



IMCFTS

Approved by
Department of Higher Education, Govt. of West Bengal
Affiliated to University of Kalyani
University Grants Commission
Ministry of Education, Govt. of India

STEPS OUT TO OFFER

A New Generation Course

MEDIA RESEARCH AND APPLICATION TECHNOLOGY



INTRODUCTION

Significance of media research in today's world

Mass media plays a role in shaping people's preferences and shaping.

They think about a situation, incident, product, or idea. There are various psychological, physical, and social effects of mass media on people all over India. As one of the leading Media and Mass Communication Institutes in India we feel that there is a strong need to study the relationship between mass media channels and their audiences and analyze how they communicate with each other. This research study is called **Media Research**. **It is a handy tool to understand how different forms of mass media, such as television, cinema, newspapers, magazines, and radio, meet the needs of people to select various goods and services for consumption and entertain them.**

Media research also includes studying the growth of these channels and their achievements and categorizing people based on what kind of content they have been consuming. It involves several aspects, such as the medium's nature, how it works and functions, technologies that make it what it is, similarities and differences between it and other media forms, services provided by it, its effectiveness, how it can be enhanced, and the cost associated with it.

It is based on Market Survey that allows you to evaluate data in an unbiased manner. So, media research is thorough and beneficial in many ways when it comes to understanding how your audience perceives your products or services and what aspects of it they like and what parts of it they want better. In fact, it is essential to manage and regulate media channels to deal with socio political or economic issues. Furthermore, since the decision process depends on the data you've, many survey companies provide media research services that are meant to be utilized in the long run, so it is incredibly useful in the growth phase as it also allows you to understand a media agency's competitors. This is an essential part of any industrial and business houses. It also makes you gauge how much time someone is spending on a particular media form and how that media channel is affecting society. So, media research results play a huge role in helping various types of media forms with their significant decisions.

Moreover, there is an enhanced demand for new and transparent information these days, as people long for transparency, which has actually enhanced the importance of media research and made it absolutely necessary for both the public and private sectors.

A qualified Media Research and Application person has a demand in the industrial and business houses with good remuneration.

What is an application?

An application, also referred to as an application program or application software, is a computer software package that performs a specific function directly for an end user or, in some cases, for another application. An application can be self-contained or a group of programs. The program is a set of operations that runs the application for the user.

Application examples

Some types of applications include:

- Word processors
- Database programs
- Web browsers
- Deployment tools
- Image editors
- Communication platforms

Applications use the computer's operating system (OS) and other supporting programs, typically system software, to function. An application requests services from and communicates with other technologies via an application programming interface (API).

Course Highlights	Eligibility
<ul style="list-style-type: none"> • Media research Methodology • Media Application • Mass Communication and Media 	<ul style="list-style-type: none"> • Educational Qualification: 10+2 • Age: No bar • No study continuity
<ul style="list-style-type: none"> • Media and Journalism • Advertising and Media • PR and Media • Search engine optimization • E-commerce 	<p style="text-align: center;">Advantages</p> <ul style="list-style-type: none"> • Study on-campus/ off-campus • Examination: Blended mode • Day / Evening Session • Entrepreneurship assistance • Job assistance • Industry certification

CERTIFICATE COURSE IN **MEDIA RESERCH AND APPLICATION**

SYLLABUS (TOP SHEET)

TOTAL MARKS-800

PAPER-I- Media & Communication (100 Marks)

Group-A- What is Media? Definition and meaning-50Marks

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data.

Group-B- Media and Mass Communication -50 Marks

Communication is the most crucial thing no matter what industry or sector. Learn how to effective communicate and interact with everyone inside and outside the company.

PAPER-II- Media & Journalism (100 Marks)Group-A-Understanding Media-50Marks

Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society.

Group-B-Media and Journalism-50Marks

The news media or news industries are forms of mass media that focus on delivering news to the general public or a target public. These include news agencies, print media (newspapers, news magazines), broadcast news (radio and television), and the internet (online newspapers, online news magazines, news websites etc.).

Paper-III-Media Research and Methodology-(100Marks)

Media research is the study of the impact of mass media on the aspects of social, physical, psychological lives of people.

Paper-IV-Attributes of the Application-(100Marks)

Group-A- Media Application-50Marks

Media are generally defined as the means by which information is conveyed from one place to another.

Group-B- Advertising Media-25Marks

Advertising media refers to the various media channels through which advertising is done.

Group-C-PR and the Media-25Marks

Public Relations has become a significant and powerful industry, particularly in recent decades.

Paper-V-Multimedia Application-(100Marks)

Media applications are a type of software that can be used to create, edit and play games, videos and animations. Due to their technological foundations, careers and educational programs in software and media applications to overlap.

PRACTICAL

DISSERTATION-100 Marks

Media Research-25-Marks

Media Application-25-Marks

Multimedia Applicatio-25-Marks

Still Photography-(Related to Media)-25 Marks

HANDS-ON-TRAINING-100 Marks

Videography-50Marks

Video Editing-50-Marks

Sound engineering-50Marks

Video Presentation Film on Media (Self Assignment)