions and mainstream religions.
- get to know the mystic gurus, their teachings, texts and the ways of communication.
- can critically examine the media's role in representing mystic tradition in Bangladesh

Teaching Pedagogy

Lecture, supervision of group and individual assignments of the students, arrangement of face-to-face interaction of the student with contemporary mystic persons.

Readings

Otto. Rudolf (London: Macmillan & Co.1932), *Mysticism East and West: A Comparative Analysis of the Nature of Mysticism*, Published online by Cambridge University Press: 25 February 2009

Rumi.Jalal Al-Din . *The Masnavi, Book One* Translated by Jawid Mojaddedi (2008) Publisher Oxford University Press, Publication City/Country Oxford, United Kingdom

Knysh. Alexander (2000), *Islamic Mysticism: A Short History* Publisher: Brill Academic

Knysh. Alexander (2019), *Sufism: A New History of Islamic Mysticism*, Reprint Edition, Publisher: Princeton University Press

Ramaswami Sastri Bahadur. K.S & Diwan, (1960), *The Evolution of Indian Mysticism*, Publisher: International Book House

Dasgupta. S.N. (2009), *Hindu Mysticism*, Publisher: Motilal Banarsidass

Bucknell. Roderick S. & Stuart-Fox. Martin (1986), *The Twilight Language: Explorations in Buddhist Meditation and Symbolism*, Publisher: Curzon Press

Bose. Manindra Mohan (1986), *The Post-Caitanya Sahajia Cult of Bengal* Publisher: Gian

BANDHOPADHYAY. TAMAL (2012)
Namer Feriwalla Bhaba Pagla Publisher/Brands: Nirmal-sahityam, Binding: Hardbound

সরকার. সোমরত (২০১৯), *কর্তাভজা, দেহবাদ, লোকতন্ত্র, প্রকাশক, অশ্বেষা প্রকাশন।*

খালেদ উজ্জামান. ড. মো. (২০২০), *লালন দর্শনে মানবতাবাদ প্রকাশক, নিউনভেলপাবলিশিং হাউস।*

MSP 5103: Social Media

Within the growing digital environment social media have become the prime-movers of our everyday life. The channels of social media such as Twitter, Facebook, LinkedIn, Instagram, Pinterest, Mentube, Google Plus and others represent a new era of communication. This course explores how these new media operate and create impacts on the nature of human interaction.

Objectives of the course

- To find the history of different social media channels.
- To help student understand the effect of social media.
- To teach students how to open different social media account, its maintenances and use.
- To focus on social media uses in Bangladesh and discuss related regulatory ethical and legal concerns.

Description of the course

This course unfolds an opportunity to navigate through the history of different social media channels. It offers an understanding of the effects of social media on political, economic, socio-psychological and cultural spheres. The course will discuss social media behaviors of the people in Bangladesh. It will also discuss regulatory aspects, gate-keeping, ethical and legal concerns, privacy, truth and deception etc. in relation to social media usages along with citizen journalism, advertising, public communication and online activism.

Intended outcomes of the course

Through successful completion of the course the students will be able to

- define social media and identify different social media channels.
- know the history of social media and its impact on contemporary social life.
- open social media account, maintain and get optimum benefit from its use.
- research the use and effects of social media in Bangladesh.
- understand and explain regulatory, ethical and legal aspects of social media use in Bangladesh.

Teaching Pedagogy

Lectures and hands-on-teaching methods will be applied. There will be supervision on collaborative learning events. In the case of practical assignments and field works the students will get proper guidance.

Readings

Mandiberg, Michael (2012); *The Social Media Reader*, New York University Press, New York

Standage, Tom (2013); *Writing on the Wall: Social Media - The First 2,000 Years*, 1st Edition, Bloomsbury USA

Pulizzi, Joe (2013); *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*, McGraw Hill Professional

Walter, Ekaterina and Jessica Gioglio (2015); *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand*, McGraw-Hill Education

Feist, Sam (2010); *The Big Book of Social Media: Case Studies, Stories, Perspectives*, Yorkshire Publishing

Kawasaki, Guy, Fitzpatrick Peg (2014); *The Art of Social Media: Power Tips for Power Users*, Penguin Publishing Group

Luttrell, Regina (2018); *Social Media: How to Engage, Share, and Connect*, Third Edition, Rowman& Littlefield Publishers

Perse, Elizabeth M. Lambe, Jennifer L. (2001); *Media Effects and Society*, second edition, Routledge

Goldman, Jeremy (2013); *Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media*, American Management Association, New York

Jenkins, Henry, Sam Ford et al. (2013); *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York University Press, New York

MSP 5104: Media Literacy

We have entered into a media-intensive social reality. In the contemporary world the logic of social institutions are being replaced by media logic. Digital technologies have brought unprecedented change at the level of communication across boundaries. The mounting pace of mediatization demands manifold literacy to help people cope with the growing complexity of the expanding symbolic environment. This course intends to bring available knowledge on the issue to the reach of the students and thereby make them media literate.

Objectives of the course

- To explain the term media literacy and its importance
- To help student understand media as a source of information entertainment and persuasion.
- To guide the student to know how messages create meaning and play role in social change.
- To help student identify the people who create media messages.
- To enable the student to recognize what the media owners want us to believe and do.
- To expose the student to the concept of media accountability and teach them how media accountability can be ensured.

Description of the course

This course offers a space to help students to understand media and its evolution. It will increase students' understanding about media power, media as sources of information, media as agents of entertainment and persuasion and their influence on social transformation. The course exposes students to the discourses on media accountability and its deviation in practices. It will enhance students' critical thinking and teach them analytical methods helpful to interpret different media contents, their ethical strands and limitations.

Intended outcomes of the course

From this course the students will be able to

- know what media literacy is and its importance in the contemporary multimedia environment.
- learn about media power, identify media owners' intentions behind producing a specific message.
- define media accountability, devise strategy and give effort to realize it.
- apply analytical methods to interpret media contents.

Teaching Pedagogy

Lecture, supervision of students' collaborative learning process, conduction of interactive learning sessions, formation of media reading collectives comprising students.

Readings

Potter, W. James (2015); Introduction to Media Literacy, First Edition: SAGE Publications

Potter, W. James (2013); Media Literacy, SAGE Publications

Tyner, Kathleen (1998); Literacy in a Digital World: Teaching and Learning in the Age of Information, 1st Edition, Routledge

Pernisco, Nick (2015); Practical Media Literacy: An Essential Guide to the Critical Thinking Skills for Our Digital World, second edition, CreateSpace Independent Publishing Platform

Abreu, Belinha S. De, et. Al. (2017); International Handbook of Media Literacy Education, Routledge communication series

Kress, Gunther (2003); Literacy in the New Media Age, Psychology Press

Silverblatt, Art, Zlobin, Nikolai (2015); *International Communications: A Media Literacy Approach*, 1st Edition, Routledge

Potter, W. James (2004); *Theory of Media Literacy: A Cognitive Approach*, 1st Edition, SAGE Publications

Tyner, Kathleen (2010); *Media Literacy: New Agendas in Communication*, Routledge, New York

Pike, Deidre (2014); *Media Literacy Seeking Honesty, Independence, and Productivity in Today's Mass Messages*, International Debate Education Association, New York

MSP 5105: Media Production: Radio

Media environment all across the world has been experiencing a resurrection of radio. Once a Cinderella in the media family, radio is now eloquent in the ether in myriad forms. While digital technologies dominate the modern means of transmitting information, radio remains the primary source of information for most people in the world. The fundamental aim of this course is to impart knowledge and skills for radio journalism.

Objectives of the course

- To discuss the history of radio focusing on the politics and conspiracies that overshadowed its discovery.
- To acquaint the student to radio technologies and develop their skills in using them.
- To teach the student radio journalism i.e. gathering news, processing content, and editing script, interview, report and promo.
- To teach the student the basics of sound editing.

Description of the course

This course leads to explain the history of radio highlighting its global, regional and local developments. It will teach the students the skills and technologies of local, network and online radio production and programming. The course will discuss the similarities and difference between print and broadcast journalism, the art and techniques of covering radio news, usages of microphone, audio tape, digital audio equipment, multi-track recording, mixing, signal processing, plantings, sound designing and editing. The course will arrange hands-on learning on radio production by engaging students in pre-production equipment operation and production procedures.

Intended outcomes of the course

Attending this course the students will be able to

- gain knowledge on the history of radio.
- demonstrate skills in using radio technologies at pre-production during production and post-production stages.
- demonstrate knowledge and skills in script writing, interviewing, reporting and creating promos.
- demonstrate skills in sound editing.

Teaching Pedagogy

Lecture, practical use of digital software, supervision of fieldwork, assigning group and individual production tasks, field trip to radio station to experience live broadcasting.

Readings

Walter Judith (1950), *Radio: the Fifth Estate* 2nd Edition Houghton Mifflin

Razlogova, Elena (2011); *The Listener's Voice: Early Radio and the American Public*, University of Pennsylvania Press

Fisher, Daniel (2012); *Radio Fields: Anthropology and Wireless Sound in the 21st Century*, New York University Press

Porter, Jeff (2016); *Lost Sound: The Forgotten Art of Radio Storytelling*, University of North Carolina Press

McLeish, Robert, Link, Jeff (2015); *Radio Production*, sixth edition, Focal Press

Connelly, Donald W. (2017); *Digital Radio Production: Third Edition*, Waveland Press

Geller, Valerie (2011); *Beyond Powerful Radio: A Communicator's Guide to the Internet Age*, Taylor & Francis

Priestman, Chris (2002); *Web Radio: Radio Production for Internet Streaming*, Gulf Professional Publishing

Kaempfer , Rick, Swanson, John (2004); *The Radio Producer's Handbook*, 1st Edition, Allworth

Aspinall, Richard J. (1973); *Radio Programme Production: A Manual for Training*, 2nd Edition, Unesco

Fisher, Hal. (1968); *Radio Program Idea Book*, 1st Edition, McGraw-Hill

Bhatt, S. C.,(2007); Broadcast Journalism: Basic Principles, first edition, HarAnandPublications,India

Sharma, Arpita (2011); Community Radio: A Handbook, VDM Verlag Dr. Miiler

MSP5106: Media Production: Television

Television is the window of the world. It has been synonymous with modernity. Now-a-days television is an inseparable entity of almost every household. A marvelous medium of communication television is the source of all kinds of information and beyond that it is the ambassador of entertainment. This course seeks to explore the major studies that investigated the power and impacts of television.

Objectives of the course

- To introduce the students to television related literatures.
- To help the students develop a critical understanding to analysis television and its roles sociologically.
- To appraise the students with the fundamentals of television production.
- To teach the students television production skills such as conceptualizing, developing and writing scripts.
- To teach the students television production and post-production skills i.e. recording and shooting and editing.

Description of the course

This course is designed to enable the students to understand the locus of television as a form of media its history and impacts and the art and science of television production. It will comprise three interrelated segments: (i) in-depth study of television production procedure, (ii) teaching technologies required at different phases of TV production and (iii) hands-on production of various type of TV programs. The course will teach students the art of visualization and its approaches, typology of telecasting, principles of script writing, story planning, interviewing, set designing, studio and field recording, types of camera, camera operation, framing, shots and movements, objectives of TV lighting, types of lighting, video recording format, editing procedure, assemblage of shots, symbolic editing, editing mode, television graphics and special effects, synchronization of video and audio, voice over, presentation skills and recordinglive etc. The students will have to produce three TV programs to partially fulfill the requirement of the course.

Intended outcomes of the course

On completing this course the students will be able to

- understand television as the prime media of mass communication.
- analyze the role of television sociologically.
- conceptualize, write, shoot and edit TV programs.
- evaluate quality of TV productions.
- understand camera, light, shot and sound.

Teaching Pedagogy

Lecture, workshop, seminar and tutorial. There will be field trip to television studios to attend television recording.

Readings

Bignell, Jonathan (2004); An introduction to Television Studies, 1st Edition Routledge

Turner, Graeme, TayJinna (ed., 2009), Television Studies, After TV: Understanding Television in the post Broadcast Era, 1st Edition, Routledge, London and New York

Owens, Jim (2015); Television Production, 16th Edition, Routledge

Shyles, Leonard C. (2007); The Art of Video Production, 1st Edition, SAGE Publications, Inc

Kyker, Keith, Curchy, Christopher (2004); Television Production: A Classroom Approach, Libraries Unlimited

Zettl, Herbert (2014); Television Production Handbook, 12th Edition, Wadsworth Publishing

Thompson, Robert, Malone, Cindy (2003); The Broadcast Journalism Handbook: A Television News Survival Guide: Rowman & Littlefield Publishers

Long, Mark (1998); The World of Satellite Television, Subsequent Edition, Book Pub Co.

Kuney, Jack (1990); Take One: Television Directors on Directing, Praeger Publishers, New York

Roberts, Graham (2007); European Cinemas in the Television Age, Edinburgh University Press, Edinburgh.

Lotz, Amanda D. (2007); The Television Will Be Revolutionized, New York University Press

Corner, John (1999); Critical Ideas in Television Studies, Clarendon Press

MSS in Media Studies and Production

Second Semester

Course Description

MSP5207: Media and Public Relations

To build, maintain and enhance image and goodwill of an organization be it a business or non-profit one, the importance of public relation has been recognized all across the world. Expansion of media and market has made it ever more crucial for organizational success. This course is offered to enhance students' understanding regarding knowledge and practices of public relations.

Objectives of the course

- To facilitate the students to pick the fundamental concepts of public relations, its history and functions.
- To teach the students the basics of writing media release, organizing press conference and facing media queries.
- To enhance students' skills in writing, publishing, blogging, and maintaining webpage.
- To orient the students to the ethics of public relations.

Description of the course

This course is designed to develop students' understanding of public relations, its history and functions in the changing media environment of Bangladesh. The course will teach students the basics of writing media release, managing press conference and dealing with media queries. It will enhance students' skills for writing speech, publishing newsletter, bulletin and books, maintaining web-page and responding to crisis communication. Special care will be taken to develop students' expertise in blogging, writing for the internet, devising communication and media campaign strategies and materials. Emphasis will be given to teach students the art and techniques of using new media for public relations. The students also will be taught various public relation ethics, code of conducts and conventions.

Intended outcomes of the course

The students attending the course will be able to

- conceptualize the fundamentals of public relations.
- gain confidence in writing and publishing PR materials.
- handle new media successfully for public relations purposes.
- maintain ethic in real life PR practices.

Teaching Pedagogy

Lectures, supervision of hand-on practices and arrangement of mock press-meets.

Readings

Cutlip Scott M. Center Allgen H. Broom Glen M. (2006)Effective Public Relations, 9th Edition, San Diego State University

Roalman, Arthur R (1968); Profitable public relations: Dow Jones-Irwin

Moss, Danyet. Al. (1999); Perspectives on Public Relations, 1st Edition, Routledge

Marston, J.E. (1963); Nature of Public Relations, McGraw-Hill Inc., US

Newsom, Doug, et. Al. (2006); This is PR: The Realities of Public Relations, 9th Edition, Wadsworth Publishing

Packard, Vance (2007); The Hidden Persuaders, Kindle Edition, Ig Publishing

Luttrell, Regina M., Capizzo, Luke W. (2018); Public Relations Campaigns: An Integrated Approach 1st Edition, SAGE Publications, Inc

Cornelissen, Joep P. (2017); Corporate Communication: A Guide to Theory and Practice, 5th Edition, SAGE Publications Ltd

Alves, Hernani (2019); Balanced Accountability: Leadership Secrets to Win Hearts and Maximize Performance, Balanced IQ Consulting

Kotler, Philip, Lee, Nancy (2004); Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, 1st Edition, Wiley

MSP5208: Media Production: Advertisement

The tempo of modern life much relies on advertisement. With the increase of communication outlets advertisements have become rapid vehicles of carrying product messages. Though criticized heavily, advertisements have rather turned into mini wonders which supply entertainment, cultivate values and inspire love for community and country. This course is outlined in a way which brings in available knowledge in the field to the students to help them understand advertisement and its production.

Objectives of the course

- To orient the students to the basic concepts of advertising and its history of development.
- To enhance students' perception about the significance of advertisement in business and society.
- To equip the students with relevant knowledge and skills so that they can produce different kinds of advertisements for print, broadcasting and social media.
- To help students develop a critical insight to identify positive and negative impacts of advertisement on the society.

Description of the course

This course is designed to provide students with a fundamental understanding of advertisement and its place in businesses, branding and society. Along with theoretical and aesthetical analysis techniques, the course will help develop students' skills of producing advertisement for a wide range of media such as print, broadcasting and web. The course will teach the basic principles of producing print advertisement including copywriting, scriptwriting, designing, layout, color and typography. It will also teach students the procedures and techniques of producing broadcast and web advertisements using digital video and production/editing software. Professionals of media production will be involved in guest lectures and workshops to help develop students' skills in understanding and creating persuasive contents. To fulfill the course requirements, the students will have to produce ads on their chosen topics for print, broadcast and web media.

Intended outcomes of the course

The student going through this course will be able to

- know the basic concepts of advertisement and its history.
- analyze the significance of advertising in business and society.
- produce advertisement for print, broadcasting and social media.
- see the impacts of advertisement on the society.

Teaching Pedagogy

Lecture, supervision of practical works, collaborative learning process assignment and classroom presentation.

Readings

Sandage, C. H. (1946); Advertising Theory and Practice, Irwin Underlining Edition

Tungate, Mark (2013); Adland: A Global History of Advertising Paperback, Second Edition, Kogan Page

Sissors, Jack Z. Baron, Roger B. (2010); Advertising Media Planning, Seventh Edition, McGraw-Hill Education

Evans, Robin B. (1988); Production and Creativity in Advertising Paperback, Financial Times Management

Sugarman, Joseph (2006); The Ad Week Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters, John Wiley & Sons Inc

Dirksen, Nicosia (1977); Advertising Principles, Problems and Cases (Fifth Edition), R. D. Irwin

Lee, Monle, Johnson, Carla (2005); Principles of Advertising: A Global Perspective, Second Edition, Routledge

Packard, Vance (2007); The Hidden Persuaders Paperback, Ig Publishing

Katz, Helen (2016); The Media Handbook (Routledge Communication Series) 6th Edition, :Routledge

Ainsworth, Jessica (2020); The Beginner's Guide to Facebook Advertising: How to Create Effective Ads, Generate Leads and Increase Your ROI, Pendragon Consulting, LLC

MSP 5209: Media Production: Digital Photography

Photography is the process in which light matters. From fixed images to digital movies, light, writes lives, things, nature and ideas. With the growing intensity of images in today's day and age of visual culture the study of photography has become utterly important. To give the students expertise on digital photography this course aims at imparting necessary knowledge and skills.

Objectives of the course

- To orient the students to the concepts and history of photography with special emphasis on digital photography.
- To teach the students using of digital camera, principles of composition, usages of manipulation software, photo-editing and different methods of outputs.
- To introduce the students the lives and works of great photographers of Bangladesh.
- To help develop students' critical thinking skills, creativity and imagination.
- To orient them to the ethics of photography

Description of the course

This course focuses on the core photographic concepts, history of photography and its digital phase. The course will include hands-on demonstration with the camera as well as basic digital image editing techniques. The course will discuss the works of great photographers of Bangladesh. The course will be a mix of conceptual analyses, field assignments and writings. It will also cover artistic and ethical issues related to photography. Students will have to have photography project on their chosen topics. Upon editing the images in Photoshop they will create a portfolio of photography which will be evaluated and given marks at the end of the semester.

Intended outcomes of the course

Completing this course the students will be able to

- know the fundamental concepts of traditional and digital photography
- come across the history of evolution of photography
- get acquainted with the lives and works of prominent photographers of Bangladesh.
- demonstrate a competency with a digital photography work flow i.e. operating camera, shoot, maintaining photographic files on the computer and outputting them for print or web.
- think ethically in producing photographic works.

Teaching Pedagogy

Lecture, reading assignment, supervision of collaborative works and individual project assignment.

Readings

Long, Ben (2012); Complete Digital Photography, 7th Edition: Cengage Learning PTR

Kelby, Scott (2013); Digital Photography: The Boxed Set, Peachpit Press

Batt, Andy et. Al. (2014); Camera & Craft: Learning the Technical Art of Digital Photography: (The Digital Imaging Masters Series) 1st Edition, Routledge

Davis, Harold (2015); Achieving Your Potential As A Photographer: A Creative Companion and Workbook, 1st Edition, Routledge

Evening, martin (2013); Adobe Photoshop CC for Photographers: A professional image editor's guide to the creative use of Photoshop for the Macintosh and PC, 1st Edition, Routledge

Judge, Al (2014); *Mastering Aperture, Shutter Speed, ISO and Exposure*, Subtle Visions Media

Knight, A.R. (2019); *Smartphone Photography: Great Tips for Awesome Portraits*, Best Seller Publishing,LLC

Taylor, David (2015); *Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks*, : DK; Reissue ed. Edition

Northrup, Tony (2019); *Stunning Digital Photography*, 2nd Edition, Mason Press

Peterson, Brayan (2016); *Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera Revised ed. Edition*, Amphoto Books

MSP 5210: Media Production: Film

Film is the most complex of all media forms and film making deserves lofty investment of creative talents. The process of film making evolves through conceptualizing a story, scriptwriting, casting characters, directing, shooting, sound recording, lighting, editing and finally screening. With the advancement of technologies over the years the process of film making has been changing. This course aspires to familiarize the students with the basics of film studies and film making.

Objectives of the course

- To discuss the history of film making.
- To orient the students to the fundamental concepts related to film making and film studies.
- To impart key film making skills to the students.
- To orient the students to different theoretical approaches of film studies.
- To teach the students the art of film appreciation.

Description of the course

The course is designed to deal with film making and film studies. It will introduce the students to the true key of film making such as directing, cinematography, producing production design and post production. The course will also focus on historical, theoretical and the critical approaches to films. As a part of the course the students will have to produce a 15 minute documentary film individually and a 30 minute feature film in group which will be counted for presentation and class test marks. Also the students will have to submit a term paper on the basis of the works they will be taking on films exhibited in the monthly film shows.

Intended outcomes of the course

Completing this course the students will be able to

- know the fundamental concepts related to films and film making.
- know the history of film making.
- demonstrate skills in pre-production, production and post-production filmmaking process.
- demonstrate the relationship between film forms and aesthetic effects in the films they will produce.
- Conduct research on films and produce appreciative write-ups on films.

Teaching Pedagogy

Lecture, hands on learning, collaborative learning, film shows and writing exercise

Readings

W. John Hill, John Hill, Pamela Church Gibson (1998), The Oxford Guide to Film Studies, Edition, illustrated, Publisher, Oxford University Press

Huda. Anwar (2004) The Art and Science of Cinema Atlantic Publishers & Dist

Hayward. Susan (2017) Cinema Studies: the Key Concepts, Publisher, Milton: Taylor and Francis

Professor, Nicholas T. (2001), Film Directing Fundamentals: See Your Film Before Shooting

Andrew, Dudley (1976), The Major Film Theories: an Introduction Publisher, Oxford: Oxford University Press, USA

Block, Bruce (2020) The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media 3rd Edition. Publisher: Routledge

Fitt. Brian & Thornley. Joe (2001), Lighting Technology: A Guide for Television, Film and Theatre, Published, Elsevier Science & Technology

Rizzo. Michael (2005), The Art Direction Handbook for Film

Reisz. Karel & Millar. Gavin (1975), The Technique of Film Editing Publisher: Hastings House

দাশগুপ্ত. ধীমান (১৯৯৮), চিত্রনাট্য রচনা ও চিত্রনাট্য বিশ্লেষণ প্রকাশক, কলকাতা বাণীশিল্প ।

MSP 5211: Thesis

A thesis is a kind of research project usually marks the end of a master's program. It is a research endeavor that proves the students are knowledgeable about what they have learned throughout the course year. The thesis is to show that the students are capable of

thinking critically about a topic and discussing related information in-depth. This project marking the end of MSP is compulsory for each student.

Objectives of the course

- To motivate the students to be inquisitive and engage in research.
- To orient the students to the needs of knowledge creation.
- To engage students in consulting discourses on research methodologies and its systematic application.
- To help develop critical thinking ability among the students.
- To better students' academic writing skills.

Description of the course

The duration of the project will be six months subject to extension for another three months. Students at the very beginning of the Second Semester of MSP in consultation with the course teacher will select a topic for their research. They will have to submit a research proposal and after getting approval they will be given supervisor. On completion of the research project the students will have to submit it to the department.

Intended outcomes of the course

Completing this course the students will be able to

- submit a thesis paper to the department.

Teaching Pedagogy

Supervision, workshop.

Readings

Jensen. Klaus Bruhn (2002), *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*, Edition, illustrated, reprint, Publisher, Routledge

Berger. Arthur A (2000), *Media and Communication Research: An Introduction to Qualitative and Quantitative Approaches*, 1st Edition, Publisher: SAGE Publications, Inc

Machin. David & Hansen. Anders (2018), *Media and Communication Research Methods*, 2nd Edition, Publisher: Red Globe Press

Anderson. A. James (2011), *Media Research Methods: Understanding Metric and Interpretive Approaches*

Berger. Arthur (2000), *Media and communication research methods*

Hughes. Peter & Bertrand. Ina (2005), *Media Research Methods: Audiences, Institutions, Texts*

Brennen. Bonnie (2012), *Qualitative Research Methods for Media Studies*

Berger. Arthur (1991), *Media research techniques*

Volkmer. Ingrid (2012), *The Handbook of Global Media Research Handbooks in Communication and Media* Publisher, John Wiley & Sons

Poynter. Ray (2012), *The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers*

MSP 5212: Internship Program

Internship is a kind of arrangement in which students become temporary apprentices to work under the watchful eye of a master practitioner in an organizational setting. In internship students get opportunity to apply what they have learned from the class room to the 'real world' situation. During their internship period they get chances to meet, work with and learn from the gurus in the profession.

Duration of this internship program will be six months beginning from the inception of the last semester; however, it could be extended for another three months depending on situations. The department will arrange internship in consultation and collaboration with concerned organizations which include print and broadcasting media, advertisement and public relations organizations, film production houses and development communication institutions.

Since the inception of internship the assigned person of the concerned organization will monitor over the attendance and performance of the internee and after completion of internship the organization will on the basis of its evaluation give the internee a mark and a certificate. The internee will have to submit a report on his internship on the basis of which the department will give him/her a mark. Also the internee will have to appear in a viva voce arranged by the department to reflect his/her experiences and insights obtained during internship.

MSP 5213: Viva Voce

The program will be concluded with viva-voce, in which the students will be called to reflect their entire learning they got from the courses, academic environment of the department and from the overall institutional culture of the university.