

CC XII - ART AND SCIENCE OF SOUND

Unit 1

Definition and nature of sound; sound and its relevance and importance in communication

Unit 2

Aesthetics of sound, reader interaction with media sound, response and reaction involvement and engagement theories of sound, perception, retention and recall value.

Unit 3

Sources of sound – microphone and their types and uses, assessment of quality of sound etc

Unit 4

Sound engineering techniques, dead air, sound and silence, integration of sound and visual, sound messaging.

Unit 5

Sound in the era of multimedia – application in the media platforms and formats – sound bytes and AV clips on Internet, SMS and MMS etc

Reference:

1. Alten Stanley, Audio Media, Belmont, New Jersey, 1981.
2. Nisbett Alec, The Technology of Sound Audio, Focal Press, London 1979
3. Tremaine Howard, Audio Encyclopaedia, SAMS, Indianapolis 1979
4. Woram John, Recording Studio Handbook, Sagamore, N 1976
5. Clifford Martin, Microphones, Tab Books, Blueridge Summit 1997