M.Sc. MEDIA AND COMMUNICATION

(FIVE YEAR INTEGRATED PROGRAMME)

Under CBCS

2022-2023 onwards

Revised Syllabus

DEPARTMENT OF EDUCATIONAL TECHNOLOGY

BHARATHIDASAN UNIVERSITY

TIRUCHIRAPPALLI - 620023

PREMABLE

The M.Sc. degree in Media and Communication (five year) integrated programme is initiated by the Department of Educational Technology, Bharathidasan University at a time when the country is rapidly expanding its communication infrastructure especially that of the electronic media. The 'liberalization' of the airwaves led to a proliferation of satellite television channels increasing both communication infrastructure and demand for software. Despite the multiplicity of TV channels and programming options, there still remains an enormous need for innovative nonfiction/fiction programming and documentaries addressing issues of social concern and education. The M.Sc. degree in Media and Communication five year) integrated programmes aims to create a generation of filmmakers and media professionals who would be inspired to address this need.

Recent announcement by the Central Govt., to start 300 FM Radio Stations in the country has opened new job avenues. In the coming years this will throw up challenging job opportunities for the aspiring students in the nuances of radio program production. A number of TV channels and Radio Stations have come up recently and realizing the need for the man power in the coming years.

The M.Sc. degree in Media and Communication (five year) integrated programmes has been started. This well-conceived program aimed at giving full-fledged training in all nuances of Journalism, radio, television and multimedia production offers training in the field of Print Journalism, Camera, Editing, Script Writing, Lighting, News Production, News reporting, News reading, News anchoring, e-content development etc., for those students who are aspiring to be academically sound and professionally challenging.

PRELIMINARY DEFINITIONS AND NOMENCULTURE

In these Regulations, unless the context otherwise requires:

"Programme" means Degree Programme that is M.Sc., Degree Programme.

"Course" means a theory or practical subject that is normally studied in a semester.

OBJECTIVES

1. To provide an education that would enable the students to hold responsible positions in a diversity of media related industries.

2. To provide students for entry-level careers as competent media professionals who are able to deploy media technology and specialized technical personnel towards a collaborative media production process.

3. To seek to cultivate intellectual curiosity, a sense of community professional attitude and striving for innovation and experimentation.

4. To help its students to hold leadership positions in various T.V. channels, production houses, media research and educational institutions.

The Course seek run a Five Year Integrated course in Media and Communication on inter disciplinary basis with candidates who have passed +2 examination or examination equivalent thereof as input so as to offer the course at an advance level and to avoid repetition of subjects between undergraduate and Post-Graduate levels of study. The course is aimed at preparing Post-Graduates with expertise in all subjects of Media and Communication Science, including tools and techniques, with motivation for research, teaching and/or industrial applications.

ELIGIBILITY

A candidate who has passed the Higher Secondary Examination conducted by the Board of Secondary Education of Tamil Nadu or CBSE or an examination equivalent thereof, and who have obtained not less than 50% marks in all subjects, shall be eligible for enrollment as candidate for the M.Sc. Media and Communication (Five Year Integrated) Course.

The candidate shall not have completed 21 years of age as on first of July of the year of the application. For candidates belonging to SC/ST, the age limit is flexible by 5 years.

NUMBER OF SEATS

The total intake shall be restricted to a maximum of 20 candidates.

MODE OF SELECTION

Selection will be made based on an Entrance Test (50 marks) and the marks scored in Hr. Sec. Exam.

After preparing the merit list, selection will be made applying the communal reservation of the Government of Tamil Nadu.

DURATION AND LATERAL ENTRY & EXIT OPTIONS

The course shall consist of ten semesters, spread over five years. There is a lateral entry option after completing a 3 year course on any media major (Visual Communication/ Media and Communication/ Electronic Media/ Journalism). There is a lateral exit option after completing 3 years of under-graduation course. The student with lateral exit will get a degree of B.Sc., Media and Communication.

COURSE STRUCTURE

The course is of higher and advanced level and makes the candidates motivated for Media-based Training and Quality research.

There shall be a total of 44 papers for the entire five-year course of study, and a dissertation covering 6 months during the final year (October to March). The Last date for submission of the dissertation report shall be April 10, of each year. Common vive-voce for all the students will be conducted on the last working day of April. The dissertation report shall be evaluated by two external examiners, in an open presentation. The detailed course structure is in the Annexure.

CHOICE BASED CREDIT SYSTEM (CBCS)

The CBCS, as vogue at the University, from time to time be practiced. The number of credits for each subject is indicated in the Annexure.

EXAMINATION

The academic year shall be divided into odd and even semesters and for each semester there shall be 90 working days. Examination for the odd semester shall be conducted in November/December and for even semester in May.

There shall be continuous internal assessment (CIA) for each paper (theory as well as practical separately, wherever applicable), the maximum marks for which shall be 25. in awarding marks for the

CIA, attendance, seminars, quiz, assignments, term papers, test, etc., shall be 40% of the marks allotted for the CIA. Those candidates, who fail to secure the minimum passing marks in CIA, will be permitted to improve the same through private contact with the respective course teachers.

At the end of each semester there shall be an end semester Examination (ESE). The maximum marks for each paper (theory and practical separately, where applicable) shall be 75. the passing minimum shall be 40% of the marks allotted for the End semester Examination. However, the aggregate passing minimum (i.e. CIA and ESE put together) shall be 50%.

In paper XVII radio broadcasting and paper XVIII television production each student shall produce two programmes each as decided by the teachers handling the papers. Each programme shall carry 10 marks.

PRACTICAL AND SESSION WORK

a. Students of IV and V contribution to the production of the lab journal, Bharathidasan University In-house journal. In the IV semester 6 issues should be brought out and in the V semester another 6 issues have to be brought out. Each teacher shall be the issue editor with the Head of the Department.

b. The issue editor concerned will guide and supervise the work of students so as to bring out the lab-journal within the deadlines set by the department council.

c. Once the Lab-journal is published where in every student has contributed, the issue editor concerned shall award marks to the students. The marks so awarded should not be less than minimum marks prescribe for pass.

d. The issue editor shall award marks to the students based on their involvement and contribution in bringing out the lab-journal. At the end of each semester the marks awarded by issue editor concerned will be consolidated by the Head of the department.

e. A candidate shall be declared to have completed the lab-journal practical if the candidate obtains 35% of the maximum marks prescribed.

INTERNSHIP

a. All students shall undergo an internship with a media organization from time to time as specified in the syllabus.

b. Students will be assigned to media organizations for internship by the Head of the Department and his/her decision in the matter is final.

c. At the completion of internship, the students shall produce during the internship from the head of the organization where he/she has undergone internship.

d. Students who fail to produce the completion certificate from the organization will have to re-do the internship. Unless they successfully complete the internship assignment and produce the completion certificate, his/her examination result shall not be announced.

VIVA-VOCE

There shall be viva-voce exam for 20 marks at the end of the forth semester.

QUESTION PAPER FORMAT

In every question paper there shall be five questions of equal marks within internal choice. Students have to answer all the five questions. There shall be one question from each of the five units of each paper.

REQUIREMENTS FOR COMPLETION OF A SEMESTER

A candidate who has fulfilled the following conditions shall be deemed to have satisfied the requirements for completion of a semester.

- He / She secures not less than 75% of overall attendance in that semester taking into account the total number of periods in all courses put together attended by the candidate as against the total number of periods in all courses during that semester.

- However, a candidate who has secured attendance between 65% and 74% in the current semester (short fall due to medical reasons only) will not be permitted to appear for the regular examination of the current semester but will be allowed to proceed to the next semester on payment of a condonation fee prescribed by the University and they will be permitted to appear for the current semester Theory / Practical examinations as arrears during the next semester University examinations.

- He / She earns a progress certificate from the head of the Department for having satisfactorily completed all the courses pertaining to that semester, as prescribed from time to time.

- His / Her conduct is found to be satisfactory as certified by the Head of the Department.

PROCEDURE FOR COMPLETING THE COURSES AND BREAK SYSTEM

A student shall pass in the theory and practical examination, wherever applicable separately. A student has to clear all the prescribed wherever applicable separately. A student has to clear all the prescribed papers (theory as well as practical, wherever applicable) in such a way that:

The first and second semester subjects are cleared at the end of the fourth semester, the third and fourth semester subjects at the end of the sixth semester and the fifth and sixth semester subjects at the end of the eight semesters.

In case a student fails to clear the subjects within the time frame stipulated as above, he/she has to rejoin the course for the concerned semester and attend the classes for the respective subject which he/she has to clear and take fresh CIA and ESE for the backlog subjects. On clearing the subject(s), he/she shall be permitted to continue the course appropriate batch.

AWARD OF DEGREE

On completion of the prescribed period of ht course and on clearing all the prescribed subjects, the candidates shall be declared eligible for the award of the M.Sc., Degree Media and Communication.

CLASSIFICATION

Candidates, who have cleared all the subjects, will be classified as prescribed in the CBCS, as in vogue from time to time.

RANK CERTIFICATE

'Certificate of merit' for the holders of the first five ranks shall be awarded.

DEPARTMENT OF EDUCATIONAL TECHNOLOGY
BHARATHIDASAN UNIVERSITY, TRICHY - 23
M.SC., DEGREE IN MEDIA AND COMMUNICATION
(FIVE YEAR) INTEGRATED PROGRAMME – CBCS
(WITH EFFECT FROM THE ACADEMIC YEAR 2023 – 24)

Semester	Subjects	Code	Hrs	Credits	Marks		
					Int	Ext	Total
SEMESTER I	Tamil -I		5	4	25	75	100
	English -I		5	4	25	75	100
	Introduction To Communication	CC1	4	4	25	75	100
	Media History In India	CC2	4	4	25	75	100
	Basic Drawing (Practical -I)	CC3	6	4	25	75	100
	Basic Photography (Practical- II)	CC4	6	4	25	75	100
SEMESTER II	Tamil -Ii		5	4	25	75	100
	English - Ii		5	4	25	75	100
	Computer Applications For Mass Media	CC5	4	4	25	75	100
	Introduction To Audio Visual Media	CC6	4	4	25	75	100
	Audio Editing And Radio Production (Practical -III)	CC7	6	4	25	75	100
	Photo Journalism (Practical -IV)	CC8	6	4	25	75	100
SEMESTER III	Tamil - Iii		5	4	25	75	100
	English -Iii		5	4	25	75	100
	Media And Indian Politics	CC9	4	4	25	75	100
	Film Studies (Or) Film Appreciation	EC1A EC1B	4	4	25	75	100
	News Writing (Practical-V)	CC10	6	4	25	75	100
	2d Graphics (Practical -VI)	CC11	6	4	25	75	100
SEMESTER IV	Tamil –Iv		5	4	25	75	100
	English –Iv		5	4	25	75	100
	Visual Literacy	CC12	4	4	25	75	100
	Public Relations – Theory And Practices	CC13	4	4	25	75	100
	Script Writing (Practical -VII)	CC14	6	4	25	75	100
	Lab Journal Production (Practical -VIII)	CC15	6	4	25	75	100
	Internship Training – I (Production Channel)	CC16	-	4	25	75	100
SEMESTER V	Online Media Platforms	CC17	5	4	25	75	100
	Radio And TV News Casting	CC18	5	4	25	75	100
	Advertising, Theory And Practices	CC19	4	4	25	75	100
	Media, Society And India Culture	CC20	4	4	25	75	100
	Video Editing Techniques (Practical-IX)	CC21	6	4	25	75	100
	Print Advertising (Practical- X)	CC22	6	4	25	75	100

Semester	Subjects	Codes	Hrs	Credits	Marks		
SEMESTER VI	Media Law And Ethics	CC23	5	4	25	75	100
	Media Gender Perspectives	CC24	5	4	25	75	100
	Script Writing For New Media	CC25	4	4	25	75	100
	Psychology For Media (Or) Art Appreciation	EC2A EC2B	4	4	25	75	100
	Tv Production (Practical -Xi)	CC26	6	4	25	75	100
	3d Graphics And Animation (Practical- XII)	CC27	6	4	25	75	100
SEMESTER VII	Development For Communication	CC28	5	4	25	75	100
	Communication Theories	CC29	5	4	25	75	100
	Contemporary Media Scenario	CC30	4	4	25	75	100
	Video Magazine Production (Or) Sound And Aquatic Techniques	EC3A EC3B	4	4	25	75	100
	Visual Effects And Motion Graphics (Practical- XIII)	CC31	6	4	25	75	100
	Lighting Techniques (Practical- Xiv)	CC32	6	4	25	75	100
SEMESTER VIII	Introduction To Media Research	CC33	5	4	25	75	100
	Documentary Film Making	CC34	6	4	25	75	100
	Corporate Communication	CC35	5	4	25	75	100
	Game Design And Techniques (Practical -XV)	CC36	6	4	25	75	100
	Web And Interactive Media (Practical-XVI)	CC37	6	4	25	75	100
	Internship Training (New Media Production)	CC38	-	4	25	75	100
	Extra Disciplinary Course*	EDC	2	2	25	75	100
SEMESTER IX	Cyber Laws And New Media	CC39	5	4	25	75	100
	Investigative Journalism	CC40	5	4	25	75	100
	Advanced Media Research Methodology	CC41	4	4	25	75	100
	Media Management (Or) Media Education	EC4A EC4B	4	4	25	75	100
	Advanced Editing Techniques(Practical -XVII)	CC42	6	4	25	75	100
	Digital Film Making (Practical - XVIII)	CC43	6	4	25	75	100
SEMESTER X	Internship Training	CC44	-	5	25	75	100
	Dissertation And Viva Voce	CC45	-	10	25	75	100
	Life Skills Training (VAC**)	VAC	3	2	25	75	100
	Total			**239**			**5900**

Total Number of Papers – 59   Total Marks – 5900   Credits – UG: 148; PG: 91 Total Credits – 239

INTRODUCTION TO COMMUNICATION

Hours / Week: 4   **Code: CC1**

Credits: 4

Course objectives:

- To acquaint students with the meaning of communication, basic concept of communication
- To acquire knowledge of various schools of communication.
- To make them understand the concept and process of communication
- To develop students to apply communication concepts to the field.
- To study the theoretical concepts and constructs in Indian and western communication models.
- To understand the folk form of communication.

UNIT I: COMMUNICATION

Definition – nature – scope – forms and purpose; intention and communication need for and the importance of human and mass communication. Changing trends of mass communication under the process of globalization. Private and public media. Technology in the development of media.

UNIT II: COMMUNICATION AS A PROCESS

Process of communication: source, message, channel, receiver (SMCR), feedback, encoder, decoder, noise in communication- message - meaning - connotation - denotation - culture/codes - communication as a science - definitions - functions - barriers - selective nature of information processing - communication as expression - skill and process and understanding communication - assure model of communication.

UNIT III: KINDS OF COMMUNICATION

Intra personal - interpersonal - mass, organizational, verbal, non-verbal.- group and mass communication - characteristics and functions - application of software - communication as a social science - the fact of communication - the need for communication - communication and language - communication and information new communication technologies and the emerging trends: global and Indian contexts.

UNIT IV: COMMUNICATION THEORIES

Theoretical concepts and constructs in communication models: Indian communication theories - Lasswell's model, two-step flow theory, Schramm's circular model, whites gatekeeper theory, Shannon

& weaver's mathematical model, dance's helical model, Westley and Maclean model - communication theories; cognitive dissonance - selective exposure - perception and retention - uses and gratification approach - cultivation approach - marxist and neo-marxist approaches, semiotic, feminist, psychoanalytic approach- social learning theory- agenda setting - - cultural studies approach- effects of mass communication –bullet theory, limited effect model, moderate effects model.

UNIT V: TRADITIONAL MEDIA

Traditional media; definition - nature and scope – characteristics of folk media – types of folk media; folk songs - folk dances - folk theatre – improvisation of folk form of communication.

References

1. Hand book of journalism and mass communication, d'souza, y.k., Indian publishers
2. Distributors books, New Delhi (1997)
3. Practicing global journalism: exploring reporting issues worldwide, Herbert, john., focal press, London (2001)

Course outcomes

At the end of the course, the students are able to:

1. Acquaint students with the meaning of communication, basic concept of communication
2. Acquire knowledge of various schools of communication.
3. Make them understand the concept and process of communication
4. Develop students to apply communication concepts to the field.
5. Study the information new communication technologies and the emerging trends.
6. Study the theoretical concepts and constructs in Indian and western communication models.
7. Understand the folk form of communication.
8. Acquire knowledge about the current trends in folk forms of communication.

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MEDIA HISTORY IN INDIA

Hours / Week : 4   **Code: CC2**

Credits: 4

Course objectives

- To study the history and development of communication media in India
- To learn the techniques of journalism and put together a portfolio of journalism work
- To study the contribution of newspapers and magazines in the nineteenth century.
- To study the information new communication technologies and the emerging trends.
- To understand the psychological changes of audience.
- To acquire the knowledge of digital technologies.

UNIT I: definition of media

Changing role of media in communication/society - types of media –print media, traditional media - electronic media _new media- history of media: evolutionary milestones - media and literacy. Media and technology- media and audience – types of audience –audience measurement- media and business – readership, listenership and viewership – media raw materials - media segmentation

UNIT II: media themes

News and advertising – media and politics – media and globalization – media and culture – media and society – political economy of media – media and war -contemporary media themes - emerging media concepts – trends in media content

UNIT III: print

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian independence and the press – issues of freedom, both political freedom and press freedom.

UNIT IV: HISTORY AND DEVELOPMENT OF ELECTRONIC MEDIA

Radio: development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II. Emergence of air – commercial broadcasting – FM radio – state and private initiatives.

Television: development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Film: early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after independence; parallel cinema – commercial cinema; documentaries – issues and problems of film industry.

UNIT V: new communication technologies

Development of new media; convergence – internet – on line-the emergence of newer media of communication in the global village, the internet, email and mobile telephony as media of cultural and socio-political communication, cross cultural communication with technology- formats and standards - broadband services - interactive TV - web radio - fiber optics - mobile phone technology - video on demand - voice over in videoconferencing

References

1. Kumar.J., Keval – Mass Communication In India
2. Ahuja , B.N. - History Of Press; Press Laws And Communication (1988)
3. D'souza, Y.K. - Communication Today And Tomorrow (1999)
4. Mehta. D.S. Mass Communication And Journalism In India (2001) Allied Publishers Ltd, New Delhi.
5. Wood, Julia T: Communication Mosaics: An Introduction To The Field Of Communication, Wadsworth, 2001.
6. Srinivastava H.O (2000)Broadcast Technology, Gyan Publishers, New Delhi

Course outcomes

At the end of the course, the students are able to:

1. Study the contribution of newspapers and magazines in the nineteenth century.
2. Study the history and development of communication media in India.
3. Acquire the knowledge the commercial broadcasting – am & fm radio.
4. Learn the techniques of journalism and put together a portfolio of journalism work.
5. Study historical perspective of satellite and cable tv in India.
6. Acquire videoconferencing technology.
7. Understand the psychological changes of audience.
8. Acquire the knowledge of digital technologies.

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BASIC DRAWING PRACTICAL -I

HOURS / WEEK: 6   **CODE: CC3**

Credits: 4

Objectives

- To engage in the creative process or interpretive performance required for the visual artist.

- Understanding of how line can be used to describe, model, or translate all of visual reality.

- To make them understand the principles of art

- To introduce them the basics of logo designing

- To make them aware of different styles of painting

UNIT I: INTRODUCTION

The elements of art **-** line – horizontal, vertical, diagonal/slanting, zigzag, and curve shape & form – geometric (square, circle, triangle, rectangle, and oval); and organic (free form), space – distance between, around, above, below and within things.

UNIT II: THE PRINCIPLES OF ART

Balance – formal, informal and radial, variety – combining one or more elements to create interest by adding slight changes, harmony – blending elements, emphasis – stand out, contrast, proportion - relationship between two or more objects, movement – viewer's eye throughout the work, rhythm – repeating an element to suggest vibration, pattern, unity – completeness.

UNIT III: COLOUR LETTERING AND LOGO DESIGNING

Definition, hue, saturation and brightness, historical background, additive and subtractive colors, theory of colors, color wheel, warm and cool colors, primary, secondary and tertiary colors and the right combination of these colors for various purpose. Color symbolism and psychology. Use of colors in painting, printing, creative production - practice in different color mediums and air brush. Lettering and logo styles, communication symbols - story boarding and public service communication through art work and paintings.

UNIT IV: COMPOSITION, PERSPECTIVE AND STRUCTURAL LINES

Composition, light and shade drawing. Principle of perspectives- linear perspective, vanishing point perspective, one, two and three point perspective, lines and different strokes using different pencils and brushes, cartoons, caricature, scale drawing. Practice of birds, animals and human forms, portraits and self-portrait.

UNIT V: PAINTING

Pencil- water proof ink & transparent photo color – rendering, water color – still life, leaves, flower and landscape painting, outdoor painting, basics of acrylic and pastels.

List of practical's

1. Forms and structure of basic geometrical shapes.
2. Pencil sketching.
3. Fonts – alphabets and numbers
4. Composition with light and shadow
5. Perspective drawing
6. One and 2-point perspective drawing
7. Birds/animals /human forms.
8. Logo design.
9. Symbols.
10. Cartoons.
11. Color wheel.
12. Pastel / acrylic over canvas
13. Poster/water color
14. Drawing portraits and self-portraits.

Course outcomes

1. The students will understand the principles of art
2. Students will visualize and draw human and animal forms
3. The students will learn human and animal form of drawing
4. The students will be aware of different styles of painting
5. Students will get knowledge and use of the vocabulary dealing with projects of 3-d design
6. Students will be familiar with various techniques of shading in an attempt to add form and volume to the structural framework of a composition.
7. The students will be exposed to drawing materials and techniques
8. The students will be having enhanced knowledge on art criticism and aesthetics

References

1. Claire Watson Garcia, Drawing For the Absolute and Utter Beginner, Watson-Guptill, 2018.

2. Luca Botturi, Todd Stubbs,Hand Book Of Visual Languages For Instructional Design: Theories And Practices , Idea Group,2008

3. Mark Crilley, the Drawing Lesson, Random House, 2016.

4. Milindmulick–Jyotsna Prakashan,Water colour, Pune,2001

5. Raviraj, a Grammar Book Of Art & Design, New century Book House Pvt Ltd, Chennai, 2008

6. Wilbert Verhest, Sculpture Tool Materials and Techniques, Prentice Hall, 2006.

7. Marlyinstockstad (2009). Art History, Pearson.

8. John Walford (2002). Great Themes in Art. Pearson

9. Dennis. J.Sporre (2010). Reality through The Arts, Pearson**.**

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BASIC PHOTOGRAPHY - PRACTICAL - II

HOURS/ WEEK: 6   **CODE: CC4**

Credits: 4

Course objectives

- To provide specialized training in shooting photographs
- To enable the students to understand and use photographs as a medium for effective communication
- To provide the training in architecture- interior, exterior photography.
- To provide the knowledge of composition in various location.
- To provide training to take different types of photographs.
- To provide the knowledge of digital image format for various media.

List of practical's

1. Composition

   (a) Rule of thirds, (b) headroom, (c) nose room, (d). Subject, (e) lens

2. Types of lighting techniques: key, fill, back, rim, up, low and silhouette.

3. Special effects: freeze frame and slow shutter photography.

4. Portraits

5. Product photography: indoor & outdoor

6. Advertising photography

7. Architecture: interior & exterior

8. Environmental photography

9. Industrial photography

10. Photo-journalism

11. Photographs on foods and beverage

12. Monochrome to color

13. Photo essay – photo feature

14. Digital image format for various media

15. Digital print on various media

Course outcomes

At the end of the course, the students are able to:

1. Provide specialized training in shooting photographs.

2. Enable the students to understand and use photographs as a medium for effective communication.

3. Provide training in shooting photographs with the help of digital camera.

4. Provide training to take different types of photographs.

5. Provide the knowledge of composition in various location.

6. Provide the knowledge of digital image format for various media.

7. Provide the training in advertising photography.

8. Provide the training in architecture- interior, exterior photography.

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COMPUTER APPLICATION FOR MASS MEDIA

HOURS/ WEEK: 4 **CODE: CC5**

Credits: 4

Course objectives

- To develop the knowledge & skill in computer applications.
- To learn the basic knowledge of computer applications software's,
- To learn the techniques of ms office, Corel draw,
- To make them to understand web site development studio, video studios,
- To learn the techniques of post-production and edit set-up of mass media industry.
- To acquire the knowledge of basic designing software.

UNIT I

Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. Ms office and its applications; ms-word with features; ms windows; excel; ms excess, presentation manager; important commands; page maker, interfacing, working with text, page set up, printing; formatting techniques; graphics and drawings

UNIT II

Coral draw environment, working with objects, outlining, clip ~~are~~ and symbols; control of object outlines – text creation and alignment – bitmap graphics – conversions – graphs – Corel show – cartoons – use of colors in publishing concepts. Multi-media – definitions – CD-ROMs and multimedia-business applications – educational application- public utility, virtual reality-multi-media skills

UNIT III

Website elements visual design, background, colors, idea & visualization-design format- design principles-layout and layout terms-advertising campaign- internet glossary- Dreamweaver: tables & layers.

UNIT IV

PageMaker: combining graphics with text, page alignment ‑ CorelDraw: toolbox, logo designing. Adobe Photoshop: tools, layers, filters & effects, printing, scanning & different file formats. Web vs print, the global world of internet-search engine.

UNIT V

Online aadvertising - profiling the reader - content generation - design of contents - website elements -visual design – background colour - sales promotion service - promotion in the website. Interactivity – diversity - legal challenges: copy right issues - technology issues -political issues -social issues - economic issues - ethical issues.

References

1. Gregory georges :photoshop ver (8) cs professional tricks and techniques, unique color carton offset printers, new delhi-4
2. Kelly l. Murdock :3dxmax 8 bible, sunny offset printers, delhi.
3. Stephen house :photoshop cs, lp editorial board, lawpt, blue line printing industries, kolkata, 2004.
4. Ted alspach and kelly l. Murdock: illustrator 10 bible hungry minds inc., new york.
5. Nick vandome, flash mx in easy steps, himachal impressions, New Delhi, 2003.

Course outcomes

At the end of the course, the students are able to:

1. To develop the knowledge & skill in computer applications.
2. To learn the basic knowledge of computer applications software's,
3. To learn the techniques of MS office ,Corel draw,
4. To make them to understand web site development studio, video studios,
5. To learn the techniques of post-production and edit set-up of mass media industry.
6. To acquire the knowledge of basic designing software.

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INTRODUCTION TO AUDIO VISUAL MEDIA

HOURS/ WEEK: 4   **CODE: CC6**

Credits: 4

Course objectives:

- To make students to understand the importance of av medium.
- To give the students an overview of the development of radio and television.
- To give the students an understanding of the technological developments of program production.
- To learn the basic elements for production methods.
- To acquire the knowledge of structure of satellite television.
- To make them to understand the recent trends in television broadcasting.

UNIT I

Audio-radio: radio as a medium of mass communication, characteristics of radio – historical perspective, with special reference to India; types of ownership, audience, commercial radio, educational radio, emerging trends, am, FM, franchising, community radio.

UNIT II

Television: television as a medium of mass communication – characteristics, ownership; organizational structure of Doordarshan, satellite television channels, cable television, educational television, commercial television, recent trends in television broadcasting.

UNIT III

Films: films – nature, historical, background, technical aspects of film production, film industry in India, status issues, problems, regional cinema, future prospects and ott-platform.

UNIT IV

Writing for radio, finer aspects of radio language, production methods, finer aspects of television radio script writing, narration, production techniques, impact of new technology, and interview on media languages, news, features, talks, and commercials.

UNIT V

Script for the television program, news, interviews, documentaries, short films, psa, short talks, stage shows, professional interactions.

References

1. Ahuja , B.N.   – Audio Visual Journalism (1988)
2. Kumar.J., Keval – Mass Communication In India
3. Ahuja , B.N. - History Of Press; Press Laws And Communication (1988)
4. D'souza, Y.K. - Communication Today And Tomorrow (1999)
5. Kamath, B.V - Journalists Handbook (1985)
6. Mehta, D.S - Mass Communication And Journalism In India (2001)

Course outcomes

At the end of the course, the students are able to:

1. Make students to understand the importance of AV medium.
2. Give the students an overview of the development of radio and television.
3. Give the students an understanding of the technological developments of program production.
4. Learn the basic elements for production methods.
5. Acquire the knowledge of structure of satellite television.
6. Make them to understand the recent trends in television broadcasting.

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AUDIO EDITING AND RADIO PRODUCTION (PRACTICAL III)

HOURS/ WEEK: 6   **CODE: CC7**

Credits: 4

Objectives

- To make students aware of the characteristics of radio medium.

- To learn about radio programming formats and its production.

- To impart knowledge on radio production management.

- To provide a clear understanding of radio studio set-up.

- To make the students aware of the innovative developments in radio communication.

UNIT I

Technologies used in radio broadcasting and reception: am, FM, dab, satellite, DTH, internet and mobile, radio for development, education and entertainment.

UNIT II

Writing for radio – language and grammar, types of scripts; script formats;, radio programmes formats: radio talk, radio news, actualities in radio, radio interview, radio VOX, pop, running commentary, music, radio drama, radio documentary, radio feature, docudrama, phone-in, discussion, game show, quiz, situational comedy, radio magazine, jingles.

UNIT III

Sound and audio: definition and nature of sound -psychophysics of sound - principles of sound-properties of sound-velocity-surface. Equipment - microphones, mixers and consoles, and loudspeakers - analog and digital recording – signal processing – monitoring- writing techniques for fictional and non-fictional scripts.

UNIT IV

Production of multichannel sound: dts, Dolby digital, mono, stereo. Sound design - production: synchronization, field, staged, music and studio production - postproduction: dialogue, sound effects, and music–editing-mixing and recording- writing techniques for rural media audience.

UNIT V

Radio genres and formats - types of radio programming - radio talks, features, discussions, and interview - special audience programme.

List of practicals

1. Radio talk
2. Radio news
3. Actualities in radio
4. Radio interview
5. Radio vox pop
6. Running commentary
7. Music
8. Radio drama
9. Radio documentary
10. Radio feature
11. Docudrama
12. Phone-in
13. Discussion
14. Game show
15. Quiz
16. Situational comedy
17. Radio magazine
18. Jingles.

References:

1. Hausman C, Messere F, O'donnell Lb, Benoit P. Modern Radio Production: Production Programming & Performance. Cengage Learning; 2012.

2. Mcleish R. Radio Production. Focal Press; 2012

3. Michele Hilmes And Jason Lovigilio, (Eds)., Radio Reader: Essays In The Cultural History Of Radio (Routledge, 2002). 4. Moylan W. The Art of Recording: Understanding And Crafting The Mix. Focal Press; 2012

Course outcomes

1. The students will come to know the difference between the features of radio and other media

2. The students will be able to write scripts for radio programmes

3. The students will have an understanding on presentation techniques and radio production management.

4. The students will understand the set-up of radio studio.

5. The students will be aware of the innovative developments in radio communication

6. The students will understand the principals involved in producing various formats.

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PHOTO JOURNALISM (PRACTICAL IV)

HOURS/ WEEK: 5   **CODE: CC8**

Credits: 5

Course objectives

- To improve the knowledge of journal photography
- To improve the knowledge of sports journalism photography
- To improve the knowledge of lighting, photo editing techniques
- To make the students aware usage and significance of journalism photography

List of practicals

1. Political events
2. Sports photojournalism
3. Accident photojournalism
4. Spot news photojournalism
5. Documentary photography
6. Social photography
7. Travel photojournalism
8. Wildlife photojournalism
9. Street photography
10. Celebrity photography

References

1. Radio and TV Journalism, K.M. Shrivastava
2. Photojournalism: The Professional's Approach, Kenneth Kobre, Betsy Brill
3. Photojournalism, Andy Steel
4. Photojournalism Basics, Harris G. Smith, John Robaton

Course outcomes

At the end of the course, the students are able to:

1. Provide specialized training in shooting journal photographs.
2. Enable the students to understand and use photographs as a medium for effective journalism.
3. Provide training in shooting photographs with the help of digital camera.
4. Provide training to take different aspects of photographs.
5. Provide the knowledge of composition in various locations.

****

MEDIA AND INDIAN POLITICS

HOURS/ WEEK: 4   **CODE: CC9**

Credits: 4

Course objectives

- To make students aware of the politics in India.
- To learn about relationship between media and politicians.
- To impart knowledge on fundamentals rights of journalism.
- To provide a clear understanding political parties.
- To make the students aware of Indian constitution and its characteristics.

UNIT I

Introduction to Indian constitution-characteristics, preamble-directive principles of state policy, fundamentals rights, fundamentals duties, citizenship, and grass root democracy, procedure for amendments in Indian constitution

UNIT II

The legislature, the executive, the cabinet, the judiciary-powers and functions. The president, the prime minister - powers and their functions, the electoral system-process, eci need for electoral reforms.

UNIT III

Political party system in India, lobbying, trade unionism, internal freedom. Characteristics of development. India as a developing economy, strategies of development. Developed vs. Undeveloped economy, aspects of human development –education, poverty and inequality of income distribution with special reference to India

UNIT IV

Role and responsibilities of a reporter, general assignment reporting/ working on a beat. Covering of beats- crime, courts, health, human rights, legislature, education, sports reporting.

UNIT V

Responsibility to society, press and democracy, contemporary debates and issues relating to media, ethics in journalism, covering the beats and writing reports/interviewing personalities. Exercises

on copy editing. Current affairs- writing for television, news, interviews, documentaries, short films, PSA, short talks, stage shows, professional interactions.

References

1. Chaturvedi, Sn. Dynamics Of Journalism And Art Of Editing. Cybrer Tech Publications.
2. Daniel, Macdougall, And Curtis. Principles Of Editorial Writing. W.C. Brown Co. Publishers.
3. Fedler, Fred And Bender, And R. John. Reporting For The Media. Oxford.
4. Hodgson. Modern Newspaper Practice: A Primer On The Press. Focal Press.
5. Itule, Bruce And Abderson, And Douglas. News Writing And Reporting For Today's Media. Mcgraw Hill Publication.
6. Indian Economy-T. R. Jain
7. Indian Constitution – D.D. Basu
8. India-2011 – I And B Ministry (Annual Issue)

Course outcomes

At the end of the course, the students are able to:

1. Provide on the relationship between media and democracy.
2. Reporting and editing skills of the students and they will become proficient in news gathering techniques.
3. Provide training on the current debates and issues related to the media.
4. Provide training on the era of yellow journalism.
5. Provide the knowledge of fundamentals rights.

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FILM STUDIES

HOURS/ WEEK: 4   **CODE:EC1A**

Credits: 4

Course objectives

- The course introduces the students to understand the importance of cinema as a medium of mass communication.
- To give the students an overview of the development of cinema as a cultural form.
- To give the students an understanding of the technological developments business and commerce.
- To study the nature of narrative and non-narrative- acting, costume and music.
- To study the importance of script writing and characterization.
- To understand the cinema and national movement.

UNIT I

Film as medium: characteristics –film perception; levels of understanding – film theory and semiotics-formalism and neo formalism- film language – film and psycho-analysis –film and cultural identity; hermeneutics, reception aesthetics and film interpretation

UNIT II

Film forms: narrative and non-narrative- acting, costume, and music –film and post modernism post structuralism and deconstruction, impressionism, expressionism and surrealism –fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time- concepts of national cinema – issues in world and Indian cinema

UNIT III

Film production: visualization –script writing –characterization –storyboard-tool & techniques, continuity style: composing shots- spatial (mise en scene) - temporal (montage) – camera shots: pan, crane tracking, and transition, sound in cinema: dimensions and functions- film audience – review and appreciation of film.

UNIT IV

Development of cinema- silent era- talkies- regional cinema- cinema censorship – cinema and national movement – development cinema after independence – new wave movement (80's and 90's)-contemporary cinema– cinema and globalization. Cinema verity – Robert Flaherty – documentary movement in Britain – documentary in India – films division – contemporary documentary film movement.

UNIT V

Film economics, film certification and censorship, recent advancements in film production, 3d films, film festivals, awards.

References

1. Nelmes, Jill.An Introduction To Film Studies, Routledge, London, 1996
2. Vasudev, Aruna.The New Indian Cinema, Macmillan, Delhi, 1986
3. How To Read A Film: The Art, Technology, Language, History, And Theory Of Film And Media, James Monaco, Ny: Oxford University Press, 1981.
4. How To Read A Film: The Art, Technology, Language, History, And Theory Of Film And
5. Media, James Monaco, Ny: Oxford University Press, 1981.

Course outcomes

At the end of the course, the students are able to:

1. Understand the importance of cinema as a medium of mass communication.
2. Give the students an overview of the development of cinema as a cultural form.
3. Give the students an understanding of the technological developments business and Commerce.
4. Study the nature of narrative and non-narrative- acting, costume and music
5. Study the importance of script writing and characterization.
6. Study the importance of visualization and storyboard writing.
7. Study the origin of documentary films in India.
8. Understand the cinema and national movement.

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FILM APPRECIATION

HOURS/ WEEK: 4   **CODE:EC1B**

Credits: 4

Course objectives

- To provide knowledge of analyzing shots and scenes.
- To enable the students to understand the techniques of worldwide cinemas
- Improving the knowledge of cinema critics.
- Gathering the information about world film festivals and awards.
- To understand the genres of cinemas.
- To make them to understand the psychological measurements among audience.

UNIT I

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities of film critic. Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, environment, commodity and communication media.

UNIT II

Approaches to studying film. Narrative and non narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and camera movement. Editing. Sound. Narrative.

UNIT III

Genre, star and auteur. French new wave. Neo realism. German expressionism. Third world Cinema. Political cinema. Representation of gender and sexuality. Soviet montage cinema.

UNIT IV

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan Clubs. Problematizing the film audience. Focus on film criticism and media literacy.

UNIT V

Study of great Indian and international filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurusowa, Ingmar Bergman and others. Focus on independent and world cinema, and contemporary movies.

Films

1. Buster Keaton: *The General* (1926)

2. Charles Chaplin: *Modern Times* (1936)

3. John Ford: *The Grapes Of Wrath* (1940)

4. Vittorio De Sica: *Bicycle Thieves* (1948)

5. Akira Kurosawa: *Rashomon* (1950)

6. Robert Bresson: *The Diary Of A Country Priest* (1951)

7. Stanley Kubrick: *The Paths Of Glory* (1957)

8. Alfred Hitchcock: *Vertigo* (1958)

9. Satyajit Ray: *Charulata* (1964)

10. Sergio Leone: *The Good, The Bad And The Ugly* (1966)

11. Andrei Tarkovski: *Solaris* (1972)

12. Francis Ford Coppola: *The Godfather* (1972)

13. Adoor Gopalakrishnan: *Kodiyettam* (1977)

14. Anand Patwardhan: *Bombay Our City* (*Hamara Shehar*) (1985)

15. Zhang Yimou: *Raise The Red Lantern* (1992)

16. Majidmajidi: *The Color Of Paradise* (1999)

17. Aki Kaurismaki: *Le Harve* (2011)

18. Michael Haneke: *Caché* (2005)

19. Martin Scorsese: *Hugo* (2012)

20. Alfonso Cuarón: *Gravity* (2013)

References:

1. Turner, Graeme.Film As Social Practice, Routledge, London, 1993

2. Monoco, James.How To Read A Film, Routledge, London, 2001

3. Nelmes, Jill.An Introduction To Film Studies, Routledge, London, 1996

4. Vasudev, Aruna.The New Indian Cinema, Macmillan, Delhi, 1986

5. Oxford Guide To World Cinema, Oxford, London, 2000

6. Subject Of Cinema, Gaston Roberge, Sea Gull, Calcutta, 1990.

7. How To Read A Film: The Art, Technology, Language, History, And Theory Of Film And

8. Media, James Monaco, Ny: Oxford University Press, 1981.

Course outcomes

At the end of the course, the students are able to:

1. Provide knowledge of analyzing shots and scenes.
2. Enable the students to understand the techniques of worldwide cinemas
3. Improving the knowledge of cinema critics.
4. Gathering the information about world film festivals and awards.
5. Understand the genres of cinemas.
6. Make them to understand the psychological measurements among audience.

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NEWS WRITING (PRACTICAL –V)

Objectives

- To improve the talent of student on news script writing.

- To study the importance of news script at the time of spot event.

- To study the script writing techniques for fictional and non-fictional program.

- To provide some knowledge about script writing for current affairs.

Practical lab on news writing

1. News writing and reporting: news items regarding programmes in the local area (minimum 5) - news items about various programmes in the city assigned by the concerned teachers (minimum 5)

2. Various types of news: development news, mishap news, accident and crime news, court news, agricultural - industrial news, sports, theatre and music - cultural news. A student is expected to write at least one news item of each type. (Each 2)

3. Non-news articles: these include topical articles such as side article, biography, book review, film review and special article, at least one article of each type must be produced by the student.

4. Interview: the student is expected to write interviews of 5 personalities in various fields.

5. Editing processes: editing tools, symbols, correctness of spellings, grammar, idioms usage, adjusting story length to the space requirements, detecting & correcting errors

6. Making stories objective, fair & legally safe. Restructuring / rewriting, improving the lead, interpretative & investigative approach

7. Articles & developing stories; reading proofs. Modern conventions, punctuation, some facts on spellings, principles behind modification

8. Planning of pages: organized, purposeful flow of material to press, tentative earmarking of matter for each page & the manner of their treatment; handling of supplements &magazine space.

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2D GRAPHICS (PRACTICAL –VI)

HOURS/ WEEK: 6   **CODE: CC11**

Credits: 4

Objectives

- To help learn design principles and reproduction techniques in 2d graphics designs.
- To help to learn making promotional materials
- To help to learn the format of 2d graphics
- To help to learn the printing techniques in 2d graphics

Design in Photoshop

1. Logos
2. Visiting card
3. Envelopes
4. Letter head
5. Certificate
6. Batch
7. Hand bills
8. Note wrapper
9. Book wrapper
10. Product wrapper
11. Greeting card with envelope
12. Invitation with envelope
13. Wedding card with envelope
14. Banner
15. Boucher
16. Package
17. Newspaper (4pages)
18. Poster
19. Calendar monthly (12months)
20. Photo collage based on any theme

The students will be given complete practical exposure to photoshop and other dtp

Software's and will be asked to design on various themes.

Outcomes:

- Learnt design principles and reproduction techniques in 2d graphics designs.

- Learnt making promotional materials

- Learnt the format of 2d graphics

- Learnt the printing techniques in 2d graphics

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VISUAL LITERACY

HOURS/ WEEK: 4   **CODE:CC12**

Credits: 4

Objectives

- To acquire theoretical knowledge and understand aspects of the visual language.
- To develop visual sensitivity and improve the ability to use this language wisely and critically.
- To deepen familiarity with the possible uses of visual tools and improve the skill in using them for the promotion of social and environmental goals.

UNIT I:

Foundational concepts of visual literacy: perceptual theory, physiological aspects, imagery and memory, historical development. Definition of visual literacy; perceptual esthetics and visual language. Study of symbols, body language and object language.

UNIT II:

Visual theories: basic visual concepts and principles: gestalt theory, Gestalt psychology, constructivism; perceptual theories: role of perception, semiotics, cognitive.

UNIT III:

Visual cues: colour, form, dot, lines, shapes, 2d and 3d forms, texture, depth, perspective, size and proportion, movement; composition and visual-balance, visual/verbal relationships; design considerations for visuals.

UNIT IV:

Visuals in business and industry. Advertising, public relations, and journalism. The communication strategies - meaning, methods, message [content, artist, form, audience, visual technique, visualization/visual thinking. Visual persuasion and propaganda; visual stereotypes.

UNIT V:

Analysis of visuals: the personal, social, cultural, political, technical, ethical, critical perspectives; deconstruction, cultural and technical coding, mass media, semiotic, and post structural thoughts and concepts. Moral and ethical issues.

References:

1. Moore David M., Dwyer Francis M. [1994], Visual Literacy: A Spectrum Of Visual Learning, Englewood Cliffs, New Jersey.

2. Judith Wilde Watson, [2000] Visual Literacy: A conceptual Approach to Graphic Problem Solving, Watson-Guptill.

3. Berger Arthur Asa, [2008]Seeing Is Believing, Mcgraw Hill, New York

4. Joss A. Smith Watson, [1999] The Pen & Ink Book: Materials And Techniques For Today's Artist, Watson- Guptill.

5. Robert W. Gill, [1981] Rendering With Pen & Ink, Thames & Hudson, London.

6. Stan Smith, [1984] Anatomy, Perspective & Composition, Macdonald, London.

7. H. Kumar Vyas, [2009] Design And Environment: A Primer, National Institute Of Design, Ahmedabad.]

Course outcomes:

At the end of the course, the students are able to:

1. Provide knowledge of concepts of visual literacy.
2. Enable the students to understand the techniques of visual presentation.
3. Improving the knowledge of creativity.
4. Gathering the information about 2d and 3d visual designing.

****

HOURS/ WEEK: 4   **CODE: CC13**

Credits: 4

 Course objectives

- To enable the students to establish effective public relations with different departments of an organization
- To equip the students to become effective pros
- To understand the functions of pros in organization
- to make them to understand the proper communication techniques for pros
- To understand the advertising and pros relationship.
- To learn the evaluation and research for pros.

UNIT I

Public relations: evolution of public relations, four basic elements of public relations PR as a management concept, PR as a profession, PR functions: public opinion, propaganda, and publicity, PRfirms in India: status and growth.

UNIT II

Public opinion: attitudes in opinion formation. Changing existing attitudes; formation of public opinion; group influence on individual opinion; rational basis of public opinion; propaganda; techniques of pernicious propaganda. Communication: internal communication; external communication; communication process; informal communication; formal communication; semantics in verbal communication; nonverbal communication; employee's role in communication

UNIT III

Organization; public relation policy committee; planning committee in the public relation department. The public relation counsel; the public relation budget; media relations and publicity selection of publicity media; types of publicity; communication with the media; tools of PR: advertising, (house journal) periodicals, films, employee relation, shareholders, special events, PR publics, consumers, community, government, media. PR role in a natural disaster, PR in private and public sectors, public relations practices in the global context; code of professional standards for the practice of public relations; code of ethics in India

UNIT IV

Evaluation and research: advantages of public relations research; limitations of public relations research. Types of public research; public opinion research; research of a corporation 's public relations and the public relations of other companies; the public relation audit; research on influence on public opinion; basic research in human relations; organization for public relations research; public relation research by outside research firms; qualification for public relation research

UNIT V

Measuring advertising effectiveness- pre and posttest, cross-cultural and lifestyle research, trends in advertising research in India: professional ethics, issues and problems; global marketing and advertising in future. Crisis PR advertisement and sponsoring, government and public affairs. Ethics and professionalism, corporate social responsibility, social media and pr. Social marketing and pr.

References

1. Anuja B.N, Chhabra, S.S - Advertising And Public Relations
2. Gupta, Om - Basic Aspects Of Media Writing
3. Stovall, Glen James - Writing For The Mass Media
4. Lesly, Philip - Handbook of Public Relations And Communications.

Course outcomes

At the end of the course, the students are able to:

1. Enable the students to establish effective public relations with different departments of an organization
2. Equip the students to become effective pros
3. Understand the functions of pros in organization
4. Make them to understand the proper communication techniques for pros
5. Understand the advertising and pros relationship.
6. Learn the evaluation and research for pros.

****

SCRIPT WRITING (PRACTICAL VII)

HOURS/ WEEK: 6   **CODE: CC14**

Credits: 4

Course objectives:

- To develop the knowledge about narrative script writing techniques.
- To understand the importance of non- narrative format.
- To improve the talent of student on cinema script writing.
- To study the importance of script at the time of cinema shooting spot.
- To study the script writing techniques for fictional and non-fictional program.
- To provide some knowledge about script writing for educational documentaries.

UNIT I:

Script: meaning and types of script. Concept of content and form. Role of a scriptwriter in media. Elements of good script. Role of a script writer. Importance of general knowledge and understanding of a theme. Process of scripting: idea formation, research, and sequencing, opening and concluding.

UNIT II:

Writing television script. Writing for visuals. Concept of spoken language. Relation between narration and visuals. Script layout: treatment, screen play one page and split page, shooting and editing script etc. Writing for fictional and non-fictional program.

UNIT III:

Radio scripting and language. Writing to sound. Element of radio script. Stages of scripting and editing. Writing for different programmes like talk, news, newsreel, documentary, drama and tele-serials, standardization of TV quiz.

UNIT IV:

Analyzing the scripts of popular documentaries, films, tv serials and promotional videos. Script wiring for cartoon movies. Use of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script. Use of common sense. Different film genres. Film and tv script formats, storyboards, copyright, software for scripting. Pitching the story.

UNIT V:

Script writing for educational documentaries. Script writing for tele-serials. Script writing for a feature film. Analysis of movie scripts, short-film script, enrichment programme script. The concept of time in script. Scripting for commercials.

List of practical

Script wiring for different programmes like

1. Talk shows,
2. TV and radio news,
3. Newsreel,
4. Documentary,
5. TV serials,
6. Standardization of tv quiz
7. Cartoon movies with storyboards.

References

1. Hilliard L. Robert – Writing For Television, Radio And News Media
2. Stovall, Glenn – Writing For Mass Media Valladares,
3. June.A – Craft Of Copywriting
4. Milton, Shirley – Creative Connections (1982)

Course outcomes

At the end of the course, the students are able to:

1. Develop the knowledge about narrative script writing techniques.
2. Understand the importance of non- narrative format.
3. Improve the talent of student on cinema script writing.
4. Study the importance of script at the time of cinema shooting spot.
5. Study the script writing techniques for fictional and non-fictional program.
6. Give some knowledge about script wiring for cartoon movies.
7. Provide some knowledge about script writing for educational documentaries.
8. Understand the knowledge of elements of writing techniques.

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LAB JOURNAL PRODUCTION (PRACTICAL VIII)

HOURS/ WEEK: 6   **CODE: CC15**

Credits: 4

Objectives:

- To learn the software used for printing in lab journalism
- To practice the various forms and types of printing journalism
- To get a practical knowledge of lab journals.

Design technology (quark express/ adobe page maker / adobe in-design)

1. Page layout – magazine, newspaper, books, advertisements
2. Tools
3. Measurement
4. Guides
5. Page grid
6. Content writing
7. Picture effects
8. Style sheet

List of practical's

1. Front page – broadsheet
2. Sports page – broadsheet
3. Tabloid newspaper – 4 pages (a3 size)
4. Newsletter - 8 pages
5. Magazine
6. Logo designing
7. Visiting card
8. Letter head
9. Cd cover
10. Package designing
11. Dangler
12. Pamphlets
13. Brochure
14. Classified advertisements
15. Standee banner

Course outcomes:

At the end of the course, the students are able to:

- Learnt the software used for printing in lab journalism
- Practiced the various forms and types of printing journalism
- Got a practical knowledge of lab journals.

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INTERNSHIP TRANING –I (PRODUCTION CHANNEL)

HOURS/ WEEK: -   **CODE: CC16**

Credits: 4

Course objectives

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.
- To get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.
- To enable the student to get exposure to enter in to new media industries.
- To create job opportunities in print or electronic media.
- Students can create their own job in media.
- The intern can be exposed to the particular area of specialization.

Content

- For period of fifteen days, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co–ordination with studio/agency guide
- A report and viva voce will complete the process of evaluation.

Course outcomes

At the end of the course, the students are able to:

1. Get exposure to actual situations and day-to-day functioning of new media or professional studio.
2. Enable the student to get exposure to enter in to online industries.
3. Create job opportunities in print or electronic media.
4. Students can create their own job in media.
5. The intern can be exposed to the particular area of specialization.
6. The internship can give a good job opportunity to students.
7. Develop to maintain the relationship between crew members.
8. Students can adapt freelancing assignments for any media agencies.

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HOURS/ WEEK: 5   **CODE: CC17**

Credits: 4

Objectives:

- To learn the history of online media.
- To understand the types of online media in today's world.
- To learn about the social networking sites and their effects.
- To differentiate between the pros and cons of online media.
- To understand the evolution of online media and its rapid growth in marketing.

UNIT I

Introduction to online media, history of online media, pros and cons of online media, understanding online media, effect of online media.

UNIT II

Types of online media - social networking sites - bookmarking sites - online news -media sharing-microblogging -blog comments and forums - online review sites - community blogs.

UNIT III

Online media past and present - the two online media giants: face book and twitter - online media rising stars: linkedin, google+ and pinterest - the outcasts of online media: blogs, videos, wikis, and more - online media as interpersonal communication.

UNIT IV

Online media and marketing - cyber laws and cyber crime - online media and academics - online media and the workforce - online media entrepreneurs.

UNIT V

Rapid growth of online media - behavioral changes by online media - future of online media – e-commerce - e-marketing - technology in the hands of online media.

References:

1.   S.Jaishankar, The India Way: Strategies For An Uncertain World
2.   Jason McDonald, 2021, Social Media Marketing Workbook: How To Use Social Media For
         Business
3.   Steven Levy, Face book: The Inside Story

Course outcomes:

At the end of the course, the students are able to:

- Understood the types of online media in today's world.
- Differentiate between the pros and cons of online media.
- Understood the evolution of online media and its rapid growth in marketing.

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RADIO & TELEVISION NEWSCASTING

HOURS/ WEEK: 5   **CODE:CC18**

Credits: 4

Course objectives

- To providing the knowledge of production techniques of am and fm radio.
- Gathering knowledge about applications of radio broadcasting.
- Develop their knowledge of management power on maintaining the of tv and radio industries.
- Developing the knowledge of webcasting video clips for news.
- To provide the knowledge of technical objects using for news casting like ob van
- To make them to understand the errors and emergencies for correcting the on air programming.

UNIT I

History of radio. Characteristics of radio medium. Radio production fundamentals. Purpose of production and type. Information and scripting. Interviewing. Methods of interviews. Location of recording. Narration styles. Music recording. Magazines and sequences. Remote broadcasts. Evolution of radio broadcast in India. Radio as an educational tool. Radio programmes and formats.

UNIT II

News policy and practice. Structure of news story. 5 W's and 1 H of news. Inverted pyramid style. Hard and soft leads. Mews reading and presentation methods. Pronunciation. Vocal stressing. Inflection. Quotation marks. Errors and emergencies. Headphones. Trails and promos. Phone-in programmes. Listener's letters.

UNIT III

Components of TV news. Live telecast environment and its significance. Work elements. Video and audio elements. Interactive elements. Technical elements. Types and importance of news items. Priority issues. Catchy items. Sequencing of TV news bulletins. Role of TV news editors. Role of studio and media professionals in TV news casting.

UNIT IV

News production and requirement, electronic still, electronic news gathering, satellite newsgathering. Role of OB vans. Web casting video clips for news. Breaking news. Headlines. Repetitive cycles of news. Importance of archive and stock shots for news editing. Television news language – pronunciation, voice delivery. Flash news scrolling. Logo and weather updates. Risk management in news casting.

UNIT IV

Satellite communication and broadcasting; digital methods of communication; computer communication; satellite distribution system; ground receiving and transmission systems: up-linking and down-linking systems; radio networking and television broadcasting satellite.

References

1. The Encyclopedia Of Radio By Christopher H. Sterling
2. The Film Encyclopedia By Ephraim Katz; Ronald Dean Nolen
3. A/V A To Z: An Encyclopedic Dictionary Of Media, Entertainment And Other Audiovisual Terms By Richard W. Kroo
4. Visual Storytelling: Videography And Post Production In The Digital Age By Ronald J. Osgood; M. Joseph Hinshaw

Course outcomes

At the end of the course, the students are able to:

1. Provided the knowledge of production techniques of am and fm radio.
2. Gathered knowledge about applications of radio broadcasting.
3. Developed their knowledge of management power on maintaining the of TV and radio industries.
4. Developed the knowledge of webcasting video clips for news.
5. Provided the knowledge of technical objects using for news casting like ob van
6. Made them to understand the errors and emergencies for correcting the on air programming.

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ADVERTISING, THEORY AND PRACTICES

HOURS / WEEK: 5   **CODE: CC19**

Credits: 5

Course objectives

- To provide specialized training in the advertising industry.
- To develop overall creative and technical skills in production of advertisement.
- To understand the knowledge of global marketing.
- To understand the knowledge of relationship between advertisement agencies and production companies.
- To make them to understand the measurement of audience.
- To acquire the knowledge of conducting the campaign for advertising purpose.

UNIT I

Introduction to advertising – definition - need and scope of advertising - functions of advertising - the AIDA process - types of advertising - advertising agency - structure and functions of an advertising agency.

UNIT II

Diff types of products - the lifestyle of a product - target audience - advertisement analysis - market segmentation - types of segmentation – brand - brand positioning - types of brands – appeal - types of appeal.

UNIT III

Creative perspective of advertising - copy writing - types of copy - elements of copy - headlines - classifications of headlines – illustrations – slogans – layout - types of layout - process involves in preparing a layout.

UNIT IV

Media planning - media objective - how to reach target audience - message distribution - reach – frequency - message weight - media strategy - media mix - advertising ethics.

UNIT V

Digital advertising - evolution of online advertising - types of online advertising - digital platforms - advertising campaign - steps involved in advertising campaign planning process.

Reference

1. J.V.Vilanilam, A.K. Varghese, The Advertising Basics (2004)
2. Patrick Burgoyne, Daniele Fiandaca, The Digital Advertising (2010)
3. Wells Moriarty Burnett, "Advertising – Principles And Practices", Prentice Hall Of India Private Limitation, 7th Edition, 2007
4. David Ogilvy, "Ogilvy On Advertising Fundamentals Of Advertising", Otto Kleppner And Prentice Hall, News Jersey, Vintage, 1st Vintage Book Edition, 2007.
5. Winston Flecher, "Advertising: A Very Short Introduction Second Edition, Oxford University Press, 2013.

Course outcomes:

At the end of the course, the students are able to:

- Provided specialized training in the advertising industry.
- Developed overall creative and technical skills in production of advertisement.
- Studied the relevance of advertising in the market today.
- Studied the profiles of leading international and Indian agencies
- Observed the current trend of advertisement agencies.
- Identified the media planning strategy and methods.
- Studied the techniques of print advertisement production.
- Learnt the knowledge of criticism of types of advertisement.

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<div align="center">**MEDIA, SOCIETY AND INDIA CULTURE**</div>

HOURS/ WEEK: 4   **CODE: CC20**

Credits: 4

Course objectives

- To enable the students to identify the basic elements of society and culture

- To understand the dynamics of media, culture and society and study the core concepts of a critical reading of the media.

- **To** make them to understand the function of mass communication in our society.

- To acquire the knowledge of regulatory mechanism of government bodies.

- To make them to understand the social process of media in our society

- To make them to understand the knowledge of challenges and trends in digital society.

UNIT I

Media and society: contemporary importance of media in modern society; media's influence on audiences' thinking and social behavior: media dependency-pluralistic media and Indian society

UNIT II

Media in democratic society-media and social process: mediated role and social conferment, status conferral, socialization-politics and industrial power: political economy of policy perspectives

UNIT III

Media, politics and ideology: market oriented media and social dilemma culture and communication –mass-mediated culture- communication and social conflicts- religion and communication. Contemporary relevance of Gandhian model of communication

UNIT IV

Mass communication: characteristics; mass media – growth, new media context, access, control and use. Communication across cultures – new communication technologies –change and challenges-trends in mass communication in the internet era- knowledge society information rich and information poor

UNIT V

Functions of mass communication – information, education and entertainment, social norm, status conferral, privatization, monopolization, canalization, inoculation, mass society and mass

culture. - Dysfunctions: stereotyping, cultural alienation, impact on children; regulatory mechanism: government, professional bodies and citizen groups. Media and popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

References

1. Joshi.P.C. - Culture, Communication And Social Change
2. Masterman, Len - Teaching The Media
3. Macbride, Sean - Many Voices One World
4. Barrat, David - Media Sociology
5. Pandian.M.S.S. - The Image Trap

Course outcomes

At the end of the course, the students are able to:

1. Enable the students to identify the basic elements of society and culture
2. Understand the dynamics of media, culture and society and study the core concepts of a critical reading of the media.
3. Make them to understand the function of mass communication in our society.
4. Acquire the knowledge of regulatory mechanism of government bodies.
5. Make them to understand the social process of media in our society
6. Make them to understand the knowledge of challenges and trends in digital society.

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VIDEO EDITING TECHNIQUES (PRACTICAL - IX)

HOURS/ WEEK: 6   **CODE: CC21**

Credits: 4

Course objectives

- To learn and demonstrate competency in all aspects of broadcast productions.

- To demonstrate competency in technical aspects of post productions.

- To interpret video footage for selective editing (storytelling).

- To produce videos in a professional manner using digital nonlinear editing techniques.

- To use light and sound techniques to enhance video productions.

- To understand the techniques of scene and short breakdown.

List of practical in premier pro software

1. The technique of film editing.
2. Grammar of editing
3. Applications of tools and interfaces
4. Audio and video tracks
5. Basic techniques of building a scene.(continuity, matching, overlapping)
6. Pace & time.(analyses the techniques of pace& time manipulation during editing)
7. Rough cut.(to make the primary edit following the script sequentially)
8. Final cut (to make the final cut after re-viewing the rough cut.
9. Sound editing in premier
10. Text (title) editing
11. Effects and transitions
12. Color correction and color grading techniques
13. Dub matching and track laying. (To prepare for re- recording and optical effects.)
14. Master copy for diff media broadcasting.

Students will produce rendering out in DVD format of one -15 min video and five advertisements.

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PRINT ADVERTISING (PRACTICAL - X)

HOURS/ WEEK: 6   **CODE: CC22**

Credits: 4

Objectives

- To provide specialized training in the print industry.

- To develop overall creative and technical skills in production of print advertisement.

- To understand the knowledge of printing.

- To understand the knowledge of relationship between print advertisements and video advertisement

- To make them to understand the concept of target audience.

- To acquire the knowledge of conducting the campaign for print advertising purpose.

Design technology (quark express or adobe PageMaker)

1. Page layout
2. Tools
3. Measurement
4. Guides
5. Page grid
6. Picture effects
7. Style sheet

List of practical's

1. Advertisement for front page -broadsheet
2. Advertisement for sports page- broad sheet
3. Advertisement for tabloid,
4. Advertisement for newsletter,
5. Dangler
6. Brochure
7. Standee
8. Classified advertisement
9. Ear panels
10. Retail advertisement
11. Banner design (seminar, college festival, awards)
12. Brand promotion

Course outcomes:

At the end of the course, the students are able to:

- Provided specialized training in the print industry.
- Developed overall creative and technical skills in production of print advertisement.
- Studied the relevance of print advertising in the market today.
- Studied the profiles of leading printing factories across the nation.

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MEDIA LAWS AND ETHICS

HOURS/ WEEK: 5   **CODE:CC23**

Credits: 4

Course objectives

- To enable the students to understand the regulatory aspects of print or electronic journalism, or radio, or television station management.
- To give an ability to use their knowledge and reasoning skills to make ethical decisions in their professional practices.
- To enable the students to analyze libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society.
- To enable the students to understand the regulatory aspects of print media.
- To providing the knowledge of cyber laws information technology act.
- To improve the knowledge of ethical decisions in their professional practices.

UNIT I

Press laws: national objectives - responsibilities of the press - rights and privileges; freedom of the press and reasonable restrictions; defamation- sedition- obscenity- incitement of violence - press and registration of books act 1867 - copy right law - the working journalists acts of 1955, 1956, and 1958; contempt of court act 1971. The newspaper (price & page) act 1971. Press council guidelines; press council code on communal writing; editor's responsibilities

UNIT II

The law of copyrights -trade related aspects of intellectual property rights (trips) & trims; international intellectual propriety of rights; the contempt of courts act 1971; the India telegraph act - the design act, 1911 - the patents act, 1957 law of defamation; libel and slander; prasar bharti act; the broadcast bill; cable television act 1995 - broadcasting services regulation bill, 2006 - cinematograph act 2006

UNIT III

Right to information (information bill; laws of human rights- child labour acts- indecent representation of woman (prohibition) act, 1986 - the monopolies and restrictive trade practices act, 1969 - salient feature. Cyber laws -information technology act.

UNIT IV

Fundamental rights - directive principles of state policy - centre-state relations - legislative relations - emergency provisions - amendment of the constitution -parliamentary privileges

UNIT V

Ethical issues related with ownership of media and national - transnational monopoly -private treaties between media and corporate houses - role of press council of India and its broad guidelines for the press - paid news codes suggested for the media by press council - Editors guild of India - advertising council of India - PRSI - NBA - accountability and independence of media.

References:

1. The Law Of The Press In India, Durga Das Basu, Hall Of The Indian Pivate Limited, New Delhi
2. The Constitutional Law Of India, Durga Das Basu, Prentice Hall Of India, New   Delhi.
3. Indian Press Profession To Industry, Arun Bhattcharee, Vikas Publication, Delhi
4. Media Ethics And Laws, Jan R. Hakemulder, Fay Acde Jonge, P.P. Singh
5. Law Of Copyright - Narayanan
6. Law For Cinema And Videos - Vijay Malik
7. Freedom Of State - By Peter Arches And Lord Reay, National Academy, New Delhi

Course outcomes

At the end of the course, the students are able to:

1. Give an ability to use their knowledge and reasoning skills.
2. Improve the knowledge of ethical decisions in their professional practices.
3. Enable the students to analyze libel law, privacy and objectivity.
4. Study the responsibility, freedom of speech and censorship
5. Study the role of the press in society.
6. Enable the students to understand the regulatory aspects of print media.
7. Enable the students to understand the electronic journalism, or radio, or television station management.
8. Providing the knowledge of cyber laws information technology act.

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MEDIA GENDER PERSPECTIVES

HOURS/ WEEK: 5   **CODE: CC24**

Credits: 4

Objectives:

- To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images.

- To enable the students to analyze the status of women in media, society.

- To make them understand the feminist concepts of women.

- To make them to understand the present scenario of women in workplace.

- To enable the students to portraying women in imaginary concepts proudly.

- To make them to understand the Vedic women in Vedic society.

UNIT I

Place and position of women and men in India through the ages: the different forms of marriages – social customs and rituals of Vedic era, Puranic era, Mughal era and colonial era – status of women in emerging India – case studies

UNIT II

Gender and culture – cultural roles and depictions of women in past and present – cultural constructions of gender and the impact of feminist movement on women's' lives – women's identities as constructed by religion – nation, class and women – forms of violence against women.

UNIT III

Gender difference and media: historical over view of women in media – evolution of portrayals of women and men in news, entertainment, advertisement and discussion – research in the area of women and media – media and women's movement in contemporary society.

UNIT IV

Gender gap – gender bias – patriarchy and patriarchal society – male and female migration – different types of violence against women – difficulties faced by women in labor force – problems of career women – domestic violence.

UNIT V

Women and social change: mass media and social change – social trends socio – economic conditions and their impact on women – poverty and women – money and women's empowerment – Mahalia panchayats and grass – roots organizations – women and self-help groups: women and environmental movements – women and HIV, AIDS – women and sustainable development.

References:

1. Theory and Practice of Journalism - Ahuja, B.N.,

2. Freedom of State - by Peter Arches and Lord Reay, National Academy, New Delhi

3. Know your Copyright - G.D. Ghosla,

4. Law of Copyright - Narayanan

5. AIR Manual

6. Law for Cinema and Videos - Vijay Malik

7. Mass Communication in India – Keval J. Kumar

8. Media Ethics: Cases and Moral Reasoning – Cliforgd G. Christians, Mark

9. Fackler, Kim B. Rotzoll, Kathy Brittain McKee

10. Ethics in Human Communication – Richard L. Johannesen

Course outcomes:

At the end of the course, the students are able to:

- Empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images.

- Enable the students to analyze the status of women in media, society.

- Make them understand the feminist concepts of women.

- Make them to understand the present scenario of women in workplace.

- Enable the students to portraying women in imaginary concepts proudly.

- Make them to understand the Vedic women in Vedic society.

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HOURS/ WEEK: 4   **CODE: CC25**

Credits: 4

Course objectives:

- To develop the knowledge about narrative script writing techniques.
- To understand the importance of non- narrative format.
- To improve the talent of student on cinema script writing.
- To study the importance of script at the time of cinema shooting spot.
- To study the script writing techniques for fictional and non-fictional program.
- To provide some knowledge about script writing for educational documentaries.

UNIT I:

New media – origin and development of internet and mobile media, growth and development of internet communication in India , nature and scope of the new media, reach of online journalism, web TV, podcasting, e - publishing.

UNIT II:

Script: meaning and types of script. Concept of content and form. Role of a scriptwriter in media. Elements of good script. Role of a script writer. Importance of general knowledge and understanding of a theme. Process of scripting: idea formation, research, and sequencing, opening and concluding.

UNIT III:

Writing television script. Writing for visuals. Concept of spoken language. Relation between narration and visuals. Script layout: treatment, screen play one page and split page, shooting and editing script etc. Writing for fictional and non-fictional program.

UNIT IV:

Analyzing the scripts of popular documentaries, films, tele-serials and promotional videos. Script wiring for cartoon movies. Use of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script. Use of common sense.

UNIT V:

Script writing for educational documentaries, Script writing for Tele-serials, Script writing for a Feature film. Analysis of movie scripts, short-film script, and enrichment programmes script. The concept of time in script. Scripting for commercials.

References

1. Hilliard L. Robert   – Writing For Television, Radio And News Media
2. Stovall, Glenn – Writing For Mass Media Valladares,
3. June.A – Craft Of Copywriting
4. Milton, Shirley – Creative Connections (1982)

Course outcomes

At the end of the course, the students are able to:

1. Develop the knowledge about narrative script writing techniques for new media.
2. Understand the importance of non- narrative format.
3. Improve the talent of student on web script writing.
4. Study the importance of script at the time of Tele film shooting spot.
5. Study the script writing techniques for fictional and non-fictional program.
6. Give some knowledge about script wiring for cartoon advertisement.
7. Provide some knowledge about script writing for educational videos.
9. Understand the knowledge of elements of online media writing techniques.

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PSYCHOLOGY FOR MEDIA

HOURS/ WEEK: 4   **CODE: EC2A**

Credits: 4

Objectives

- To understand the fundamentals of psychological theories and practices for application in the field of media.

- To introduce social psychology theories & concepts for better understanding of how people perceive, think about and feel about the social world.

- To understand the influence of media technologies on human behavior, culture and society.

- To demonstrate the application of social, cognitive, developmental and positive psychologies in media & communication field.

- To identify and critically analyze the ethical issues in the media with special reference to psychological well-being, identity, social engagement, individual and universal rights, ethnicities and culture

UNIT I

Definitions - foundations of social psychology -the science of the social side of life - social psychology and human values- social representations, social norms, social cognition introduction to media psychology – definition, media psychology & its history, storytelling & media.

UNIT II

Social perception: basic channels of nonverbal communication and social perceptions cultural differences in inferring others emotions - explaining behaviour –social beliefs social influence - social perception - cultural influences- friendship and love-interpersonal attraction and close relationships, Para-social interaction, celebrity & fandom

UNIT III

Approaches, positive psychology approach, pro-social & anti-social behavior, prejudice, stigma, reducing intergroup conflict, aggression, attraction, altruism, application, stereotyping, prejudice, and discrimination: the causes, effects, and cures. Global media: media effects on society, individuals, and cultures.

UNIT IV

Propaganda and persuasion - fine art of persuasion- social influence - conformity, bystander intervention, obedience to authority-social facilitation -social status-social roles-social conformity-interpersonal attraction-behavioral influences on attitudes-attitude formation-cognitive dissonance -resisting persuasion attempts – social media and transformation of society.

UNIT V

Understanding psychology & internet- psychological issues in new media, media literacy: interactive & emerging technologies, social influence in virtual world. Social connection & social capital, personal media – mobile, wearable smart technologies -audience engagement- a positive psychology approach - media literacy: history, progress, and future hopes.

References

1. N. Dash, Uday Jain: Perspectives On Psychology And Social Development, Concept Publishing, New Delhi, 2005.

2. Sceinbaum Close Angeline, Dark Side Of Social Media: A Consumer Psychology Perspective, Routledge, New York, 2018.

3. Giles David Psychology Of The Media, Palgrave Macmilan Insights, U.K, 2010

4. Baron A Robert: Fundamentals Of Social Psychology, Pearson Education, New Delhi, 2009.

5. Dill E Karen; The Oxford Handbook Of Media Psychology, Oxford University Publications, 2018. Schwartz Ll. Psychology And The Media: A Second Look. American Psychological Association; 1999.

Course outcomes

1. Students will be able to apply the appropriate psychological theory and analyze the complex media environment.

2. Students will understand the social behavior and would be able to identify the forces that create group differences in patterns of social behavior.

3. Students will understand the behavior of other people from diverse cultures, social groups and categories with reference to intergroup dynamics, conflict and cooperation.

4. Students will develop critical thinking attitude and skills towards all generalization and will evaluate media messages based on evidence.

5. Students will understand the power of psychology to enable social change and its potential to enable positive individual, organizational and global change.

6. Students will understand the role of media literacy and digital citizenship as proficiencies for social and psychological civic engagement, empowerment and wellbeing.

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ART APPRECIATION

HOURS/ WEEK: 4   **CODE: EC2B**

Credits: 4

Course objectives

- To provide specialized training in shooting photographs
- To enable the students to understand the architectural style of Indian and western art.
- To improving the knowledge of aesthetical approaches of art.
- To improve the designing skills of interior and exterior art works.
- To develop the knowledge of Indian aesthetical art forms
- To make them to understand the western art forms and styles.

UNIT I

Indian art: proto historic period, historic period - Buddhist, Jana, Hindu, Gupta architecture; northern temple, temples in the Deccan.

UNIT II

Southern temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic period - architecture, imperial style, provincial style and Mughal style.

UNIT III

Sculptures - The Mauryas, The Kushans, The Guptas, Chalukyas, The Hoysalas, The Pallavas. The Cholas, Pandyas, Vijayanagara Paintings, Murals - North Indian, South Indian, Miniatures - Mughal Paintings, Rajput Painting, Rajasthan, Pahari Paintings, Modern Indian Painting.

UNIT IV

The western art and architecture - Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and modern art.

UNIT V

Aesthetics - the function of art, art, artist and society, social responsibility of the artist, Indian aesthetics, beauty, the Rasas.

References:

1. Edith Tomory, History Of Fine Arts In India And The West, Orient Longman Limited,
2. India, 1989.
3. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.
4. The Magical Garden Of Claude Monet (Anholt's Artists)
5. Come Look With Me: Exploring Landscape Art With Children (Come Look With Me Art Books)
6. Come Look With Me: Enjoying Art With Children (Come Look With Me)

Course outcomes

At the end of the course, the students are able to:

1. Provide specialized training in shooting photographs
2. Enable the students to understand the architectural style of Indian and western art.
3. Improving the knowledge of aesthetical approaches of art.
4. Improve the designing skills of interior and exterior art works.
5. Develop the knowledge of Indian aesthetical art forms
6. Make them to understand the western art forms and styles.

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HOURS/ WEEK: 6   **CODE: CC26**

Credits: 4

- To understand the function of television production equipment and facilities i.e. Cameras, switchers, audio consoles, tape recorders, and lighting equipment.
- To develop the knowledge of different film formats.
- To develop the knowledge of lighting techniques.
- To enable the students for pre-production and post-production techniques.
- To get a training of short film and documentary film production techniques.
- To get the knowledge of multi-camera production techniques.

Practical

1. Production planning, pre-production and postproduction planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors directing the crew. .

2. Planning and production of indoor and outdoor shootings, planning and management of live shows.

3. Film transfer and video processing. Video display systems. Multi-camera production. Lighting systems- lighting methods and needs. Mike positioning and arrangements.

4. Shooting plans and backgrounds. Getting organized for shooting.

5. Importance of backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Post-production editing

6. Applications of production techniques- script, length and style of scripts, story boards and components, pre and post-production techniques, effective shots, file shots, footages, special effects. Graphics and animation, chromo key usage and economy shooting methods.

   a. Commercial (30 seconds max)

   b. Short film or documentary (15 minutes')

   c. Concept- theme- treatment-narration

   d. Script – story board

Course outcomes

At the end of the course, the students are able to:

1. Understand the function of television production equipment and facilities i.e. Cameras, switchers, audio consoles, tape recorders, and lighting equipment.
2. Develop the knowledge of different film formats.
3. Develop the knowledge of lighting techniques.
4. Enable the students for pre-production and post-production techniques.
5. Get a training of short film and documentary film production techniques.
6. Get the knowledge of multi-camera production techniques.

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3D GRAPHICS AND ANIMATION - PRACTICAL – XII

HOURS/ WEEK: 6   **CODE: CC27**

Credits: 4

Course objectives

- To study the importance of basic principles of animation.

- Basic awareness of animation history, both technical and aesthetic

- To enable the students to understand the power of visualization.

- To study the importance of colors and texture.

- To improve the knowledge of 3d interface.

- To understand the knowledge of 3d animation software

- To understand the views of multimedia building blocks.

3d animation software: 3DS-MAX OR MAYA

UNIT I: INTERFACE

1. Create wireframe of model
2. Sketching the model
3. Understanding the software interface
4. Understanding menu
5. Working with shelves

UNIT II: OBJECTS

1. Selecting multiple objects
2. Snapping the object
3. Create and modify the standard objects
4. Working with vertex, edge, face
5. Using extrude, bridge, chamfer, cut face tool.
6. Create arc, line, square
7. Smooth, curl and bending curves
8. Create different objects using the standard objects,
9. Working with key frame animation

UNIT III: TEXTURING

1. Apply materials and 2d textures

2. Mastering extra map options

3. Layering materials and textures

4. Using 3D textures

5. 2D and UV texture projection formats

6. Working with bump, normal and displacement map

7. Texture node and customization

UNIT IV: LIGHTS AND SHADOWS

1. Understanding color

2. Linking and unlinking lights

3. Using depth maps

4. Understanding ray tracing shadows

5. Using 1, 2 and 3 point lighting

6. Applying the different light for the scene

UNIT V: CAMERA

1. Working with types of camera

2. Create motion for camera

3. create walkthrough for the camera

List of practical out put

a. Minimum three commercial (30 seconds max)

b. Animated short film (5 to 10 minutes')

c. Concept theme- focus- treatment-narration

d. Script – story board

References

1. Amin j. Beginner's guide to character creation in maya. 3dtotal publishing; 2015.

2. Lanier l. Advanced maya texturing and lighting. John wiley & sons; 2015.

3. Osborn k. Cartoon character animation with maya: mastering the art of exaggerated animation. Bloomsbury publishing; 2015.

4. Van horn e. 3d character development workshop: rigging fundamentals for artists and animators. Stylus publishing, llc; 2018.

Course outcomes

1. Students will be able to understand the software part of 3d
2. Student will give a walkthrough for a scene
3. Students will create 3d models
4. Students will simulate the light for the scene
5. Students will rig a character
6. Students will be able to provide the walkthrough for a set.

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DEVELOPMENT FOR COMMUNICATION

HOURS/ WEEK: 5   **CODE: CC28**

Credits: 4

Course objectives

- To enable the students to understand the social, political cultural and economic dimensions of communication**.**
- To initiate the students to organize development programs in rural areas.
- To make them to understand the knowledge of strategies and action plans in development communication.
- To understand the knowledge on government and non-governmental organization works.
- To understand the theories, concepts and philosophies in development communication.
- To make them to analyze the improvements in developing and developed societies.

UNIT I

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

UNIT II

Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – democratic decentralization, panchayatraj - planning at national, state, regional, district, block and village levels.

UNIT III

Agricultural communication and rural development: the genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture. Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

UNIT IV

Developmental and rural extension agencies: governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes. Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

UNIT V

Role of UN agencies, World Bank, community media experiments, participatory journalism, and development communication projects in India. Development organizations-national and international; resources for development- funding agencies; development as career.

References

1. Gupta S P (1985) Statistical Methods, New Delhi: Sultan Chand And Sons.

2. Kothari C.R. (1985) Research Methodology, New Delhi: S. Chand And Co. Ltd.

3. Parten B. Mildred Surveys, Polls And Samples, New York: Harper And Brothers

4. Floyd J. Fowler (1984) Survey Research Methods, London: Sage Publications

5. Goode, J. Willian And Hatt, K. Paul (1982) Methods In Social Research, Tokyo: Mc Graw Hill Kogakusha Ltd.

6. Gopal, M.H. (1970) An Introduction To Research Procedures In Social Sciences, Bombay: Asia Publishing House.

Course outcomes

At the end of the course, the students are able to:

1. Enable the students to understand the social, political cultural and economic dimensions of communication**.**
2. Initiate the students to organize development programs in rural areas.
3. Make them to understand the knowledge of strategies and action plans in development communication.
4. Understand the knowledge on government and non-governmental organization works.
5. Understand the theories, concepts and philosophies in development communication.
6. Make them to analyze the improvements in developing and developed societies.

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COMMUNICATION THEORIES

HOURS/ WEEK: 5   **CODE: CC29**

Credits: 4

Course objectives

- To provide a theoretical understanding of various approaches to mass communication theories.

- To enable the students to understand the evolution, nature and facets of communication

- To make them to understand the sociological theories.

- To make them to understand the theories of press.

- To acquire the knowledge of models of communication.

- To provide the knowledge of acquiring the new media theories and digital age.

UNIT I

Communication: definition, the need for communication, types of communication, functional requirements of society and elements of communication, function and uses of communication

UNIT II

Sociological theories: social learning theory, agenda setting theory, uses and gratification theory, dependency theory, theories of persuasion: hypodermic bullet theory, individual difference theory, cognitive theory, personal influence theory

UNIT III

Normative theories: authoritarian theory (Gulf), libertarian theory (America, U.K.), social responsibility theory (India), soviet media theory (Russia), democratic participant media theory (third world countries).

UNIT IV

Harold D. Lasswell's Model: Shannon And Weaver's Model: Osgood And Schramm's Model: Bolton And Cleaver's Model: George Gerbner's Model: Theodore M.Newcombs Model: Berlo's Model: dance's helical model: kite co-orientation model. Powerful model theory: system theory, convergence theory, new media theory, sociological theory, digital age.

UNIT V

Globalization and mass communication: issues in global media governance, transnational media ownership and media corporate, media imperialism, impact of technology on international communication, new media, and future of communication theories.

References

1. Mass Communication Theories, An Introduction, Mc Quail, Dennis, Sage Publications, London (1987)
2. Media , Home And Family, Hoover, M.Stewart, Clark Schofield, Lynn, Alters ,F. Diane , Taylor And Francis Group ,Usa (2004).
3. Communication Theories And Models, Andal, N.,Himalya, Bombay(1998).
4. Communication In The Digital Age, Raj ,A.N., Authors Press, New Delhi, (2000).
5. Communication Management ,Diwan, Parag, Deep And Deep Publication,New Delhi(1997).
6. Media And Mass Communication, Bhattacharjee Shymali,Kanishka Publsihers, New Delhi (2005).

Course outcomes

At the end of the course, the students are able to:

1. Provide a theoretical understanding of various approaches to mass communication theories.
2. Enable the students to understand the evolution, nature and facets of communication
3. Make them to understand the sociological theories.
4. Make them to understand the theories of press.
5. Acquire the knowledge of models of communication.
6. Provide the knowledge of acquiring the new media theories and digital age.

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CONTEMPORARY MEDIA SCENARIO

HOURS/ WEEK: 4   **CODE: CC30**

Credits: 4

Objectives:

- To learn the history of each medium in detail.
- To understand the structure and working process of media.
- To develop writing and creative skills for television industry
- To learn the different types and forms in film industry in India.
- To understand the evolution of media from print to digital.
- To learn the latest technological effects in the new media era.

UNIT I

History of print media – print media in India – newspaper – types of newspapers – structure of newspapers –news writing – magazines – technological developments in newspaper industry – content writing style – press council in India.

UNIT II

History of radio – revolution of radio in India – types of ownership; private and public – structure and functions of a radio station – FM broadcasting – all India radio station – programming and content writing style in radio.

UNIT III

History of television – television as a mass communication – ownership in TV channels – Doordarshan – organization structure – satellite channels – cable television channels – prasar bharathi act – programming pattern – content writing for TV shows; fiction and non-fiction.

UNIT IV

Origin of films – pioneers of world cinema, Hollywood, development of Indian cinema – film censorship – regional film industry in India; Bolly wood, Kolly wood and Tolly wood –central board of film certification – documentary films – film audience – critical review writing.

UNIT V

New media – information age – global media and audience – new media technologies – satellite TV and DTH - revolution of new media – issues of new media – future in the hands of new media, digital film distribution.

References:

1. Mcquail's Mass Communication Theory
2. Marshall Mcluhan, Understanding Media: The Extension of Man.
3. K.B. Dutta, Mass Media In India.
4. Keval. J. Kumar, Mass Communication In India.
5. Mridula Menon And Navven Chandra, Source Book Of New Media.

Course outcomes:

At the end of the course, the students are able to:

- Understand the structure of media.
- Learnt the writing style for print medium.
- Understood the difference between print medium and electronic medium.
- Studied the techniques of media production.
- Learnt the latest technological effects in the new media era.

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VIDEO MAGAZINE PRODUCTION

HOURS/ WEEK: 4   **CODE:EC3A**

Credits: 4

Course objectives

- Providing knowledge about video magazines.

- Understand the knowledge of online magazines.

- Gathering the information about business development on video magazines.

- To make them to understand the video magazine uploading formats.

- To learn the principles of architecture and designing principles of video magazines.

- To make them to understand the promoting techniques in multimedia applications.

UNIT I

Basics of video magazine, online magazine, video magazine publications, applications, basic tools for video magazine production. Elements of video magazine. Introduction to e- magazine. Current trends on video magazine, commercial aspects of video magazine production.

UNIT II

Difference between online magazine and video magazine, online video advertising, business, marketing, corporate companies, video sharing, viral video log, cyber bullying, cyber zone. Cyber law and ethics.

UNIT III

Architecture and designing principles of video magazine, on line formats- video magazine uploading formats, pdf, png,jpeg,tif,mpeg4,avi - telecasting file formats.

UNIT IV

Hyper link applications, server client maintenance, server spaces and data storage, multimedia applications, marketing strategies – brand promotion (space/time, circulation), space for advertising, video blog designing. Editorial – responsibilities,

UNIT V

Content, layout and design analysis of India today, the week, front line, outlook, India today (Tamil), Tamil weeklies and fortnightlies – English and Tamil special magazines such as femina,

gentleman, avazh vikatan etc – special magazines on products and industries – comparison with some foreign magazine.

References

1. Professional Web Design - Theory And Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi
2. Designing Interactive Websites, Mohler James.L. & Duff Jon.M., Thomson Learning, 1999, Africa
3. D'souza, Y.K. - Communication With Visual (1999)
4. Kamath, B.V - Magazine Handbook (1985)
5. David Miles Huber "Modern Recording Techniques" 5thedition Focal Press,2001

Course outcomes

At the end of the course, the students are able to:

1. Providing knowledge about video magazines.
2. Understand the knowledge of online magazines.
3. Gathering the information about business development on video magazines.
4. Make them to understand the video magazine uploading formats.
5. Learn the principles of architecture and designing principles of video magazines.
6. Make them to understand the promoting techniques in multimedia applications.

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<center>SOUND AND ACOUSTIC TECHNIQUES</center>

HOURS/ WEEK: 4   **CODE: EC3B**

Credits: 4

Course objectives

- To make students aware of the basic principles of sound.
- To learn about sound techniques.
- To impart knowledge on acoustics and psycho-acoustics.
- To make them to understand the knowledge of studio management.
- To learn the knowledge of special effects and its functions
- To learn the techniques of dubbing for various recording.

UNIT I

Principles of sound -the human ear; characteristics of sound: compression & rarefaction - velocity, amplitude and acoustical phase -loudness, frequency and human hearing -timbre and sound envelope–physical types of microphones –microphone selection and use.

UNIT II

Listening sound- educated ear: cognitive & affective information -analytical & critical listening; sound's dynamic range; acoustics & psycho acoustics of sound: binaural hearing -mono & stereo effects -direct & reflected sound -reverberation& echo.

UNIT III

Designing sound- the roles & responsibilities of a sound designer -elements of sound - perception of various sounds. The steps involved in designing sound -functions of sound with respect to dialogue –sound aesthetics.

UNIT IV

Functions of sound - function of sound with respect to picture -functions of sound with respect to special effects -functions of sound with respect to music –special effects and its functions; dubbing; creative usage of sound. Measurement of sound and vibration measurement microphones: construction and mode of operation, sensitivity, linearity, frequency response, polar response, dynamic range. Calibration and calibrators.

UNIT V

Studio management- studio and live mixing speech -studio management: equipment management -transmission & reception -studio operations -studio layout & design-the sound control room -the sound recording room; station management

References

1. Jan Maes And March Vereammen "Digital Audio Technology", 4thedition Focal Press,2001
2. Randy Thom, Audiocraft: An Introduction To The Tools And Techniques Of Audio Production, 2nd Edition (National Federation Of Community Broadcasters, 1989).
3. Carl Hausmanm And Philip Benoit "Announcing, Broadcasting, Communicating Today, Thomson, 2004.
4. David Miles Huber "Modern Recording Techniques" 5thedition Focal Press,2001
5. Carole Fleming "The Radio Handbook" 2ndedition Routledge,2002

Course outcomes

At the end of the course, the students are able to:

1. Make students aware of the basic principles of sound.
2. Learn about sound techniques.
3. Impart knowledge on acoustics and psycho-acoustics.
4. Make them to understand the knowledge of studio management.
5. Learn the knowledge of special effects and its functions
6. Learn the techniques of dubbing for various recording.

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VISUAL EFFECTS AND MOTION GRAPHICS PRACTICAL- XIII

HOURS/ WEEK: 6   **CODE: CC31**

Credits: 4

Objectives

- To educate the concept visual effects and motion graphics
- To develop technical knowledge on visual effects.
- To learn about motion capturing techniques
- To educate the breakdown of visual effect shots
- To educate the concept of tracking
- To understand the usage of color grading

UNIT I

Basics of visual effects, type of compositing and node based software, introduction to layers, types of footage, animation key, story board and concept, color correction, color channels, color depth, color space, aspect ratios, resolution, file formats.

UNIT II

Roles of visual effects supervisor, understanding the alpha value, working in stop motion and miniature, motion capture and technology. Visual effect and mechanical effects, alpha channels, advanced selections, level adjustments, extraction of grunge and grime maps. Steps in gathering light source, scanning properties.

UNIT III

Wire removal concept and software, rot scope, anatomy and golden rule of tracking types of modeling, model data, modeling production pipeline, asset creation, environment building, simulation, workflow of digital lighting, tracking assets, camera tracking, working with stock footage.

UNIT IV

Principles of motion graphics, - different software used for motion graphics, Photoshop, final cut pro, premier pro, after effects, combustion, nuke. - create pipeline for production.

UNIT V

        Camera tracking, working with the keying concepts, working with different types of keys working with Roto shots, removing the blue/green screen using different keys, working with 2d tracking working with planar tracking

Practical

1. Shoot the graphics video on their own (10 to 15 min)
2. Try to assemble the green /blue mate footage
3. Add 3d objects or characters in your footage
4. Apply visual effects in your video.
5. Apply the concept of color correction and color grading.

References

1. Blazer L. Animated Storytelling: Simple Steps For Creating Animation And Motion Graphics. Peachpit Press; 2015.
2. Jackson C. After Effects For Designers: Graphic And Interactive Design In Motion. Focal Press; 2018.
3. Shaw A. Design For Motion: Fundamentals And Techniques Of Motion Design. Focal Press; 2015
4. Stone Rb, Wahlin L. The Theory And Practice Of Motion Design: Critical Perspectives And Professional Practice. Routledge; 2018.
5. Finance C, Zwerman S. The Visual Effects Producer: Understanding the Art and Business of Vfx. Focal Press; 2015.
6. Okun Ja, Zwerman S, Editors. The Ves Handbook of Visual Effects: Industry Standard Vfx Practices and Procedures. Taylor & Francis; 2014.

Course outcomes

- Students will understand the production pipeline for the visual effect shots.
- Student will understand the visual effects in the animation films.
- Learn about the new visual effects software
- Students will explore the new technologies in visual effects industry
- Students will work with the roto scoping visual effects shots
- Students will understand the role of the visual effects producer

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HOURS/ WEEK: 6   **CODE: CC32**

Credits: 4

Course objectives

- To make students aware of the basic principles of lighting.

- To learn about in-door and out- door lighting techniques.

- To impart knowledge on colors from different lightning sources.

- To understand the use of reflectors, diffusers, mirrors, skimmers in outdoor photography.

- To make them to understand the sources of lights.

- To learn the uses of filters and reflectors.

UNIT I

Principle of light. Electromagnetic spectrum, visible spectrum. Behavior of light falling on object: absorption, reflection, refraction, transmission, diffraction, dispersion, scattering of light, refractive index. Inverse square law. Basic principles of color, chromatic theory of vision.

UNIT II

Quality of light: specular, diffused and bounced. Types of light: natural day light, incandescent, tungsten- halogen, senior light, junior, baby, inkie multi 10, multi 20 etc.., fluorescent, (kino flo), metal halide enclosed ac arc (hmi) etc.

UNIT III

Use of light filters. Use of reflectors, mirrors, skimmers in an outdoor situation colour temperature, electromagnetic spectrum, available light, artificial light, light dispersion-soft light, hard light, light sources-tungsten lamps, overrun lamps, tungsten -halogen, gas discharge lamps, fluorescent lamps, light fittings-soft lights, spotlights.

UNIT IV

Three point and five point lighting, light measurement methods-incident, reflected and surface brightness method. Effects projectors, follow spots, lighting control, lighting problems, lighting for color, pictorial lighting, atmospheric lighting, animated lighting, lighting effects, lighting on location, single source lighting,

UNIT V

Use of diffusers (butter paper, tissue paper, gateway, acrylic sheets etc.) Fore ground, mid-ground, back ground separation to create depth. Golden rule. Composition: fore ground, mid-ground, back ground separation to create depth. Lenses. High-key and low-key lighting, manipulation of tone and contrast indoor-outdoor matching.

Practical's

1. Create basic portrait lighting set-ups
2. Manipulate lighting ratios in different location indoor and outdoor.
3. Work with lighting movement in the studio setup.
4. Submit photographs and video footages in different lighting setup.

References

1. Murphy Complete Lighting Guide
2. Fill And Thornley Lighting Technology
3. Carlson. Professional Lighting Hand Book
5. John Hart. Lighting For Action
6. Des Lyver .Focal Press Video Lighting

Course outcomes

At the end of the course, the students are able to:

1. Make students aware of the basic principles of lighting.
2. Learn about in-door and out- door lighting techniques.
3. Impart knowledge on colors from different lightning sources.
4. Understand the use of reflectors, diffusers, mirrors, skimmers in outdoor photography.
5. Make them to understand the sources of lights.
6. Learn the uses of filters and reflectors.

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INTRODUCTION TO MEDIA RESEARCH

Hours / Week: 5   **Code: Cc33**

Credits: 4

Objectives:

- To learning the knowledge about qualitative and quantitative methods of media.
- To learn the techniques of analyzing validating the dates.
- To understand the ethical aspects of media research.

UNIT I

Introduction to media research – types of research in media: quantitative research, qualitative research – elements of research – ethics of research – research approach – scope and importance of communication research – research design components. Needs and significance of media research.

UNIT II

Qualitative research– field observation – intensive interviews – focus group discussion – ethnography research – case study – content analysis – population and sample – sampling size - sampling error.

UNIT III

Quantitative research– data collection – advantages and disadvantages of survey research – questionnaire design – parametric and non-parametric - longitudinal research – experimental research.

UNIT IV

Data analysis - introduction to statistics – sample distribution – basics of SPSS software – levels of measurement – reliability and validity - coding – test of significance.

UNIT V

Statistical tests – frequency test – cross tabulation – correlation test – uni-variate test – bi-variate test – multi-variate test – chi-square test – factor analysis.

Reference:

1. Roger D.Wimmer and Joseph R. Dominick; Mass Media Research, Edition 10, 2018.
2. Development Communication-Theory and Practice (English) (Paperback)-Revised Edition
   Development Communication-Theory and Practice
3. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies
4. Media Audience Research: A Guide for Professionals
5. Book by Graham Mytton, Peter Diem, and Piet Hein van Dam
6. Doing Media Research Book by Susanna Priest

Course outcomes:

At the end of the course, the students are able to:

- Study the different types of research methods in communication media.
- Study the importance of hypotheses.
- Study the tools of data collection: sources, media source books and web sites.
- Develop the knowledge about questionnaire and schedules.

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DOCUMENTARY FILM MAKING

HOURS / WEEK: 6   **CODE: CC34**

Credits: 4

Objectives

- Students will learn the production techniques of documentary films.
- Students will learn the fundamentals of research topics.
- Understand the functions, importance and forms of documentary films.
- Will learn data collection, shoot and edit a documentary.
- Investigate relevant funding and distribution channels for a documentary
- Effectively develop a proposal and pitch it for funding for their documentary project
- Use digital media platforms to promote viewing of the documentary

UNIT I

Origin and history of documentary films, basic elements of the documentary, evidence and point of view in the documentary, docudrama, documentary theory and the issue of representation.

UNIT II

Documentary genres: poetic documentaries, expository documentaries, observational documentaries, participatory documentaries, reflexive documentaries and performativity documentaries. Documentaries of different issues – wild life – child labor – women trafficking – gender issues.

UNIT III

Ethical issues for documentaries, structural analysis for documentaries. Content research and conceptualizing the appropriate treatment and style, interview technique of documentaries, different microphones for different occasions/locations, sound design in documentary video - writing proposals.

UNIT IV

Preproduction – research leading up to the shoot –production team, production –camera equipment and shooting procedure – lighting location sound – interviewing – directing participants, post production – designing a structure – narration – using music –titling.

UNIT V

International documentary film festivals, rules and regulations of festivals, screening of world renowned documentaries - bbc documentaries- Indian documentaries – local issue based documentaries, analyzing the documentaries through various media techniques, international documentary film makers.

References

1. Bill Nichols, Introduction To Documentary, Indiana University Press, 2001
2. Alan Rosenthal. Writing, Directing, And Producing Documentary Film, Siu Press, 2007
3. Andy Glynne. Documentaries And How To Make Them,Kamera Books, Harpenden, Herts, 2012.
4. Barry Hampe. Making Documentary Films And Videos: A Practical Guide To Planning, Filming, And Editing Documentaries, Henry Holt And Company, 2007.
5. Genevieve Jolliffe And Andrew Zinnes. The Documentary Film Makers Handbook: A Guerilla Guide, Continuum International Publishing Group,New York, 2006.
6. Louise Spence And Vinicius Navarro. Crafting Truth: Documentary Form And Meaning, Rutgers University Press, New Brunswick, N.J., 2011.

Course outcomes

At the end of the course, students will be to:

1. Able to gain adequate skills to produce a documentary for either broadcast or social media.
2. Research & develop a proposal for a film project
3. Gain adequate field experience in factual programme production
4. Able to handle equipments in the field and also learn post production techniques for documentaries.
5. Will work together in a teams to produce a documentary film
6. Able to understand and apply principles of factual program production in their future productions

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CORPORATE COMMUNICATION

HOURS / WEEK: 5   **CODE: CC35**

Credits: 4

Objectives:

- To define, state, access and identify the organization as communication in transaction.
- To understand, list and distinguish the communication and organizational culture in communication practices.
- To learn the structure and organizing activity to state symbolic convergence theory.
- To analyze and relate the public relations practices through planning and programming.
- To learn about managing competition, reputation and brand building and organizational issues.
- To recall and identify the idea generation, brain storming, co-ordination and team management in an event.

UNIT I

Organization as commutation – definition for communication – communication as transaction – structure of communication – components of communication – definition for organization – symbolic convergence theory.

UNIT II

Communication and organization culture – discover the culture of organization – link between culture and communication – communication practices – intellectual communication – cross culture.

UNIT III

Public relation programming – communication and public opinion – public relation practices – media and media relations – function of a public relation – ethics and professionalism – evaluating the program – importance of a public relation officer.

UNIT IV

Event management – idea generation – team management – stages of event management – pre and post event activities - brain storming–planning and execution – organizing events – evaluation of the event.

UNIT V

Organization issues – managing competition – employee welfare – reputation of the organization – brand building – crisis handling – ethics of organization.

Reference:

1. Cutlip broom, 2000, effective public relations; Pearson education, USA

2. The Corporate System of India, Durga Das Basu, Prentice Hall of India, New Delhi.

3. Indian Corporate Industry, Arun Bhattcharee, Vikas Publication, Delhi

4. Media Ethics, Jan R. Hakemulder, Fay Acde Jonge, P.P. Singh

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Course outcomes:

At the end of the course, the students are able to:

- Recall and state organization as communication.
- Differentiate the types of communication in communication practices.
- Plan and program for public opinion through public relations practices.
- Organize and prepare for event management.
- Outline the organizational problems for company reputation and brand building.
- Plan and analyze ongoing organizational development.

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2D GAME DESIGNING AND TECHNIQUES- PRACTICAL -XV

HOURS/ WEEK: 6   **CODE: CC36**

Credits: 4

Objectives

- To understand the game design process.

- To explore both history of games and gaming industries.

- To understand modeling, techniques and scripting involved in game development process.

- To plan and create a game using game engine.

- To explain the various phases in game development from idea to final finished game

- To impart the practical and conceptual knowledge on game development.

UNIT I

Introduction to gaming, history of computer gaming, gaming industry, uses of game theory, some applications and examples. Game play, game taxonomy, emergent and progressive game play, game thinking. Introduction - android games and ios games.

UNIT II

Types of games: fps, role playing games, platform, racing, design elements. Game elements: strategies, actions, outcomes and pay-offs, the normal form, pure strategy Nash equilibrium, dominated strategies. Concept of games as stories, narrative in video game presentation, Campbell's monomyth theory, game culture, psychology and motivation. Planning and creating games: drawing the environment, creating your character.

UNIT III

Game design, teams and development processes: game identification, terminology, storyboards, concepts, level design, modeling, interface design, development, play testing. Planning and creating games: adding enemies, level design and adding basic enemy artificial intelligence.

UNIT IV

Concept of artificial intelligence, human-computer interaction (HCI), computer graphics, collision detection, lighting, and animation, game scripting and programming, game data structures and algorithms, planning and creating games: defending and gaining score, energy.

UNIT V

        Introduction: anatomy of a game engine, unreal development kit, source SDK, physics: collision detection, particle systems, rigid body motion, deformable bodies, animation and modeling: key frame animation, inverse kinematics, skinning and rendering.

Practical in 2d game

1. Preparing a concept document
2. Developing game story, story board, setting and characters
3. Developing key assets for games
4. Creating environment design
5. Design and create a traditional board game
6. Design and create a maze game
7. Design and create a puzzle game
8. Design and develop shooting game
9. Work with game engine
10. Publishing for desktop, android and ios

Reference

1. Nikhil Malankar, "Learning Android Game Development", Packt Publishing Ltd, 2017.
2. Patrick Alessi, "Beginning Ios Game Development", John Wiley & Sons, 2011.
3. Dave Calabrese, "Unity 2d Game Development", Packit Publishing, 2014.
4. Gary Rosenzweig, "Actionscript 3.0 Game Programming University", Pearson, 2013
5. Mario Zechner And Robert Green, "Beginning Android 4 Games Development", Apress, 2012.
6. Alex Okita, "Learning C# Programming With Unity 3d", Crc Press, 2014.
7. Alan Thorn, "Practical Game Development with Unity and Blender", Cengage Learning Custom Publishing, 2014.

Course outcomes

At the end of the course, students will be

1. Able to gain adequate skills to produce a 2d game
2. Gain adequate programming experience in computer language.
3. Able to handle different game engine in the field and also learn post production techniques for game designing.
4. Will work together in a teams to produce a game.

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WEB AND INTERACTIVE MEDIA - PRACTICAL -XVI

HOURS / WEEK: 6   **CODE: CC37**

Credits: 4

Objectives

- To acquire the knowledge and skills to design and develop a website

- To acquaint with HTML, CSS and JAVASCRIPT

- To impart the skills required to construct a web site that conforms to the web standards`

Practical

1. Create a basic webpage using different presentation tags

2. Insert images and tables

3. Create different types of lists.

4. Create external and internal hyperlinks, image mapping, and mail links

5. Create registration forms using all the form elements.

6. Include multimedia elements in the website.

References

1. Craig Grannell, "The Essential Guide To Css And Html Web Design (Essentials)", Friends Of Ed Publishers. 2008.

2. Lavanya R., Html 5, Ane Book House, 2010.

3. Javascript And Jquery: Interactive Front-End Web Development Hardcoverby Jon Duckett, Gilles Ruppert, Jack Moore Published By John Wiley And Sons Inc. 2014.

4. Jquery Cookbook: Solutions & Examples For Jquery Developersby Cody Lindley, Published By O"Reilly Media Inc. 2010.

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INTERNSHIP TRAINING (NEW MEDIA PRODUCTION)

HOURS/ WEEKS : -   **CODE:CC38**

Credits: 4

Course objectives

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

- To get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

- To enable the student to get exposure to enter in to new media industries.

- To create job opportunities in print or electronic media.

- Students can create their own job in media.

- The intern can be exposed to the particular area of specialization.

Content

- For period of one month, the student will be attached to an agency or studio, on an internship basis.

- The intern will be exposed to the particular area of specialization already chosen.

- Progress of the intern will be closely monitored by the department guide in co–ordination with studio/agency guide

- A report and viva voce will complete the process of evaluation.

Course outcomes

At the end of the course, the students are able to:

1. Got exposure to actual situations and day-to-day functioning of new media or professional studio.
2. Enabled the student to get exposure to enter in to online industries.
3. Created job opportunities in print or electronic media.
4. The intern have been exposed to the particular area of specialization.
5. The internship gave a good job opportunities to students.
6. Developed to maintain the relationship between crew members.

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CYBER LAWS AND NEW MEDIA

HOURS/ WEEK: 5   **CODE: CC39**

Credits: 4

Objectives

- To introduce the origin of cyber space
- To give insights on the issues of jurisdiction
- To explore the international perspectives of cyber laws.

UNIT I

Origin of cyber space - need for cyber law in cyber space - jurisprudence of Indian cyber law in cyber space - cyber jurisprudence at international and Indian level – concept of privacy, threat to privacy on internet - misuse of technology.

UNIT II

Issues of jurisdiction in cyberspace -types of jurisdiction - jurisdiction under it act 2000 - intellectual property issues in cyber space- copyright law, patent law, and trademark and domain names related issues – electronic and digital signature - dispute resolution in cyber space.

UNIT III

Classification of cybercrimes - cyber pornography, cyber stalking, cyber terrorism, cyber defamation, breach of sensitive personal information and confidentiality under it act, hacking, virus and contaminants, phishing, vishing, smishing and pharming - denial of service attack, digital forgery, data theft, data diddling, salami attacks, e-mail bombing, e-mail spoofing, logic bombs, internet time theft.

UNIT IV

Freedom of speech and expression in cyberspace - right to access cyberspace – access to internet - right to privacy - right to data protection.

UNIT V

UN & international telecommunication union (ITU) initiatives, Asia-pacific economic cooperation (APEC), organization for economic co-operation and development (OECD) constitutional & human rights issues in cyberspace.

References

1. Jonthan Rosenoer, Cyber Law, Springer, New York, 1997.

2. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi, 2012.

3. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur 2003.

4. Sudhir Naib, The Information Technology Act, 2005: A Handbook, Oup, New York, 2011.

5. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi, 2003.

6. Verma S, K, Mittal Raman, Legal Dimensions Of Cyber Space, Indian Law Institute, New Delhi, 2004.

Course outcomes

At the end of the course students will get,

1. Understand the need for cyber law in cyber space
2. Get to know the issues of jurisdiction in cyber space
3. Understand the importance of ipr in cyber space
4. Get insights on human rights issue in cyber space
5. Be able to classify cyber crimes
6. Explore the international perspectives of cyber law

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ONLINE JOURNALISM

HOURS/WEEK:5   **CODE: CC40**

Credits: 4

Objectives

- To impart fundamental journalism skills of reporting, writing, critical thinking and ethics
- To create stories combine text, images, sound, and other features of digital journalism including mobile devices.
- To introduce the students live blogging and mobile journalism.

UNIT I

Internet as a medium of communication - features of the internet - World Wide Web and other services - history of the internet - features of online media: multimodality, interactivity and hyper-textually. Emergence of social media, news portals, online edition of newspapers, e- archives. Web 2.0-rise of participatory media- community driven journalism- data driven journalism- sensor journalism-robot and augmented journalism- mobile journalism- information war in digital platform.

UNIT II

Different between web journalism and journalism of other media – online storytelling –finding leads and sources online- search tools- importance of content strategy- principles of web writing-writing for social media and chat applications, language of news, grammar, punctuation, spelling importance, - writing and editing for online newspapers, e-magazines, newsletters - presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative
- Identification of relative stories for hyper-linking, citizen journalism.

UNIT III

Search engine optimization (SEO), social media optimization, non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data journalism, data visualization techniques, types and tools, importance of statistical literacy, RSS feeds, mobile platforms, user centered design, social media management, understanding search behaviors.

UNIT IV

Live blogging, types of live blogging, ingredients of live blog, ideas for live blogging, understanding the features of Smartphone's, how to tell compelling stories / photo stories using mobile devices, rich multi-media enable apps, storytelling methods for mobile consumers, tools and best practices for editing and posting videos, ethics of accuracy, online audio, audio formats for online, podcasting, publishing and optimizing audio for web. Creating online videos, different video formats, drone journalism, virtual reality, shooting and editing video,

UNIT V

Use of twitter, Face book, YouTube, Flickr, Linkedin, Blog, Google maps etc. Students will set up tier own twitter accounts and get to know how it works: following course instructor, following each other, following a journalist, etc. Case studies to be discussed of how social media can be used as reporting tools: for finding source and story idea / topic, research, engaging audience, content curation, etc. Introduction to online media law, contempt of court, ethical guidelines, copyright law, and database rights, libel risks, privacy issues.

References

1. Andy Dickinson, Web Design For Journalism, Butterworth-Heinemann, 2003.

2. James Glen Stovall, Journalism On The Web, Pearson Allyn & Bacon, 2003.

3. Mike Ward, Journalism Online, Focal Press, 2002.

4. Paul Bradshaw, The Online Journalism Handbook, Skills To Survive And Thrive In The Digital Age, Routledge, 2018.

5. Roland De Wolk, Introduction to Online Journalism: Publishing News And Information, Pearson Allyn And Bacon, 2001. .

Course outcomes

At the end of the course students will be expertise to

1. Write web articles following professional standards for style, linking, and search optimization, enhance information gathering with web tools

2. Tell stories with digital tools, such as google maps and timelines

3. Build audiences and research by using social media

4. Research, report and promote your work via twitter, mobile platforms and the web.

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ADVANCED MEDIA RESEARCH METHODOLOGY

HOURS/WEEK:4   **CODE: CC41**

Credits: 4

Objectives:

- To understand the knowledge of methodology section for research.
- To learn the knowledge about findings and conclusion of the valuable research.
- To understand the concept of research for contributing some social responsibility to the society.

UNIT I

The development of mass media research – research procedure – hypothesis and research question – area of interest – data analysis and interpretation –internal validity – external validity – degrees of freedom.

UNIT II

Newspaper and magazine research – research in electronic media: television, radio, soap opera and reality shows – research on film studies – research on advertising – research on social media / new media.

UNIT III

Review of literature – review writing – framework – research methodology – universe of the study – sampling technique – types of sampling procedure – variables.

UNIT IV

Data entry – SPSS and other statistical software - data analysis – data interpretation – major findings – report writing – preparation of research paper/ dissertation / thesis. Ethical perspective of mass media research.

UNIT V

Writing and presenting of dissertation – writing style – APA and MLA – outlines, plagiarism checking, first draft and revision – private and academic research,

Reference:

1. Roger D.Wimmer and Joseph R. Dominick; Mass Media Research, Edition 10, 2018.
2. Development Communication-Theory and Practice (English) (Paperback)-Revised Edition Development Communication-Theory and Practice

3. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies
4. Media Audience Research: A Guide for Professionals
5. Book by Graham Mytton, Peter Diem, and Piet Hein van Dam
6. Doing Media Research Book by Susanna Priest

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Course outcomes:

At the end of the course, the students are able to:

- Study the sampling methods and representativeness of the samples.
- Gather some knowledge of SPSS and other statistical packages.
- Learn the preparation of research reports / project reports / dissertations / theses.
- Observe the importance of research for new media.

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MEDIA MANAGEMENT

HOURS/ WEEK: 4   **CODE: EC4A**

Credits: 4

Course objectives

- To enable the students to get acquainted with media management and the challenges facing managers in a period of technological and social change
- To enable the students to develop knowledge of managing in media organization.
- Students will practice planning, motivating, organizing, staffing and evaluating within an organizational framework.
- To understand the knowledge of administration and media management in media.
- To provide the knowledge of ownership patterns of mass media.
- To acquire the knowledge of economic strategy of print and electronic media.

UNIT I

Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – response system.

UNIT II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and co-ordination

UNIT III

Principles of media management and their significance – media as an industry and profession. Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques.

UNIT IV

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial quality, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labor laws and PR for building and sustaining business and audience.

UNIT V

Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media. Foreign equity in Indian media (including print media) and press commissions on Indian newspaper management structure. Emerging media business models- non-profit/news/public/individual

References

1. Sohn, Ardyth, Et Al. Media Management: A Casebook Approach. 2nd Ed. New Jersey: Lawrence Erlbaum, 1999.
2. Media Management: A Casebook Approach (2nd Ed.) By Ardyth B. Sohn, Jan Leblanc Wicks, Stephen Lacy And George Sylvie (Lawrence Erlbaum Associates, 1999).
3. David Miles Huber "Modern Media" 5thEdition Focal Press, 2001
4. Carole Fleming "The Management Handbook" 2ndEdition Routledge, 2002

Course outcomes

At the end of the course, the students are able to:

1. Enable the students to get acquainted with media management and the challenges facing managers in a period of technological and social change
2. Enable the students to develop knowledge of managing in media organization.
3. Students will practice planning, motivating, organizing, staffing and evaluating within an organizational framework.
4. Understand the knowledge of administration and media management in media.
5. Provide the knowledge of ownership patterns of mass media.

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MEDIA EDUCATION

HOURS/ WEEK: 4   **CODE: EC4B**

Credits: 4

Objectives

- To learn the basic concepts and need of the educational media
- To learn the production process and techniques of the educational programmes
- To produce the effective educational programmes for different field

UNIT I

History and development of UGC, CWCR, AVRC and EMRC. NCERT schemes, EDUSAT program, NPTEL, central and state educational media centers, concepts, past, present, and future of content industry, various media content in education.

UNIT II

Content production and management, industry various media and contents, new trends and opportunities in content and technology enhanced learning systems, research, pre – production, prototype, and production.

UNIT III

Importance of education, Indian education system, synchronous and asynchronous learning, distance and open education, problems related to teaching and learning process, modes of education, personalized and mass media for education, information communication technology, types and format of educational programmes, role and importance of media in education.

UNIT IV

Educational programmes through radio, Indian projects, Gyanvani, campus radio, educational experiments through television, site, Gyandarshan, Vyas, Ekalyva, video programmes for education, planning, scripting, production execution, video conferencing.

UNIT V

Various satellite used for education, network configuration, space and ground segments, implementation of Edusat usage in educational institutes and universities, internet and web media for

education, technologies, connectivity, Ernet, web content production, VoIP, webinars, interactivity, internet television.

Course outcomes

1. Students will gain the knowledge in importance of educational media production in Indian context.
2. Students will understand the importance of the educational media programmes.
3. Students will learn the various strategies for educational content creation
4. Students will gather knowledge on different media outlets for educational programme production
5. Students will produce programs based on education for various mediums.

References

1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
2. Jeong-Baeson And Shirley O"Neil. Enhancing Learning & Technology: Pedagogy, Technology And Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998.
4. Panduranga Narasimharao, S. Rangappa Kanchugarakoppal, Tukaram U. Fulzele "Evolving Corporate Education Strategies For Developing Countries: The Role Of Universities 1st Edition", Igi Global, 31-Jan-2013.
5. Shahid Rasool, "Educational Television In India: Present Scenario And Future Prospects", Concept Publishing Company, 2012.
6. U.V. Reddi And Sanjaya Mishra. Educational Media In Asia, Commonwealth Of Learning, Vancouver, 2005.

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ADVANCED EDITING TECHNIQUES – PRACTICAL-XVII

HOURS/ WEEK:6   **CODE: CC42**

Credits: 4

Course objectives:

- To provide training for digital editing application that helps beginners and seasoned professionals achieve stunning results.
- Students will become familiar with the user interface while you learn how to perform editing functions.
- Students will be enable to learn the real-world media to learn practical approaches to video editing
- To learn basic techniques to final cut pro's powerful advanced features.
- To provide training for Mac operating systems.
- To provide training for on- air editing from 3point camera sources.

Practical

Final cut pro editing software

1. Building and navigating a project
2. Video editing essentials
3. Trimming techniques
4. Capturing and transferring footage
5. Transition effects
6. Editing with multiple tracks and camera angles
7. Video effects
8. Titles and graphics
9. Audio
10. Color correction and color grading
11. Outputting and encoding
12. Delivering, authoring, and archiving
13. 15 min out- put should be in DVD format

Course outcomes

At the end of the course, the students are able to:

1. Provide training for digital editing application that helps beginners and seasoned professionals achieve stunning results.

2. Familiar with the user interface while you learn how to perform editing functions.

3. Learn the real-world media to learn practical approaches to video editing

4. Learn basic techniques to final cut pro's powerful advanced features.

5. Provide training for MAC operating systems.

6. Provide training for on- air editing from 3point camera sources.

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DIGITAL FILM MAKING – PRACTICAL-XVIII

HOURS/ WEEK: 6   **CODE: CC43**

Credits: 4

Objectives

- To brush up their technical knowledge towards production equipment
- To transform the creative ideas into short films.
- To promote branding through corporate videos.
- To understand the techniques of making bio-graphical film.
- They have to create a PSA video and make it to bring some behavior change at least among a particular community.

UNIT I

Practice in various camera movements, capturing shot, scene, sequence. Practice in various manual operations. Practice in 5c's of cinematography- camera angles, continuity, and cutting, close – ups and composition.

UNIT II

Script writing, characterization – protagonist- antagonist. Structuring, camera script, idea generation and confirming the script, production and post-production.

UNIT III

Identifying social issues of various importance- health environment – economic – social cultural and political issues. Doing film on any of the above interested and relevant themes.

UNIT IV

To project the profile of the company behind the brand – showcasing the visual power- focusing the consumer. Production of safety videos, new product launch, promotional videos, testimonial videos. Practice in anyone of the above mentioned ideas.

UNIT V

Identifying of historically important persons and places – doing background research on the subject – planning for a photo shoot to get an idea for film making – relating the subject with cultural or historical importance- indirectly serve as a tourism promotion.

List of practical

30 min out- put should be in DVD format for short film / documentary film or any of the above interested and relevant themes..

References

1. Patriciad.Netzley, Encyclopedia of Movie Special Effects, Oryx Press, 2000.
2. Paulmartingel, Best Location Shooting, Focal Press, 2008.
3. Peter W. Rea & David K. Irving, Producing and Directing the Short Film And Video, Fourth Edition, Focal Press, 2014.
4. Rusell Evans, Practical Dv Filmmaking,Focal Press, 2006.
5. Steven E Browne,High Definition Postproduction, Focal Press, 2007.
6. Stuart Sweetow, Corporate Video Production, Beyond the Board Room, Focal Press, 2011.

Course outcomes

At the end of the course students will,

1. Promote our cultural and historical values through films.
2. Create an alternative way to create awareness through social awareness films.
3. Become a professional's in making short film, corporate video, etc.
4. Have a good sense of knowledge on casting, constructing shots, location hunting and maintain continuity.
5. Maintain an appropriate colour tone is much more important to convey the message and give the impacts; students might have a good sense of colour knowledge

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CODE: CC44

Credits: 5

Course objectives

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

- To get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

- To enable the student to get exposure to enter in to film industries.

- To create job opportunities in print or electronic media.

- Students can create their own job in media.

- The intern can be exposed to the particular area of specialization.

Content

- For period of two months, the student will be attached to an agency or studio, on an internship basis.

- The intern will be exposed to the particular area of specialization already chosen.

- Progress of the intern will be closely monitored by the department guide in co–ordination with studio/agency guide

- A report and viva voce will complete the process of evaluation.

Course outcomes

At the end of the course, the students are able to:

1. Get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.
2. Enable the student to get exposure to enter in to film industries.
3. Create job opportunities in print or electronic media.
4. Students can create their own job in media.
5. The intern can be exposed to the particular area of specialization.
6. The internship can give good job opportunities to students.

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DISSERTATION AND VIVA VOCE

CODE: CC45

Credits: 10

Research project specialization – any one of the following:

1. Environmental communication

2. Women, children and media

3. Science and technology communication

4. Human rights and media

5. Alternative media

6. Political communication

7. Health communication

8. Rural communication

9. Communication in disaster management

10. Web radio and television

11. Brand management

12. Film studies

13. Feedback systems, and any other area identified by students and faculty jointly/individually.

Dissertation

Student will have to do a dissertation/project report in any area of media related field. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of media and communication.

Project study

Guidelines for project study for post-graduation:

- Conceptualization of subject and research problem

- Analytical presentation of review of literature

- Presentation of methodology

- Data analysis and discussion

- Final draft and presentation

Chapters

1. Introduction

2. Review of related literature

3. Research methodology

4. Data analysis and interpretation

5. Discussion and conclusion

6. Bibliography

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