

MANONMANIAM SUNDARANAR UNIVERSITY
Tirunelveli – 627012, Tamil Nadu
DEPARTMENT OF COMMUNICATION
Integrated M.Sc. Electronic Media Programme
Under Choice Based Credit System (CBCS)
(For those admitted from the academic year 2017-18 onwards)

Preamble:

Electronic media is the most persuadable form of all interactive medium. Electronic media have impinged every field of the human aspects. In the present times, information and technology are interwoven with the society's economic progress. This course is designed to provide in-depth understanding of contemporary Electronic media industry by facilitating them with technical and aesthetical skill sets.

Necessity:

This course may vary significantly in their content and approach to the subject and offers a combination of practical preparation for various media careers, alongside opportunities to analyze media representations from different perspectives. For instance, gaining practical skills in electronic media related fields will fetch opportunity to excel with technical and aesthetical skills to stand alone with creativity.

Outcome:

This Integrated Master Degree aims to meet the requirements of the electronic media organizations and the society. The students will be given special focus to Radio, Television programme productions and in Cinema and Multimedia productions. The programme will further enlighten in the areas of media management, advertising and Corporate Communication and in research to work in media-related industries.

Objectives:

- To enable students to obtain basic knowledge on process, functions and characteristics of communication and Electronic Media.
- To help students understand the background information about Media and its practice as it might help them to be more responsible citizen.
- To help students to study the relationship between mass media and society and understand mass media from a critical perspective.
- To understand the links of communication to other disciplines and also to the societal issues.
- To bridge the gap between the plus two and post graduate levels of communication by providing a more complete and logical framework in almost all the areas of basic communication.

Duration of the Course:

The duration of the integrated M.Sc. (Electronic Media) under CBCS course is 5 years. Successful students will be awarded a B.Sc. (Electronic Media) degree at the end of third academic year and also a M.Sc. (Electronic Media) degree at the end of fifth academic year. The students have an option to exit from the program with the B.Sc. (Electronic Media) degree alone. Students who have passed all the papers during the first three years of the course alone will be permitted to continue the course in the fourth year.

Eligibility:

Candidates who have scored sixty percentage of marks in the Higher Secondary School Examinations (+ 2) conducted by the Board of Higher Secondary Examination, Tamil Nadu with the subjects *English and Languages* or in an equivalent course of study, as recognized by the Government of Tamil Nadu /Central Government are eligible for admission into the course.

Mode of Admission:

An entrance examination with objective type questions will be conducted for eligible applicants. A merit list will be prepared by combining a maximum of 60 % marks obtained in the entrance examination and a maximum of 60 % marks secured in the *English & Language paper* at the level of Higher Secondary School examinations. Admission will be based on the merit and reservation policy of the Government of Tamil Nadu.

Details of various language, core, allied, skill based, non major elective and supportive course papers along with credits, marks and teaching hours for the students admitted from the academic year 2017 – 2018 and onwards:

Sem .	Pt. I/II/III/IV/V	Sub No.	Subject Status	Subject Title	Hrs./Week	L Hrs./Week	T Hrs./Week	P Hrs./Week	Credits
I	I	1	Language	Tamil/Other Language	4	4	0	0	4
	II	2	Language	English	4	4	0	0	4
	III	3	Core Theory	Introduction to Communication	5	5	0	0	4
	III	4	Core Theory	History of Media	4	4	0	0	4
	III	5	Major Practical	Drawing I	4	0	0	4	2
	III	6	Allied	Psychology I	3	3	0	0	3
	III	7	Allied Practical	Psychology I	4	0	0	4	2
	IV	8	Common	Environmental Studies	2	2	0	0	2
II	I	9	Language	Tamil/Other Languages	4	4	0	0	4
	II	10	Language	English	4	4	0	0	4
	III	11	Core Theory	Principles of Journalism	5	5	0	0	4
	III	12	Core Theory	Writing for Media	4	4	0	0	4
	III	13	Major Practical	Drawing II	4	0	0	4	2
	III	14	Allied	Psychology II	3	3	0	0	3
	III	15	Allied Practical	Psychology II	4	0	0	4	2
	IV	16	Common	Value Based Education/Social Harmony	2	2	0	0	2
III	I	17	Language	Tamil/Other Language	4	4	0	0	4
	II	18	Language	English	4	4	0	0	4
	III	19	Core Theory	Photography	4	4	0	0	4
	III	20	Major Practical	Photography	4	0	0	4	2
	III	21	Allied	Fundamentals of Advertising	3	3	0	0	3
	III	22	Allied Practical	Case Studies on Advertising	4	0	0	4	2
	III	23	Skill Based Core	Public Speaking	4	4	0	0	4
	IV	24	Non – Major Elective	Basic Photography	2	2	0	0	2
	IV	25	Common	Yoga	2	0	0	2	2
IV	I	26	Language	Tamil/Other Language	4	4	0	0	4
	II	27	Language	English	4	4	0	0	4
	III	28	Core Theory	Audiography	4	4	0	0	4

	III	29	Major Practical	Audio Production	4	0	0	4	2
	III	30	Allied	Corporate Communication	3	3	0	0	3
	III	31	Allied Practical	Corporate Communication	4	0	0	4	2
	III	32	Skill Based Core	Art Direction & Production Design	4	4	0	0	4
	IV	33	Non – Major Elective	Basic Videography	2	2	0	0	2
	IV	34	Common	Computers for Digital Era	2	2	0	0	2
	V	35	Extension Activity	NCC,NSS,YRC,YWC	-	-	-	-	1
				Internship					
V	III	36	Core Theory	Videography	6	6	0	0	4
	III	37	Core Theory	Editing Techniques	6	6	0	0	4
	III	38	Major Elective	Introduction to Animation / Introduction to Film Studies	4	4	0	0	4
	III	39	Major Practical	Videography	4	0	0	4	2
	III	40	Major Practical	Non-Linear Editing	4	0	0	4	2
	III	41	Major Practical	Animation	4	0	0	4	2
	IV	42	Skill Based (Common)	Personality Development/Effective Communication/Youth Leadership	2	2	0	0	2
VI	III	43	Core Theory	Media, Society and Culture	4	4	0	0	4
	III	44	Core Theory	Media Management	4	4	0	0	4
	III	45	Major Elective	E – Content Creation/Film Direction	4	4	0	0	4
	III	46	Major Practical	Broadcast Journalism	4	0	0	4	2
	III	47	Major Practical	E – Content Creation	4	0	0	4	2
		48	Major Project	Project(Internship & Short Film/ Documentary/ Multimedia production)	10	0	0	7	7
Total					181				148

L: Lectures

T: Tutorials

P: Practical

C: Credits

L	T	P	C
4	0	0	4

SEMESTER I

INTRODUCTION TO COMMUNICATION

UNIT I

Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal Communication – socio economic changes and the emerging trend in Communication. **(12 hrs)**

UNIT II

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation. **(12 hrs)**

UNIT III

Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: Noise: types of noise - encoding and decoding process. - Informal and formal channels – Berlo, Lasswell, Shannon and Weaver models. **(12 hrs)**

UNIT IV

Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process. **(12 hrs)**

UNIT V

Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications **(12 hrs)**

(Total – 60 hrs)

REFERENCES :

- Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- McQuail Dennis, “Communication Models”, Longman, London, 1981.
- John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
- Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
- Shukla,SK. ‘ Mass media and Communication’. Cybertech Publishing, New Delhi. 2006.
- Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.

L	T	P	C
4	0	0	4

HISTORY OF MEDIA

UNIT I

Definitions of Media and Mass Media; Traditional Forms of Media – signs, wood carving, Sound, drawings, sculptures; Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

(12 hrs)

UNIT II

History of the print media; various types of print media, history of newspapers in India, reach, advantages and importance of print media.

(12 hrs)

UNIT III

Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, AM and FM transmission, audience and reach. **(12 hrs)**

UNIT IV

Television – origin and development, nature, scope, audience, genre, functions of television; commercial and public service, state and private sectors’ expansion; potential for future development, Prasar Bharati Broadcasting Corporation. **(12 hrs)**

UNIT V

New Media – origin and development of Internet and mobile media, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, E-Publishing. **(12 hrs)**

(Total – 60 hrs)

TEXTBOOK

1. Ravindran, R.K. “Media in Development Arena”, Indian Publishers & Distributors, 2000
2. Kumar, Keval J, “Mass Communication in India”, Jaico Publishing Co., 2003
3. Roy, Barun, “Modern Student Journalism”, Pointer Publishers, Jaipur , 2004

REFERENCES

1. Sharma, J.K, ‘Media and Electronic Media – Implications for the future’, Authors Press, New Delhi, 2003
2. Roy, Barun, “Modern Student Journalism”, Pointer Publishers, Jaipur , 2004
3. Straubhar, Larose, “Media Now”, Thomson Wordsworth, 4th Edition, 2004

L	T	P	C
	0	4	2

PRACTICAL- DRAWING I

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

LIST OF EXERCISES

1. Lines to express emotions
2. Forms and structure of basic geometrical shapes.
3. Patterns and Structures in day to day life.
4. Principles of perspectives, composition, light shade.
5. Birds, Animals and Human forms.
6. Pencil sketching.
7. Illustrations.
8. Lettering.
9. Logo design.
10. Symbols.
11. Scale Drawing.
12. Cartoons.
13. Poster colour.
14. Oil Painting.
15. Colour wheel.

TEXTBOOKS

1. Luca Botturi, Todd Stubbs, Hand book of Visual Languages for Instructional Design: Theories and Practices , Idea Group, 2008
2. Wilbert Verhest, Sculpture Tool Materials and Techniques, Prentice Hall, 2006
3. Milind Mulick–Jyotsna Prakashan, Water Colour, Pune, 2001
4. Raviraj, A Grammar Book of ART & DESIGN , New Century Book House Pvt Ltd, Chennai, 2008

L	T	P	C
3	0	0	3

PSYCHOLOGY I

UNIT I

INTRODUCTION

Definition & Goals of Psychology – Methods of Psychology: Experiment, Observation, Interview, Questionnaire & Case Study **(9 hrs)**

UNIT II

PERCEPTION

Perceiving ourselves: self-concept, self-esteem, self-presentation and self-expression
 Perceiving others: Forming impressions: Role of non-verbal cues, group stereotypes, and central triads – Primacy and recency effects – Attribution of causality **(9 hrs)**

UNIT III

LEARNING

Classical & Operant Conditioning: Basic Processes: Extinction, Spontaneous recovery, Generalisation and Discrimination – Transfer of Training – Reinforcement Schedules – Verbal Learning – Cognition in Learning – Motivational and cognitive influences on Learning – Observational Learning **(9 hrs)**

UNIT IV

MOTIVATION & AGGRESSION

Motivation: Physiological basis of motivation –Theories of motivation – Aggression: Definition, nature and characteristics – Social and personal determinants of aggression – Prevention and control of aggression. **(9 hrs)**

UNIT V

EMOTION & STRESS

Emotion – Definition and nature – Approaches to emotion: Arousal, activation, cognitive and differential theories of emotion – non verbal communication and emotion; Stress: Definition and nature – causes and consequences of stress **(9 hrs)**
(Total – 45)

TEXTBOOKS:

1. Robert A. Baron (2002), Psychology, 5th Edition, Prentice Hall, India.
2. Robert S.Feldman (2004) Understanding Psychology 6th Edition Tata McGraw – Hill.
3. Baron,R.A., & Byrne, D. Social Psychology (9th ed). Delhi : Pearson education,2000.

L	T	P	C
0	0	4	2

PSYCHOLOGY PRACTICAL I

UNIT I: ATTENTION

1. Free and directed observation
2. Division of attention
3. Effect of distraction

UNIT II: PERCEPTION

1. Gestalt principles of perception
2. Stroop effect
3. Illusion effect

UNIT III: LEARNING

1. Habit interference
2. Bilateral Transfer
3. Paired Associate learning

UNIT IV: THINKING

1. Concept formation
2. Creativity
3. Problem Solving

UNIT V: MEMORY

1. Effect of meaning on retention
2. Effect of Cueing / priming on recall
3. Effect of Chunking on recall

The course teacher should select any 5 from the list, making sure that at least one is selected from each unit.

L	T	P	C
4	0	0	4

SEMESTER II

PRINCIPLES OF JOURNALISM

UNIT I

Journalism: Definitions, Nature, Scope, Functions. Principles of Journalism. Glossary of Print Media. (12 hrs)

UNIT II

Kinds of Journalism: Development Journalism, Community Journalism, Tabloid Journalism. Kannada Journalism: Origin, Growth and Development. (12 hrs)

UNIT III

Press in India: A brief Review of the Evolution of Indian Press, with reference to J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, S. Sadanand and B G Horniman. (12 hrs)

UNIT IV

Review of newspaper and periodicals contents. Photo Journalism. Cartoons. News Agencies. Professional Press Organizations. (12 hrs)

UNIT V

Theories and Principles of Editing, Preparing good copies for Newspaper, Magazine & other, Introduction to editing symbol, proof reading symbols & Copy desk, Role and functions and responsibilities of Copy editor. (12 hrs)

(Total – 60 hrs)

REFERENCES

1. B N Ahuja: History of Indian Press – Growth of Newspapers in India, Surjeet Publications,
2. Delhi, 2009
3. D S Mehta: Mass Communication and Journalism in India, Allied Publishers Pvt Ltd.,
4. Mumbai, 2006
5. William L. Rivers: The Mass Media: Reporting Writing Editing, Harper & Row, 1975
6. F. Fraser Bond: An Introduction to Journalism, The Macmillan Company, 1954
7. Nadig Krishnamurthy: Indian Journalism, Prasaraanga, Mysore University, Mysore, 1966
8. Rangaswami Parthasarathy: Journalism in India, Sterling Publications Pvt. Ltd., 1997

L	T	P	C
4	0	0	4

WRITING FOR MEDIA

UNIT I

Understanding what makes News – copy editing symbols – the characteristics of news – writing for interview –types of leads – writing obituaries – editorials – Writing feature stories – News writing. **(12 hrs)**

UNIT II

Characteristic of radio – planning and scripting for educational radio programme – writing for radio – context of radio station – cue materials – news reading and presentation – write a script for radio programme. **(12 hrs)**

UNIT III

Understanding and using the internet – a brief history – search engine – ethical consideration – online journalism – how it differs from print and electronic journalism – content developing using links, texts. **(12 hrs)**

UNIT IV

TV news gathering – good points about writing for TV – News story format – Basic news scripts in TV – types of stories – ethics for TV channel – script and visual SYNC for a news story. **(12 hrs)**

UNIT V

Layout design of the magazine – difference between newspaper and magazine layout – collection of articles – approval of articles – correction – final work of magazine – publishing of the magazine. **(12 hrs)**

(Total – 60 hrs)

REFERENCE BOOKS:

1. Sunny Thomas, Writing for the Media, Career Information & Guidance
2. Usha Raman, Writing for the Media, Oxford University Press, 2010
3. Fred Fedler, John .R.Bender, Reporting for the media, Oxford University press, New York, 2000
4. Writing for Broadcast journalist, Thompson, rick. London: Routledge,2005.
5. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
6. Writing for Television, Kelsey, Gerald. Unisrar,2004.
7. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter

PRACTICAL- DRAWING II

L	T	P	C
0	0	4	2

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in pencil and in different medium -charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and in different medium -charcoal, watercolour, pastels, Oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. General form and Gesture- Drawing from cast & figure – light and shade, Basic Proportions, Balance – Standing still or motion – gravity and perspective, shape making- Basic Shapes and procedures, Study of Eye, Study of Nose, Study of Ear and body.

PRACTICES

- Composition with light and shadow
- Perspective drawing
- Face mask making
- Complete drawings that work the basic principles of one and 2-point perspective in order to render 3-D objects more accurately.
- Human forms.
- Drawing portraits and self-portraits
- Gestural drawing
- Upside-down drawing
- Drawing negative spaces
- Non-dominant hand drawing

TEXTBOOKS/ REFERENCES:

1. Edouard Lanteri, Modeling and Sculpting the Human Figure, Dover Publications, New York.
2. Foster, W. (1989). Human Anatomy. Laguna Hills, CA: Walter Foster Publications.
3. Raviraj, A Grammar Book of ART & DESIGN, Published by NewCentury Book House Pvt Ltd, Chennai, 2008
4. Gene A Mittler, James Howze Macmillan/McGraw-Hill, Creating and Understanding Drawings, New York, 1989
5. Commercial Art Techniques –by Raviraj – 1994 – New century Book House Pvt Ltd, Chennai

PSYCHOLOGY II

L	T	P	C
3	0	0	3

UNIT I

ATTITUDES

Definition, nature and functions of attitudes – Attitude and behaviour – Theory of reasoned and planned behaviour. **(9 hrs)**

UNIT II

PERSONALITY

Definition, nature and characteristics - Biological and Socio cultural determinants - Essential Components of Personality Theory - Genetic influence - Person by situation interaction. **(9 hrs)**

UNIT III

INTERPERSONAL ATTRACTION: MEETING, LIKING BECOMING ACQUAINTED

Internal Determinants of Attraction: The Need to Affiliate and the Basic Role of Affect: The Importance of Affiliation for Human Existence – Affect as a Basic Response System – Affect and Attraction – Attraction Relationship; External Determinants of Attraction: Proximity and Observable Characteristics: The Power of Proximity **(9 hrs)**

UNIT IV

GROUPS AND LEADERSHIP

Group, structure and function – Social facilitation – Social loafing – Conformity – Group cohesiveness – Norms and decision making – Leadership: Definition and functions – Trait, situational, interactional and contingency approaches to leadership – leadership effectiveness – Charismatic leadership **(9 hrs)**

UNIT V

PROSOCIAL BEHAVIOUR

Cooperation and helping – Personal, situational and socio-cultural determinants – Bystander effect – Theoretical explanations **(9 hrs)**

(Total – 45 hrs)

TEXTBOOKS:

1. Robert A. Baron (2002), Psychology, 5th Edition, Prentice Hall, India.
2. Robert S.Feldman (2004) Understanding Psychology 6th Edition Tata McGraw – Hill.
3. Baron,R.A., & Byrne, D. Social Psychology (9th ed). Delhi : Pearson education,2000.

PSYCHOLOGY PRACTICAL II

L	T	P	C
0	0	4	2

UNIT I

MOTIVATION

1. Level of Aspiration
2. Social Motives
3. Academic Motivation

UNIT II

HEALTH & WELLBEING

1. Academic Stress
2. Type A/B Personality
3. Health Behaviors

UNIT III

ATTITUDES & INTERESTS

1. Social Distance Scale
2. Interest Inventory
3. Attitude & Opinion Survey

UNIT IV

APTITUDE

1. Spatial Perception Ability Test
2. Speed & Accuracy Tests (Tweezer's Dexterity)
3. Speed & Accuracy Tests (Finger Dexterity)

UNIT V

LEADERSHIP

1. Personal Self efficacy
2. Leadership Preference Scale
3. Leadership Effectiveness Scale

The course teacher should select any 5 from the list, making sure that at least one is selected from each unit.

SEMESTER III

PHOTOGRAPY

L	T	P	C
4	0	0	4

OBJECTIVE:

The objective of this course is to provide students with an understanding of the technical processes of handling photography camera, to learn the nuances of using the digital processes to creative pictures.

UNIT I

History of Photography, Human Eye and Camera, Basics of Camera (aperture, shutter speed, ISO, depth of field etc.), Types of Camera – structure and function of camera. **14 L**

UNIT II

Principles of lens: Types of lenses for photography, - Wide angle, Normal, and Long focal length lenses – Focal length, Focus and depth of field. **12 L**

UNIT III

Understanding lighting — indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. **12 L**

UNIT IV

Storage Devices: Films for B&W photography – film speed, Memory card : Memory card types, Card Speed, Color Correction, Photo Editing Software's. **12 L**

UNIT V

Principles of Composition and Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual storytelling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting. **10 L**

REFERENCES:

1. Michael Langford: Basic Photography, Focal Press.
2. John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.
3. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

PHOTOGRAPHY

L	T	P	C
0	0	4	2

Photography record should contain at least 15 black and white and 15 color photographs. Each exercise should include all the necessary details (color, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

1. Still life
2. Portrait
3. Children
4. Silhouette
5. Lighting Techniques
6. Product – Indoor, Outdoor
7. Advertising Photography
8. Architecture- Interior, Exterior
9. Environmental Photography
10. Photographs on Human Interest
11. Photographs on Foods and Beverage
12. Wildlife Photography
13. Multiple Exposures
14. Special effects
15. Photo Essay on Developmental Activities
16. Photojournalism

FUNDAMENTALS OF ADVERTISING

L	T	P	C
3	0	0	3

OBJECTIVE:

To understand the basics of Advertising to apply the techniques in Advertising Industry, by learning the techniques of advertising principles.

UNIT I

Definition, Origin & Growth – Nature & Scope of Advertising, roles of advertising, Social, Communication, and Marketing & Economic- functions of advertising. **10 L**

UNIT II

Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model. **10 L**

UNIT III

Latest trends in advertising (India & abroad) – Ad agency & types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues. **09 L**

UNIT IV

Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies.

08 L

UNIT V

Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body copy base lines, slogans. Logos & trademarks.

08 L

REFERENCES:

1. Sandage, frylruiger and Rotzoll (1996): Advertising theory and Practice. AAITBS Publishers.
2. Mohan: Advertising Management: Concepts & Cases. Late McGraw – Hiss
3. Jewler, E (1998): Creative strategy in Advertising. Thomson learning.
4. Sotakki, C.N: Advertising. Kalyani Publishers.

L	T	P	C
0	0	4	2

CASE STUDIES ON ADVERTISING

Student has to enhance the knowledge on the basics of Ad Writing; critically assess the use of rhetoric in an array of advertising. To analyse the print and visual medium advertisement some case studies on advertising to be accessed. The student has to compose ad copy, write a script for audio visual medium. Evaluation will be based on record, class works/completed assignments, copy writing advertisements of their own choice; logo, headlines, positioning slogan, body text etc.

L	T	P	C
4	0	0	4

PUBLIC SPEAKING

OBJECTIVE:

To study the importance of communication in personal and professional environments and to gain experience of interpersonal, group and public communication to excel as a good public speaker.

UNIT I

Introduction to public speaking: Eloquence or skill in making speeches to the public, Famous public orators and their speeches, Preparing to Speak-Researching Your Subject-Organizing Your Speech-Preparing Supporting Materials-Using Language Effectively-Presenting Your Speech. **14L**

UNIT II

Importance of body language in public speaking, Types of body language. How to use body language in public speaking, Linguistic and paralinguistic features of public presentations. Introductory -Informative-Persuasive -Special Occasions -Vote of Thanks **14 L**

UNIT III

Debating skills -Prepare -Practice -Perform -Express Vs Impress **10L**

UNIT IV

Analysis of famous and historic speeches from sections of literature and media -Impromptu talks **10 L**

UNIT V

The importance of audience in public speaking. The psychology of audience. Dealing with your audience, analyzing your audience, making your audience to listen. **12 L**

REFERENCE:

1. Carmine Gallo, "Talk Like TED", General Non Fiction (2014).
2. Dale Carnegie, "Public Speaking For Success", Manjul Publishing House (2008).
3. Dale Carnegie, "How To Develop Self Confidence And Influence People By Public Speaking", Pocket Books (1991).
4. Dale Carnegie, "The Quick And Easy Way To Effective Speaking", Pocket Books (1990)

L	T	P	C
2	0	0	2

BASIC PHOTOGRAPHY

OBJECTIVE:

To introduce students to the basics of photography. To help them develop the skills involved in taking better photographs.

UNIT I

Introduction to Photography, Characteristics of light, Human Eye and Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field. Basic shots, angle, and view. **7 L**

UNIT II

Types of camera, Lens and its function, types of lenses and their use, Different styles of Photography – Portrait, Landscape and Documentary. **7 L**

UNIT III

Sources of Light – Nature, Artificial and Available. Lighting techniques – three point lighting. – Electronic flash and artificial lights, Light meters, Different kinds of filters. **6 L**

UNIT IV

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography. **5 L**

UNIT V

Digital photography, memory storage, resolution; understanding exposure and controls, Transferring image to PC, file formats, managing digital pictures. **5 L**

REFERENCE:

1. Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, Marshall Editions Limited, London,
2. The Focal Encyclopaedia of Photography: Richard Zakia, Leatie Stroebel
3. Dave Johnson (2001). How to do everything with your Digital Camera, Tata McGraw-Hill, New Delhi.
4. Lighting for Portrait Photography, Steve Bavister, Rotovision SA, 2001

L	T	P	C
4	0	0	4

SEMESTER IV

AUDIOGRAPHY

OBJECTIVE

To develop students to learn and analyse the various tools involved in audio production.

UNIT I

Definition of Sound –Db –Fundamental of Acoustic -Threshold of hearing –frequency response Frequency range of various musical instruments -Echo, Reverberation, Delay, and Decay. **12 L**

UNIT II

Acoustics and psycho-acoustics, spatial Hearing, Reverberant Sounds. Matching Acoustics to Program material, Studio Design-Noise. Sound Isolation, Room dimensions, Room Acoustics, Control room Design. **14 L**

UNIT III

Sound Equiprnent -Mics, mixers/Consoles. Analogue Recording, digital Recording, Synchronization, Signal Processing, Loud speakers and Monitors, Audio Meters, etc. **12 L**

UNIT IV

Radio broadcast: structure, over view, digital broadcast, basic radio journalism, radio verses newspaper and TV- news gathering- radio genres - planning and developing stories- writing for radio- story treatment- interviews- sound clips,-sound bites- language and grammar- audio cut, cue layout- executing program. **12 L**

UNIT V

Sound Production-Studio and Live. Miking speech, music, live shows, Interviews etc. Sound Editing, Scripting Sound, dubbing, creative usage of sound. **12 L**

REFERENCES:

1. Borwick, John (eds): Sound Recording Practice: A Handbook. Oxford University Press, 1995
2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3. Paul Chantler and Peter Stewart. Basic Radio Journalism. Oxford: Focal Press.2003.
4. Tim Amyes. Audio Post-production in Video and Film.Oxford: Focal Press.2001
5. Michael Talbot-Smith. Broadcast Sound Technology. Oxford: Focal Press.2002

L	T	P	C
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AUDIO PRODUCTION

Course Content:

1. Introduction to Dubbing Theatre- Studio Set up & Equipment's Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise.
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

RECORD WORK:

1. Music Production (Jingle/ Promo/ Song) - 1 min (Max)
2. PSA: 30 sec
3. Radio Features: 60 sec
4. Ad for Radio (commercial): 10 to 20 sec
5. Live recording

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CORPORATE COMMUNICATION

Objectives:

To provide an overview of the various functions of corporate relations and the normative process of public relations. To develop skills in strategic corporate relations management based on an analysis of current and historical.

UNIT I

Definition, nature and scope of Corporate Communications. Comparison with Public Relations, advertising, publicity and propaganda. Corporate communication - Basic tools, strategies and planning, core functions of Corporate Communications. **9 L**

UNIT II

Corporate Communications - structure and management, corporate communications in industry, dealing with internal public. Media for corporate communication, House journal and open house. **9 L**

UNIT III

Corporate communications tools for internal and external audiences. Media relations – Media conferences and releases, media queries, rejoinders, media expectations (both print and electronic). Pressure groups. **9 L**

UNIT IV

Corporate communications with regards to community, investor relations, marketing communications. Corporate advertising and exhibitions. **9 L**

UNIT V

Corporate communications- importance of Internet and Intranet. Functions of web editor. The government as corporate. Corporate communications in local bodies, Non-Governmental Organizations (NGOs). **9 L**

REFERENCE:

1. Cutlip, Center & Broom (2000), *EFFECTIVE PUBLIC RELATIONS*, Prentice Hall International, USA.
2. Fernandez (2004), *Corporate Communications – A 21st Century Primer*, Response Books (Sage Publications India Private Limited), New Delhi.
3. Goodman (1998), *Corporate Communications for Executives* (Sunny Series, Human Communication Processes), State University of New York Press, USA.
4. Horton (1995), *Integrating Corporate Communications*, Quorum Books, USA.
5. Kumar (1998), *MANAGEMENT COMMUNICATION TODAY*, B.K.Taneja, Classical Publishing Company, New Delhi
6. Ramani (1998), *Corporate Communications – THE AGE OF IMAGE*, Sterling Publishers Private Limited, New Delhi.

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CORPORATE COMMUNICATION

Course Content:

Students will enhance the skills to become good corporate communication executives and acquire knowledge on the means to communicate in a way that reaches the target audience. This could mean writing for a variety of media outlets, such as television, social media, and radio. Organising campaign is part of this practicals and the student has to submit the report on the same will be evaluated at the end of the semester along with the record on class works/completed assignments, campaign strategy of their choice.

PRACTICALS:

1. Preparation of media material for the print and electronic.
2. Press releases, drafting of rejoinders, sample Q and A.
3. Sample drafting of CEOs messages for internal public.
4. Sample work for shareholder communications.
5. Analyzing corporate stories published in business dailies.

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ART DIRECTION & PRODUCTION DESIGN

OBJECTIVES:

The main objective of the course is to give an insight into the field of art direction, to explicitly demark the role of art director in theatre, television and film production.

UNIT I

History of Art Direction, Design fundamentals ,past, present and digital production design, two paths of Art Director. Production design for theatre, Film, Dance, Television and animation. **12 L**

UNIT II

Responsibilities of Art Director, Art Director's relationship with other Departments, Art Department Setup –Archivist, Digital Artists, Schedule and lists –Script break Down, One liner Schedule, Shooting Schedule, Day out of days, call sheet. **12 L**

UNIT III

Budgeting techniques- Functions of budget -mapping, controlling, coordinating, communicating, instructing, authorizing, and motivating and performance measurement. **12 L**

UNIT IV

Set model, Set Walk through, Set ambiance, Theme based set, Produce beautiful multi-page documents with model views, details, images, notes and other critical information. **12 L**

UNIT V

The student will be visiting a Television Station or Film set (organized by the department) to observe and understand the practicality of set design on the field. The student will be divided into groups and assigned to sketch a model set of the choice both virtually by using 2D or 3D software and erect real set in the studio. This exercise will be evaluated by the course instructor as one of their 3 assessment **14 L**

REFERENCES:

1. Katherine Muniz 5 common sense budgeting techniques, 2013.
2. Methods of budgeting, Research and Library services Northern Ireland Assembly, 2010
3. Vincent LoBrutto.heFilmmaker's guide to production design. All worth press.

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BASIC VIDEOGRAPHY

OBJECTIVE

The students will be given theoretical exposure to principles and functions of Videography which will help them to handle video cameras.

UNIT I

Understanding Videography, Video Formats- VHS, U-matic, beta, etc, characteristics of television medium television genres. **7 L**

UNIT II

Video Camera parts, shots, movements, angle, lenses, indoor-outdoor shooting, studio setup, single camera and multi camera production. **7 L**

UNIT III

Video production stages: pre-production, production, post production. **6 L**

UNIT IV

Lighting and sound – natural and artificial, dramatic effect and special effect lighting, three point, high key and low key lighting, basic of sound recording, microphones, sound manipulations. **5 L**

UNIT V

Editing- Types of editing, grammar of editing, transition editing the visual, editing the soundtrack. **5 L**

REFERENCE:

1. Vasuki Belavadi (2008). Video Production, Oxford University Press.
2. Ken Pender (2002). Digital Video for the Desktop, Focal Press.
3. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION & FILM, Sage Publication.

COMPUTER FOR DIGITAL ERA

L	T	P	C
6	0	0	4

SEMESTER V VIDEOGRAPHY

OBJECTIVE:

The students will be given theoretical exposure to principles and functions of Videography which will help them to handle video cameras.

UNIT I

Introduction to T.V technology-Picture formation, T.V Scanning: Horizontal & Vertical, Frame & field rate, Television standards: NTSC, PAL, SECAM. **12 L**

UNIT II

Principle of Video Camera Primary & secondary colours, Working principle of video camera, CCD cameras: Three CCD, single CCD colour, camera, Parts of a video camera Different controls on video camera, Power switch, preheat, white balance, gain, iris, pedestal etc. **12 L**

UNIT III

Balancing of Colours of a Video Camera. Colour temperature, White Balance: Process and need, Camera filters, Camera Control Unit (CCU) Video Camera Lenses. **12 L**

UNIT IV

Perspective, Types and use-normal lens, Telephoto lens, Wide-angle lens, Zoom lens, Tripod, types of tripod heads, dolly, trolley & other, accessories, Different types of camera angles and use. **12 L**

UNIT V

Camera movements – types & use, Different types of Television Cameras-ENG camera EFP camera, Studio cameras, Special cameras: underwater camera, Endoscopic, camera, Aerial photography camera, Types of microphones used on video camera. **14 L**

REFERENCE:

1. Video Camera techniques by Gerald Millerson
2. Grammar of the shot by Roy Thomson
3. Basics of Video Production by Der Lyur& Graham
4. Single camera video production by Robart B. Murburger
5. Television Production by Zettl Herbert

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EDITING TECHNIQUES

OBJECTIVE:

To make students technically sound in the field of editing, the theoretical concepts to expertise in editing are taught.

UNIT I

Definition of Editing –history –Functions of Editing –Editing Principles –the role of Editor – Types of Editing–continuity –relational editing –parallel editing –rhythmic editing –methods of editing –Online & Offline. **12 L**

UNIT II

Working system of Video – Analog and Digital conversion –Aspect ratio –Fire wire IEEE 1394 –S Video –Scanning –Interlaced Progressive –Broadcast standards –component & Composite video –tape formats –codec–MPEG –Video file formats. **12 L**

UNIT III

Film editing using NLE –Online & Offline clips –Time code –Capturing –Batch capture – resolution –logging –organizing bin –importing –time line –components –video and audio tracks –editing tools –Cut List. **14 L**

UNIT IV

Making rough cut –Drag & Drop –conventional editing –Insert & over record mode – sequence –Bin –Methods of Montage –adding tracks –working in trim mode –working with audio –Titles –working with titles. **12 L**

UNIT V

Applying effects –Motion effects –Transition –Video filters –picture in picture –DVE effects –Blue screen –Chroma key –color correction –Lighting Effects –key frames –Audio editing – levels –quality –EDL export and import –Export to different formats. **12 L**

REFERENCE:

1. Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007
2. Gerald Millerson, Video Production Handbook, Focal Press, 3rd ,Edition, 2006
3. Jaime Fowler, Editing –Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
4. Karel Reisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010

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INTRODUCTION TO ANIMATION

OBJECTIVE:

To help the students in understanding the principles and elements of animation to create various projects using the animation & web design software's.

UNIT I

Introduction of Animation –About computer animations –Principles of animation –Animation production -Animation tools & techniques –Computer animation production tasks. **12 L**

UNIT II

Types of animation -Introduction to 2d animation –Creating storyboards –An overview of Adobe Flash -Explore the panels -creating & editing the symbols –Writing a basic Action Script. **12 L**

UNIT III

Curves and surfaces: Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces. Three dimensional graphics: 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. **14 L**

UNIT IV

The art of animation - Animation aspects, color and texture, animation principles. Elements of animation. Preparing for animation. Steps of recording animation, Animating with space to time. Segment manipulation options. Making multimedia Animation. **12 L**

UNIT V

Choreographic sprites and loops. Introducing markers, using the tempo channels, adding sounds, using transition channels. Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, logo, and creation shooting and editing videos. **10 L**

REFERENCE:

1. Doug Sahlin and bill Sanders ,Flash CS4 all in one for dummies , first edition, Wiley Publishing Inc.,2009.
2. Douglas E. Comer., The Internet Complete Reference, Millennium Edition –Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.
3. John R.Rankin, "Computer graphics software construction", Prentice Hall of Australia Pvt. Ltd., 1989.
4. William M.Newmann, Robert F.sprull, "Principle of Interactive Computer Graphics", McGraw Hill International Book Company, 1989.
5. James Alan Farrel, "From PIXELS to ANIMATION: An introduction to Graphics Programming", AP Professional, 1994.

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INTRODUCTION TO FILM STUDIES

OBJECTIVE:

To understand the nature and process of film as medium of communication and to learn how to read and analyze film.

UNIT I

Film as art, film apparatus, film language, narrative, non-narrative, the sound and silent film
12 L

UNIT II

Film form, realism and neorealism, the principles of montage, authorship, auteur theory
14 L

UNIT III

Film genre, approaches to film genre, Psychoanalysis, gender and aesthetics
12 L

UNIT IV

Feminist criticism-Laura Mulvey, visual pleasure and narrative cinema, film audiences and reception
12 L

UNIT V

Structuralism, semiotics and discourse analysis
10 L

REFERENCES

1. André Bazin, What is Cinema?: Volume I &II, University of California Press, 1967
2. Leo Braudy, Film Theory and Criticism: Introductory Readings, Oxford University Press, USA, 2004
3. David Bordwell, Kristin Thompson, Film Art: An Introduction, , McGraw-Hill Companies, 2003
4. Sergei Eisenstein, Film Form: Essays in Film Theory, Mariner Books, 1969
5. Andrei Tarkovsky ,Sculpting in Time, University of Texas Press. 1989
6. Dudley Andrew, The Major Film Theories: An Introduction, Oxford University Press, 1976

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VIDEOGRAPHY

COURSE CONTENT:

1. Understanding the basic parts of a video camera.
2. Understanding the working principles of a video camera.
3. Basic camera movements
4. Understanding the concept of white Balance.
5. Shot compositions
6. Basic Lighting Techniques.

METHODOLOGY:

At the end of the course the students will be evaluated by their understanding of the fundamentals of video camera and its working mechanism.

Produce exercises given below using 5 C's of cinematography (camera angles, continuity, cutting, close – ups & composition)

Duration of Examination: 3 Hrs, Maximum Marks: 75

Should contain at least one for each exercises given below. The evaluation is done for the creative presentation and theme.

EXERCISES

1. Create a short film of duration 2mins – 20 min
2. Create a advertising film
3. Create a television show
4. Create a News Production

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NON LINEAR EDITING

COURSE CONTENT

Principles of Editing: Rhythm–Timing–Pace –Tempo, Editing Concepts: Shock Attraction–Flutter Cut –Associative –Metric–Tonal –Dialectical –Linkage, Logical Concepts of Editing: Subjective Editing –Point of View Editing –Invisible Editing –Empathic Editing, Basic Rules of Editing: Practical guidance of Editing –Rules of applications while doing editing–Compiling all point of Ethics. Non-Linear-Editing Concept: Control track Editing Time, code Editing –EDL. And ADR, Familiarity with AVID & FCP: Visual Effects Electronic and Non Electronic –Analog and Digital –Optical effects and Mechanical Effect

EXERCISES

Each student will individually shoot a 5- 20 min short film. Fiction / non Fiction and present a finished programme with titles, Graphics, Transitions etc

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ANIMATION

COURSE CONTENT

Basics of 2D animation, Vector and Raster Graphics, Basic Animation in Flash, Advanced editing using Flash Elements in the film, Using After Effects, The interface of After Effects, Importing graphics and film, Key frames, After effects and timeline, Animating using after effects, Compositing.

1. Digital Image- Pixels – Bit Depth – DPI – LPI
2. Resolution - File Formats (Print and screen Formats - GIF, JPEG, TIFF, etc.)
3. Compression: Lossy - Lossless - Raster and Vector Images
4. Colour: Colour modes-CMYK-RGB - Process colour- Spot Colour - Colour systems
Duotones - Tritones - Quadratoneseetc...
5. Concept of page layout- grid system, Colum, gutter space, margins etc.
6. Design of newsletters - Journals - Pamphlets – Brochures etc.

EXERCISES

Students should create an animation of minimum 90 sec. to 180 sec. duration. They can choose any of the following methods for their project work.

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SEMESTER VI

MEDIA, SOCIETY AND CULTURE

OBJECTIVE:

To understand the impact of media on society, to study the effects of media on culture with special reference to India and to analyse the impact of globalization on Indian media.

UNIT I

An introduction to the media, media industries and media audiences. The demassification of media –the changing paradigm. Dynamics of modern communication: the shaping and impact of new communication technologies. **12 L**

UNIT II

Large Corporation and control of the communication industries. Negotiation of control in media organization and occupation, Cultural dependence and mass media. Dynamics of global culture, Diasporas, circular migration. The effect of globalization on Indian media. **12 L**

UNIT III

Media and social construction of reality, mediation and representation - texts, meaning and audiences. Rules in society, rules and culture, media and rules, Impact of electronic media- public images and private practices. **14 L**

UNIT IV

Defining ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture, popular reception, popular emotions, mediated feelings, Media and cultural imperialism. **12 L**

UNIT V

Media and audience, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization. **10 L**

REFERENCES:

1. Tripathy, Jyotirmaya (Ed.), 'After globalization-Essays in religion, culture and identity', Allied publishers, 2007
2. Oswell, David, 'Culture and society' Sage publications, 2007
3. Grossberg, Lawrence et al, 'Media Making-Mass media in a popular culture'. Sage publication, 2006
4. Ganesh, Kalmala & Thakkar, Usha, 'Culture and the making of Identity in Contemporary India' Sage publication, 2005

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MEDIA MANAGEMENT

OBJECTIVE:

To give formal instructions and training to students to become future managers in the Media Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

UNIT I

Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment. **14 L**

UNIT II

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery. **12 L**

UNIT III

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business –Employment opportunities and status of media industry. **12 L**

UNIT IV

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling. **12 L**

UNIT V

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling. **10 L**

REFERENCES:

1. Block *et al*(2001). Managing in the Media. Focal Press.
2. Alan B. Albarran, Sylvi (2006). A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers.
3. Andrej vizjak and Max Riglstter (2003). Media management, Springer,
4. William jameswillis and dianeB.willis (2006). New Directions in Media Management, Routledge.
5. Alan B. Albarran(2009). Management of Electronic Media, Wadsworth.

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E-CONTENT CREATION

OBJECTIVE:

To understand the basic concepts and need of the e-content in the media industry. To learn the production process and techniques of the e-content. To develop the effective e-content creators for different field.

UNIT I

Content production and management, Concepts, Past, Present and Future of Content Industry, Various Media & Contents, New Trends and Opportunities in Content & Technology Enhanced Learning Systems. **12 L**

UNIT II

Definition of E-content, Designing of E-content, Structures, Modules, E-content Planning, Production Techniques, Software's, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and Delivery. E-Publishing Processes -E-Author, E-Editing, E-Publishing. **12 L**

UNIT III

E-Learning & E-Learners, E-courses, E-learning Ability, Open Educational Resources, Learning Authoring, E-learning Technologies, Learning Authoring Tools, Repository of Educational Content, E-learning Platforms, Production and Re-utilization, Learning processes and context, Management of e-content production (project). **14 L**

UNIT IV

Computer & Internet Enabled Learning, IP Learning, Mobile Learning, Videoconferencing, VSAT, Online Learning, Web conferencing, Stand-Alone e-Learning, Assisted e-Learning, e-Cooperative Learning, Blended Learning, info-Learning, small-Learning, Open Source Software's. **12 L**

UNIT V

Content Business -Present Trends & Future, E-content for different types of Industries – Education, Marketing, Training, Agriculture, etc., economics of E-content Business, Budget and Market Trends. **12 L**

REFERENCES

1. Effective Learning –A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.
2. Kumar K.L. (1998), „Educational technology“ published by Poplai H.S. for New Age International Pvt. Ltd., New Delhi.
3. Raman M. & Sharma S. (2004), „Technical Communication –Principles and Practice“ Oxford University Press, New Delhi.
4. Reddi U.V. & Sanjaya Mishra (2005), „Educationa Media in Asia“, Commonwealth of Learning, Vancouver.
5. Singhal and Rogers M. (2001), „India“s communication revolution“, –from bullock carts to cyber marts. Sage Publications, New Delhi.

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FILM DIRECTION

OBJECTIVE:

To understand about the elements and fundamentals of direction in the film industry.

UNIT I

Introduction to film direction, Grammar of Filmmaking, Mise -en- scene, The Roles and responsibilities of a Director, directors coordination with his crew members. **12 L**

UNIT II

Pre production, Basics of Script Breakdown, Scheduling, Budgeting, Communicating with Other Technicians, Recce. **14 L**

UNIT III

Production; maintaining logs on set, On-set actor management, coordinating with cinematographer and other technicians. Filming techniques -master scene and break down. **12 L**

UNIT IV

Post production; editing, dubbing, mixing, sound effects, visual effects. **12 L**

UNIT V

Film marketing and distribution business. **10 L**

REFERENCES

1. Anne Bogart, A Director Prepares: Seven Essays on Art and Theatre 2001 by Routledge
2. Film Directing Fundamentals: See Your Film Before Shooting Taylor & Francis, 2008
3. In the Blink of an Eye (2nd Edition, 2001) by Walter Murch
4. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus
5. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus
6. Directing: Film Techniques & Aesthetics (Fifth Edition, 2013) by Michael Rabinger and Mick Hurbis-Cherrier

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BROADCAST JOURNALISM

Course Content:

The aim of this project is to practice those skills and knowledge learnt during the theory sessions. The practice include information gathering, news writing, camera operations and editing techniques to produce a two minutes news feature individually and a half an hour news programme (Which will be called news day) as group assignment at the end of the semester. To impart knowledge of audio programming practically.

EXERCISES

1. Handling various sources
2. News Research (Computer assisted research)
3. Planning (Logistic, equipment etc)
4. Interviewing (sound bites)
5. Piece to camera
6. Hour-glass structure exercise
7. Anchoring
8. Preparing run-order
9. Editing and compiling
1. Radio Documentaries
2. Radio Features
3. Radio Interviews
4. Radio News
5. Radio Discussion Programmes
6. Radio Speciality Programmes

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E – CONTENT CREATION

Course Content:

The students will expertise in E-Content Creation, which is the need of the media industry. Student will exposed in the production process and techniques of the e-content developmet.

EXERCISES

1. Content Selection
2. Planning
3. Production
4. Scripting
5. Designing
6. Software & Tools
7. Editing
8. Packaging
9. Web Publishing
10. IP Videoconferencing Arrangements
11. Delivery
12. Evaluation

PROJECT

Each student should come up with a Short-film/ Documentary/ Multimedia Production/Radio Production (5 to 15 minutes). Each production should be accompanied with the details of script, story board and the production plan. The plan should be presented to the HOD / Faculty In-charge at the beginning of Sixth semester.