

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

6th SEMESTER

DISCIPLINE SPECIFIC COURSE-13 (CORE – 13)

MCH620C1: COMMUNICATION AND THE PLASTIC ARTS

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Objectives:

- *To make students understand the art forms and the messages they carry.*

THEORY (4 CREDITS: 60 HOURS)

Unit I: Communicating with the Public (15 HOURS)

- Plastic Arts: Definition and Forms (Architecture, Sculpture, Paintings)
- Introduction to Plastic Arts as Mass Media

Unit II: Public Art and Public Space (15 HOURS)

- Concept and Purpose of Public Art
- Concept and Purpose of Public Space
- Public Communication via:
 - ✓ The Garden
 - ✓ The Chowk
 - ✓ The Wall

Unit III: Public Memorials (15 HOURS)

- Monuments
- Red Fort, Taj Mahal, India Gate

Unit IV: Communicating Faith in Public Space (15 HOURS)

- Masjid
- Temple
- Church
- Gurduwara

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals:- Visits to the local places according to the syllabus

Suggested Readings:

- 'Indian Art and Culture' by Nitin Singhania.
- 'Art and Mass Media' by Robert Pelfrey.