

TUMKUR UNIVERSITY

Syllabus for

M Sc ELECTRONIC MEDIA

(For the Academic Year 2018 - 2019)

First Semester

CPT-1.1: Introduction to Visual Communication

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: Visual communication: Definition- history of communication. Functions and objectives of communication. Elements of communication, Types of communication. Communication models- Aristotle, Harold Lasswell, Wilbur Schramm, Shannon and Weaver, David Berlo's, Gerber's Model of Communication. Barriers of communication.

Unit II: Visual communication elements, visual culture, visual pleasure and visual disruption, Visual language and Visual thinking. Illustration: conceptual approach, qualities of good illustration, Illustration techniques and problems, types of illustrations.

Unit III: Introduction to visual communication: photography- evolution of photography, importance of basic photography in mass media, types of still cameras: types of photography-portrait, landscape, nature, indoor and outdoor photography, trends and issues in photography, ethical aspects of photography. Digital and Advance photography.

Unit IV: Visual Media: Characteristics of Visual Media, Growth of Television: transmission techniques for terrestrial, satellite, DTH and Cable services. Broadcast limitations and quality of reception- propagation mechanics, Current status of TV in India. Brief history of kannada channels.

Unit V: Modern methods of visual communication: Different Types of Visual Communication, Visual aids media: simple to advanced, mobile systems, cell phones, role and reach by visual media Communication. Advantages and disadvantages of visual Communication

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

Producing still photographs following the pattern given below:

- a) Portraits b) landscape c) indoor d) outdoor e) Nature photography f) action photography
g) Photography of human interest i) Social issue based Photography.

Reference Books:

1. Ved Prakash Gandhi, Vol-3
Kanishka Publications, New Delhi -1995 : Mass Media and Communication Theory
2. K.M. Srivastava, Sterling Publishers : Radio and TV Journalism Pvt. Ltd, New Delhi, 1989
3. David Berlo. : The Process of Communication
4. Melvin D. Flour and Everette Dennis : Theories of Mass Communication.
5. Gillian Rose, Sage Publications, 2001 : Visual Methodologies
6. Pradeep Mandav, Authors Press, 201 : Visual Media Communication
7. Steven Bernstein, Focal Press, 2004 : Film Production

T: Theory

IA: Internal Assessment

P: Practical

CPT- 1.3 : Videography

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: VIDEOGRAPHY: Basics and importance of videography, history, advantages of videography, limitations and applications of videography, video tapes & formats- advantages and disadvantages, Outdoor and Studio videography.

Unit II: Introduction to the Camera: History, types of cameras: The future of videography, Camera accessories, lenses- wide and telephoto lens, Technicalities of photography – white and black balance, Elements of composition - safe zone, framing, image size – headroom, nose room, exposure, light sensitivity, depth of field, 3CCD, view finder- LCD adjustments, focal length, F- number- depth of focus: rack focus- focus drop, shutter speed –high & low, fader, gain control and other controls. Pedestal, & Tripod-types-setting-advantages and disadvantages.

Unit-III: TYPES OF SHOTS- EWS, WS, MS, CU, EC. ANGLES: camera angles- high & low angle, Neutral angle, aerial angle, **Dutch angle**. Point of view. CAMERA MOVEMENTS- zooming, panning, tilting, arc, dolly, dollies, tracking, **Jibs, Cranes & Boom**, 180 degree of action rule-continuity, camera mounts for teleprompters.

Unit IV: LIGHTING: Basic elements of lighting, colour & quality of lighting, Colour temperature.

Types of lighting: Three Basic Types of Lighting- key- fill- back light, spot light on board camera lights, etc.. reflectors: gel sheets, matching indoor and out door lighting. FILTER SELECTION - ND filters, lighting and exposure. Lighting technology- directs light, diffused light, illumination. Measuring light- candela -foot-candle- lumen -lux, contrast ratio.

Unit V: SHOOTING PLAN – organizing for shooting, Shooting schedule

Outdoor and Studio shooting plane, Importance of back ground, foreground and backdrop. Recording sound in shooting: camera mike – external mike-adjustments. Hazardous conditions- safety and security measures.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

1. Camera shots/ Camera angles/Camera movements
2. Basic lights & Audio

Reference Books :

1. Video Production Handbook :Miller, Focal Press
2. Basic TV Staging :Millerson Gerald, Focal Press
3. Video Camera Techniques :Millerson Gerald, Focal Press
4. Techniques of TV Production: Gerald Millerson
5. TV Production Handbook :H Zettel

T: Theory

IA: Internal Assessment

P: Practical

SPT-1.4 - A - Media Law

80T + IA 20 = 100 Marks
4 Hours per week

Unit I: INDIAN CONSTITUTION: Features of Indian Constitution- preamble - directive principles - fundamental rights and duties - ninth schedule.

Unit II: FREEDOM OF SPEECH AND EXPRESSION 19 (1) (a) and 19 (2) - case studies - comparison with UK , US and communist country . Issue of obscenity and censorship. Media and freedom: Concept of media freedom.

Unit III: LAW OF DEFAMATION- copyright - contempt of court- official secrecy- decency and morality. Privileges of legislature– sedition. Important case studies.

Unit IV: The Press and Registration of Books Act - 1867, Official Secrets Act 1923, Working Journalists Act – 1955, Wage Boards- Journalists Union- Copyright Act of 1957. Right to Information Act - 2005. Intellectual Property Rights.

Unit V: MEDIA ETHICS: Press Commissions; Press Council Act, 1978, Parliamentary Proceedings, Cyber law in India- Cyber security concerns- Preventive measures, intellectual property rights. Recent laws in relation to TV, cable, and advertising. Prasara Bharathi Act, TRAI, TAM.

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

- Two paper presentations (minimum 500 words) Each carrying
- Identifying minimum 5 cases involving media laws

Books for Reference:

- | | |
|-------------------------------|-----------------------------------|
| 1. Durga Das Basu | : Law of the Press in India. |
| 2. Momae L S J and Taylor R M | : Essential Laws for Journalists. |
| 3. Press Institute of India | : The Press and the Law |
| 4. Venkateswaran | : Mass Media Laws in India |
| 5. K.D Umrigar | : Press Laws in India |
| 6. AMIC | : Media Monitors in Asia. |

T: Theory

IA: Internal Assessment

P: Practical

SPT-1.4: B- Computer Applications

80T + IA 20 = 100 Marks
4 Hours per week

Unit-I : Introduction to Computers:- Definition –classification of Computers History and Development of Computers; Generations of Computers, Types of Computers; Uses and Limitations of Computers.

Unit-II : Computer Software: Systems Software - Compilers and Interpreters; Operating Systems - Single User Operating Systems - MSDOS, MS WINDOWS; Multi - User Operating Systems - Linux/Unix; Application Software. Hard copy devices –Printer – Scanner – Interactive Input methods – keyboard – Light pens – joysticks – track ball mouse.

Unit-III : Study and Acquaintance with Software Packages: MS Office- Word, Excel, Power Point and Access; Data Representation; –Spread Sheet & Graph Preparation – Power Point –Presentation and Project – OHP & slide Preparation, Data Structure, File Organization- Concept, Types and their Advantages and Disadvantages, Role of Computers and their applications in Journalism and Mass Communication.

Unit –IV : Internet concepts – evolution of internet – internet connection– ISDN – ISP, World Wide Web, browsers – web servers- domain protocols- chat –email-e-groups. Overviews of Graphics systems- I/O devices- Display devices –CRT and LCD monitors.

Unit- V Two dimensional transformations- Scaling – Translation – rotation – Three dimensional transformations- scaling –translation- rotation – reflection – display techniques- parallel projection – perspective projection-shading – morphing – Animation – Virtual reality –Video conferencing concepts.

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

FOR IA WORK:

- MS Word Documents- 5 types
- M S Excel- 5
- M S Powerpoint-5 designs

Books for Reference:

1. Rajaram : Fundamentals of Computer
2. D.H Sandeo : Computers Today
3. Suresh K Basandao : Computers Day
4. Leon Vikas : Internet for Everyone

T: Theory

IA: Internal Assessment

P: Practical

4 Hours per week

CPP-1.5: TV Studio Orientation (Indoor activities) (40+10viva) 50 marks

1. Studio layout, lighting, microphones
2. PCR, CCU, video mixers, audio mixers, VTR, Edit controller
3. Properties, Costumes and make up

Practical work

- A) Basic lightings work -15 Marks
- B) Basic microphones work -15 Marks
- c) Completing a work on the spot with explanation -10 Marks

4 Hours per week

CPP-1.6: Camera Operations (Outdoor) (40+10viva)50 marks

1. Camcorder functions
2. Use of tripods,
3. Outdoor video recording
4. Outdoor sound recording
5. Outdoor lightings

Practical work

- A) Aperture and exposure, aspects of focusing,
- B) Light Filters_ ND, Iris, Gain
- C) Moving into and away from the camera
- D) Shutter speed – high and low
- E) Point of view, silhouette, fade in and fade out, shooting micro objects
- F) Completing a work on the spot with explanation - 10 Marks

4 Hours per week

CPP- 1.7: Album Presentation

(40+10viva)50 marks

Each work carry 10 marks (indoor and outdoor works)

- A) Multi-camera Production
- B) Events Shooting
- C) Shooting of special occasions
- D) Nature and human interest story shooting

4 Hours per week

SPP-1.8 : Computer Applications

(40+10viva)50 marks

Practical Work

- MS Word Documents- 5 types
- M S Excel- 5
- M S Powerpoint-5 designs
- M S Publisher- 5
- Blog-5
- Photoshop-5
- Apple OS-5
- On spot work

SECOND SEMESTER

CPT -2.1 : Writing for Electronic Media

80 T + 20 IA = 100 Marks
4 Hours per week

Unit I: Electronic Media NEWS: Definitions- news elements-sources of news- cultivation of sources- attribution- types of news sources. Types of news: hard and soft news.

Unit II: LEAD: types of leads, 5Ws and 1H, Types of news writing- inverted pyramid, hourglass structure, and diamond structure. Writing and rewriting, follow-up, writing for special stories- special program for children, women, farmers and youth.

Unit III: RADIO SCRIPTING -elements of radio writing, language and grammar- different programme genre's: news bulletin- talks- panel discussion- interviews. –Dramas. Scripting for announcers and narrator's,-use of quotes, idioms, phrases, proverbs.

Unit IV: TV SCRIPTING: writing for TV, types of scrips-Rundown script, story board, narration (voice over). Content Development.

Unit V: WRITING FOR THE WEB –basic principles, Web media writing- writing for online Media- E-paper, E- channels and You Tub channels, blog writing.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

- Writing a news item for TV (hard and soft) -2
- Event news for TV and radio - 2
- Radio feature - 1
- Intro and conclusion for an interview - 1
- Documentary script - 1

Reference Books:

1. Audio-Visual Journalism :B N Ahuja
2. Writing for TV & Radio :Robert Hellard
3. TV News :Fang L F
4. Introduction to TV Journalism :Kaushik S

T: Theory

IA: Internal Assessment

P: Practical

CPT -2.2 : Production Process and Management

80T + 20 IA=100Marks
4 Hours per week

Unit I: Production: production stages: pre-production; production and post-production. Role and responsibilities of programme director/TV Producer –building team spirit- aesthetics approaches- realism, modernism, -

Unit II: PRODUCTION PLANNING: Elements of production, planning for production, production package - production designers. programme proposals and contractual obligations.

Unit III: PLANNING OF STUDIO OPERATIONS:- set designing and make up – visualization and composition- aesthetics-scouting of talents directing of talents- directing the crew- planning and management of live shows. Commissioned and sponsored programmes- royalties.

Unit IV: MANAGEMENT; An overview of management theory, personnel management with emphasis on financial management- costing and budgeting of programme – planning and production of indoor and outdoor shootings. Functions, roles, and skills of media managers in broadcast, cable and corporate facilities.

Unit V: MARKETS AND MARKETING- digital asset management, meta tags- rich media. Streaming management- re-purposing of assets- storage management and archiving- rights management- anti-piracy measures, recent trends in marketing and management.

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

- A. Working out a production concept and preparation of a working plan.(inclusive of workable concept and details of execution)
- a. Preparing a script.
 - b. Proposal writing. (including costing, budget, programme format, target audience)
 - c. Shooting schedule.

Reference Books:

1. G. Kindem and R B Musberger, Focal Press Burlington, USA 2005 : Introduction to Media Production, The path to digital media production
2. Simon Cottle, Sage Publications, New Delhi, 2003 : Media Organization and Production
3. Louise Levison, Focal Press, 2003 : Filmmakers and Financing
4. Elliot Grove, Focal Press, 2004 : Raindance Producers Lab: Lo-to-No Budget Filmmaking
5. David Austerberry, Focal Press, 2003 : Digital Asset Management

T: Theory

IA: Internal Assessment

P: Practical

SPT 2.3 A : Media Research

80T + 20 IA = 100 Marks
4 Hours per week

- Unit I:** Goals and objectives of science. Induction and deduction. Scientific method: Characteristics. of media research – nature and scope. Elements of media research: concepts, constructs, variables, definitions, hypothesis.
- Unit II:** Types of research – historical- descriptive- exploratory- analytical- diagnostic- case study - laboratory vs. field experiments- simulation- research design and content analysis.
- Unit III:** Data collection- tools – methods- observations- survey research- sampling methods. Interviews - questionnaire preparation- sample size and sampling errors.
- Unit IV:** Data analysis: Research proposal and chaptering, thesis report writing. Research ethics. Frequencies and percentages, graphs and charts. Coding- tabulation application of parametric and non parametric tests.
- Unit V:** Research and electronic media. Application of research in electronic media, ethical issues in media research – new media and research- importance of research for electronic media-rating techniques.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

- A. Conducting a survey.
- B. Questionnaire preparation

Reference:

1. Research Wimmer and Dominic Wadsworth 2005 : Introduction to Media
2. Susana Horning Priest Sage : Doing Media Research
3. Thomas Lindlof and Bryon Taylor, Sage 2002 : Quantitative Communication Research Methods.
4. Arthur Asa Berger, Sage Publications, 2000 : Media and Communication Research Methods.
5. Arthur Asa Berger, Sage Publications, 1998 : Media Research Techniques.

T: Theory

IA: Internal Assessment

P: Practical

SPT-2.3 B- Advertising: Principles and Practice

80T + 20 IA = 100 Marks

4 Hours per week

Unit I: ADVERTISING:- definition- nature and scope. Historical development of advertising. Socio-economic benefits. Role of advertising in marketing- advertising and society. advertising and Media.

Unit II: TYPES OF ADVERTISING – classified- display- national. co-operative- professional- trade-product- public service- wholesale- retail- consumer service- industrial advertisements.

Unit III: ADVERTISING AGENCY:- structure- functions- creative strategies and tactics. Copy preparation-stages- elements- headline- illustrations- text – appeals- slogans- trademark- jingles. Role of color and photography. Psychology of advertising.

Unit IV: MEDIA SELECTION: newspapers- magazines- radio – television- new media – film-outdoor- direct mail- mail order- transit- campaign- media mix- positioning- media planning. Sales promotion, events and sponsorship.

Unit V: ADVERTISEMENT RESEARCH METHODS- Types- Pre-testing, Campaign pre-testing, Post-testing, recall – effects and assessment recognition. Ethical and legal aspects of advertising. Professional organizations- international advertising. Case studies of famous ad-campaigns.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

1. Commercial Ad copy-2 & Preparing Classifieds (5) and display ad (2)
2. Preparing Radio & TV Commercials-2
3. Public Service Message for Print, Radio and TV-1 each
4. Web and Mobile ads- 2

Books For Reference :

1. Sethia and Chunawala : Advertising, Principles and Practices.
2. Sean Nixon : Advertising Culture.
3. Vilanilam JV and Varghese AK: Advertising Basics.
4. Klepner : Modern Advertising
5. Chandan and Malhan : Essentials of Advertising
6. Otto Klepner : Advertising Procedure
7. Hotchkiss : An Outline of advertising.

T: Theory

IA: Internal Assessment

P: Practical

OET-2.4 Media & Society

80T + 20 IA = 100 Marks
4 Hours per week

Unit I : Legal aspects of media operations- freedom of speech and expression in the Indian constitution- reasonable restrictions, defamation, contempt of court, legislative privileges, official secrecy, Right to Information- right to privacy.

Unit II: Dominant and cultural ideologies, Media ideology and societal norms, media effects, framing media representation, TV violence: impact youth and children.

Unit III: Media ethics- social responsibility of online media – guidelines for parliamentary coverage – AIR code for election coverage – Doordarshan commercial code – Advertising Council of India.

Unit IV: Role of media in national development – social marketing – supporting public campaigns – social effects – learning – uses and gratification – portrayal of women – advertising – persuasion – dissonance.

Unit V: Culture and communication: New media and culture – impact of foreign channels on India audience – globalization – hybrid culture- mass culture – centripetal and centrifugal tendencies – social changes and modernization.

IA : 20 marks: Seminar/ Assignment -10 marks
Tests(I & II) -10 marks

A.) A case study regarding impact of electronic media on society. (Interview based or Questionnaire based)

B.) Comparing a programme produced by an Indian channel influenced by a foreign channel programme.

Reference Books:

1. John Corner & Dick Pels., Sage Publications, : Media and the Restyling of Politics New Delhi.
2. Armand Mattleart, Sage Publications, : The Information Society New Delhi, 2003
3. Cees J. Hamelink, Sage Publications, : Ethics of Cyberspace New Delhi, 2001
4. Arvind Singhal, Sage, new Delhi, 2001 : India's Communication Revolution
5. B. Manna, Naya Prakash, Calcutta, 1998 : Mass Media and Laws in India.
6. PK Badhopadhyay and Kuldeep S. Arora : Journalistic Ethics.
7. DD Basu, Prentice Hall Pub. : Press Laws.
8. AMIC Publication : Mass Media Laws and Regulations in India

T: Theory

IA: Internal Assessment

P: Practical

CPP-2.5 : Short Studio Production

4 Hours per week
40+10(VV)=50 Marks

1. Production planning, visualization and composition, Aesthetics. Production techniques- set designing and make up –directing the actors and crew..
2. Multi camera production.- Lighting, Microphone positioning and arrangements. Video display systems,
3. Shooting plans and backgrounds- Preparation for shooting,. Importance of backgrounds. Real and unreal backgrounds, chromo key usage and economy of shooting methods.
4. Importance of Properties. And role of Costumes

Practical work- (Unedited indoor programme)

- A. Interview based programme -1(8-10mns)
- B. Panel discussion -1(8-10mns)
- C. News reading -1(4-5mns)
- D. Theme based skit or programme -1(8-10mns)
- E. Completing a work on the spot with explanation -10 Marks

CPP-2.6: Multimedia Authoring Tools

4 Hours per week
40+10(VV)=50 Marks

1. Power point presentation. Photoshop, Coral draw.
2. Dreamweaver- design a course content (eg.understanding vegetables)
3. Front page- design a web page/home page (eg. understanding flowers)
4. Net meeting and video conference.(usage)
5. Preparing a word document with texts and images and converting it into PDF format.
6. Creating a full-form multimedia authoring output
7. Website with graphics, animation, media and content.

Practical work:

- A. Power point presentation (including text, image, audio and video) -5mns
- B. Creative photo shop or coral draw work. -2 nos
- C. Web page (content, text, graphics, animation) -5-10 pages
- D. Completing a work on the spot with explanation -10 Marks

SPP-2.7: Album presentation

- A. Special programme through visuals (social issue based)
- B. Walk in interview
- C. Nature or wild life based special story

4 Hours per week
40+10(VV)=50Marks

-5-6mns

-5-6mns

-5mns

OEP-2.8 : Print Advertising

Preparing Classifieds (10)

- 1 display ads (5)
- 2 Magazine commercials- 5
- 3 Public Service Message for Print-5
- 4 Social ads-5

4 Hours per week
40+10(VV)=50Marks

THIRD SEMESTER

CPT-3.1: TV Advertising Media & Corporate Communication

80T + 20 IA = 100 Marks
4 Hours per week

- Unit I:** Nature and scope of TV advertising. Evolution of advertising in other nations and in India . Advertising and market economy. Advertising and media industry. Electronic media as business. Program management (planning, scheduling, production and broadcasting).
- Unit II:** Media selection and planning and scheduling key factors influencing Electronic media types of media- TV media characteristics and recommendations, television, radio cinema, outdoor, media scheduling with media summary.
- Unit III:** Television Rating Points (TRP). Agencies of rating, process and method of rating. Selling of a programme. The advertising agency, history of advertising agency, types of advertising agency, 1) in house agency 2) general agency 3) industrial advertising agency, functions of advertising agency, account planning, account management, creative service, production services, traffic, media service, accounting, additional service.
- Unit IV:** Types of TV advertising, national advertising, local advertising, global advertising- consumer advertising, industrial advertising, trade advertising, professional advertising- Institutional advertising, impact, non product advertising- Internet advertising, e-mail advertising, website advertising.
- Unit V:** Nature and scope of public relations – definitions of public relations. Role of PR in modern society. Public opinion. Differences between publicity, propaganda and PR. Evolution of public relations in India and developed nations. Organization of PR office. Tools of public relations. Types of public relations.

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

Advertisement

- | | |
|--|----|
| 1 TV commercials(with Scripts) | -2 |
| 2 Social ads (with Scripts) | -5 |
| 3 Covering a press meet (with Scripts) | -5 |
| 4 Designing a brochure and pamphlet (with Scripts) | -5 |

Reference Books:

- | | |
|---|--|
| 1. Ray Dizazzo, Focal Press, 2003 | : Corporate Media Presentation |
| 2. Simon Cottle, Sage Publications, New Delhi, 2003 | : Media, Public Relations and Power |
| 3. Sam Black | : Practical Public Relations |
| 4. Sethia and Chunawala. | : Advertising Principles and Practices |
| 5. Robert L.Heath, Sage Publications, New Delhi, 2000 | : Handbook of Public Relations |

T: Theory

IA: Internal Assessment

P: Practical

CPT-3.2 : Editing and Graphics

80T + 20 IA = 100 Marks
4 Hours per week

- Unit I:** Fundamentals of computer graphics – concepts, elements, principles of visual design, layout principles, perspective design and communication. Electronic media design for television and computer- tools for creating visual design for print and electronic media, language of colour, form and colour, theory of contrasts, illusions of space and form.
- Unit II:** Graphics input-output devices: direct input devices – cursor devices- direct screen interaction- logical input. Line drawing displays- two dimensional graphics. Raster graphics. Three dimensional graphics: the art of animation- colour and texture, animation principles. Elements of animation. Animating with space to time. Animation using flash, director, morph and other packages. 3D animation using 3D Max and Maya.
- Unit III:** Editing software and consoles.: Basic editing technology, criteria for editing picture, narration and music. Editing equipment-recorder, player, video switcher, audio mixer, monitor, speaker, special effect generator, non-linear workstation. Types of editing – assemble and insert editing, on line and off line editing, cut to cut and AB roll editing.
- Unit IV:** Non-linear editing software, principles of non-linear editing, proper startup and shutdown procedure, equipment required for non-linear editing system. Finding the audio and video files, saving, copying & backup; logging and organizing the footage, digitizing process.
- Unit V:** Trimming, graphic keying, motion effects, audio mixing, composing, media file management. Rush tape, online and a final master. Exporting digital file formats including streaming media. Use of editing control tract, time codes, basic editing process, variety of editing, continuity, sequence building, dramatic structure, narration, adding music and effects.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

- | | |
|--|-------|
| A. Editing audio for any video | -4mns |
| B. Topic based edited programme incorporating effects, graphics, text, transitions, titling and credits. | -6mns |
| C. Online and offline editing | -5mns |
| D. Audio -video mixing Programme | -5mns |

Reference Books :

1. R. Rankin, John Prentice Hall of Australia Pvt. Ltd., 1989 : Computer Graphics Software Construction.
2. Robert F. Sproull, McGraw Hill International Book Company, 1989 : Principles of Interactive Computer Graphics
3. B.S. Hi//, JP., Maxwell McMillan International Editions, : Computer Graphics 1990
4. James Alan Farrel, AP Professional, 1994 : An Introduction to Graphics Programming

T: Theory

IA: Internal Assessment

P: Practical

SPT-3.3 A- Communication for Development

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: Development: Definition – concept- evolution- historical and cultural perspectives, indicators models- dominant paradigm – paradigm shift. Theories of development.

Unit II: Mass media and social change – modernization – Neo – traditionalisation – culture – Communitarian view- Diffusion of innovation –Gandhian concept of Development.

Unit III: Mass media and development: newspapers – radio – television – films – new media- Traditional media – case studies.

Unit IV: Communication system, Extensions of Development, Leadership-stake holder’s participation, Media participatory training and Development, Programme design and evaluation. Designing Media for development_ gender and society.

Unit V: Five year plans- rural communication- Panchayat raj- empowerment- political support systems - policy initiatives- issues and an overview of the Indian development scenario.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

1. Two Paper Presentation (Minimum 500 words) 10 marks
2. Visit to a locality for studying the development activity taking place and present a paper after talking to the beneficiaries

Books for Reference:

1. Schramm W : Mass Media and National Development
2. B. Kuppuswamy : Communication and Social Development
3. Raghavan G N S : Development and Communication in India
4. Ravindran N : Perspectives in Development Communication.
5. Majid Teheranian : Communication Policy for National Development
6. Melkote Srinivas : Development Communication.

T: Theory

IA: Internal Assessment

P: Practical

SPT-3.3B: New Media

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: Definition, history and background of New Media. Functions and objectives of New Media.

New Media convergence – information society – post industrial society –
short wave v/s long wave – knowledge society – historical evolution of new media.

Unit II: Word processing through MS Word – PageMaker-In design- text creation – graphic,
elements – creating internet and multimedia documents.

Unit III : PageMaker up – design- use of Quark Xpress- page tools- box tools- line tools- files- pallets-
Photoshop- Corel Draw- Paint Brush- Dreamweaver- Flash – Maya.

Unit IV: Online journalism – reporting & editing for online news – web radio-& web television-
development and recent trends, e-zines, e-books, e-commerce.

Unit V: Issues in new media communication- ethical and legal dimensions- content creation for new
media- editing online contents- revision- updating- recent trends.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

- Designing Newspapers -5 pages, Magazines -5 pages
- Online News -5 project.

Books for Reference :

1. Srivastav Rajkumar : A Text Book of Internet and Web Page Design
2. Galgota : Web Masters Hand Book.
3. Mohleo James L and Thompson Leaoing : Designing Interactive Websites.
4. John R Rankin : Computer Graphic Software Contstruction.

T: Theory

IA: Internal Assessment

P: Practical

OET-3.4 Audio/Video Production

80T + 20 IA = 100 Marks

4 Hours per week

- Unit I:** The essential differences between audio and audio-visual production. Ideas, visual and aural thinking – showing instead of telling, themes, concepts- conceptualization, development and visualization, genres in radio and television - different approaches.
- Unit II:** Production of news, coverage techniques, sequencing - radio and TV news bulletins, Importance of archive and file footage, repetitive cycles of news, trailers and promos. News production team and their roles. Satellite news gathering, functions of OB vans.
- Unit III:** Microphones – characteristics and types, directional features. Basic of sounds, frequency, noise, amplitude, quality of sound, sound intensity, mono and stereo.
- Unit IV:** Recording procedures- monitoring sound- sound amplifiers, sound mixing, recording sound indoor- outdoor, voice over dubbing, sound effects, creative usage of sound.
- Unit V:** Presentation methods - news reading, anchoring, eye contact, announcements, and radio jockey, pronunciation, modulation, accent, diction, narration techniques, emergencies. phone-in programs. PTC (**piece to camera**), live commentary/coverage, problems and rectifications.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

- | | |
|---|-------------|
| A. Phone in programme A/V | - 5(4mns) |
| B. Anchoring special programme (Radio and TV) | - 5 (2 min) |
| C. News reading (Radio and TV) | - 5 (2 min) |
| D. PTC | - 5(1min) |

Book for Reference :

T: Theory

IA: Internal Assessment

P: Practical

CPP 3.5: NLE Applications

4 Hours per week
40+10(VV)=50Marks

- 1) Editing softwares, digitizing process, time line basics, video tracks and transitions, effects, chroma keying and composing
- 2) Audio tracks, fade in and fade out, cross fade, mixing of tracks, removal of unwanted sounds, dubbing import and export to other formats.
- 3) Inbuilt titling software, special effects, flow charts, superimposes. 2D and 3D instant text creators. Creating outputs in various video formats.

Practical Work:

- | | |
|---|----------------|
| A. News AV | -5 |
| B. News package | -2 |
| C. Special programme editing (including bite, graphic card) | -1(5mns) |
| D. Editing a action based cultural event (dance or play) | -1 (5 minutes) |
| E. Capturing video (on the spot) with explanation | -1(5mns) |

CPP 3.6: Anchoring Techniques

4 Hours per week
40+10(VV)=50Marks

- 1) Introduction to anchoring, screen presentation, expression, diction, pronunciation, speed of delivery.
- 2) Teleprompt reading, news reading.
- 3) Media histrionics.
- 4) Constant touch with current developments.
- 5) Mandatory anchoring assignments.

Practical Work:

- | | |
|--|------------|
| A. Reading radio news bulletin | -5mns |
| B. Special programme anchoring for TV (different topics) | -6-8mns |
| C. Radio announcement (1-commercial and. 1-social) | -2(30secs) |
| D. Interview with a subject expert for TV | -6-8mns |
| E. Group//panel discussion (3-5mns) | -5mns |
| F. On the spot anchoring. | |

SPP 3.7: Radio Ads

4 Hours per week
40+10(VV)=50Marks

- A. Radio announcements-10
- B. Commercial-10
- C. Social-10
- D. Jingles-10

OEP-3.8 : Audio/Video Production

4 Hours per week
40+10(VV)=50Marks

- A. Phone in programme Audio-5(1to 2 mns)
- B. Phone in programme TV-5(1to2 mns))
- C. Anchoring special programme for TV 5 (2 min)
- D. News reading for Radio - 5 (2 min)
- E. News reading for TV - 5 (2 min)

FOURTH SEMESTER

CPT-4.1: Film Communication

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: History and development of world cinema: France, Europe, America. Traditional and professional cinema, cinema as a mass medium. New wave cinema, cinema and society.

Unit II: Indian cinema: evolution-sociology of Indian cinema- landmarks in Indian cinema – Satyajit Ray, Mrinal Sen- Adoor Gopalkrishnan, shame Bengal, Raj Kapoor cinema. Regional cinema- Development and Issues in regional cinema, Awards and film festivals.

Unit III: Types of films- feature and documentaries films- - short films- animation films- children's films – corporate films, commercial cinema.

Units IV: Growth and importance of documentaries, important documentaries –global, Indian. Historical, socio-political, human interest documentaries. Arrival of tele-serials.

Unit V: Problems and prospects of Indian cinema, commercial viability – criticism and appreciation, film certification- film society in India- issues of video piracy (Films Division), Creativity Conflict and censorship.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

Reading the films (submitting reviews of any five films is a must)

- Box-office hit - 1
- Regional Movie - 1
- National Movie - 1
- Animated Movie - 1
- Children's Movie - 1

Books for Reference:

1. Berkeley, California UV : What is cinema?
2. Gledhill C : Genre and gender: The case of soap opera
3. Staiger J : Film Criticism
4. Williams L, Oxford UV Press, New York : The Oxford guide to film studies

T: Theory

IA: Internal Assessment

P: Practical

SPT-4.3-A : Corporate Communication

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: Public relations- definition- concept – evolution- functions- PR personnel- qualifications- PR agency – in house setup- external counseling.

Unit II: Types of PR – community- education- dealer- religious- defenses- share holder- PR and marketing- PR and advertising - PR and sales promotion- image building- brand promotion.

Unit III: Tools of PR-media conference-newspaper, radio and television PR, Trends in new media PR–outdoor-trade display- exhibitions- trade fairs- festivals- demonstrations- open house- advertising-inter-media coordination.

Unit IV: Preparation of annual reports- pamphlets- brochures- leaflets- house journal- audio-visual material- posters- banners- writing skills – oral communication- campaign planning.

Unit V: Corporate communication- public sector- private sector- research in PR – ethics in PR- crisis communication- protocol communication.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

Press Release	- 2
Press meet	- 2
Preparing a publicity material:	
Banners	- 2
Pamphlets	-2
Brochures	- 2

Books for Reference:

1. Leslie : Hand Book of Public Relations.
2. Sam Black : Practical Public Relations.
3. Philip : A Hand Book of Public Relations.
4. Sushil Behl : Corporate Communication in India
5. Stephenson : A hand Book of Public Relations.

T: Theory

IA: Internal Assessment

P: Practical

SPT 4.3-B: International Communication

**80T + 20 IA = 100 Marks
4 Hours per week**

- Unit I:** International communication- nature and scope – communication systems- communication policies- global communication- structure and order- issues of international communication.
- Unit II:** Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.
- Unit III:** Telecommunication – satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R & D – media management in developing countries.
- Unit IV:** Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations.
- Unit V:** Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

Books for Reference:

1. Bella Mody et al : International and Development Communication
2. K.S. Sitaram : Communication and Culture a World View.
3. Seam Mc Bride : Many Voices and One Word
4. Schrilles And Nordenstreng(eds): National Sovereignty and International Communication
5. Lerner and Schramm : Communication And Change in the Developing Communities
6. Dayakishan Tussu, et al : International Communication

T: Theory

IA: Internal Assessment

P: Practical

CPD 4.4: Dissertations

**80+20(VV)=100 Marks
4 Hours per week**

Presenting a theme or issue based 50 pages A4 Magazine (color) followed by

Students shall carry out a major research project under the guidance of a faculty member. Project work is compulsory for all the students.

The Project proposal shall be prepared and submitted to the Director through the guide within 20 days of the commencement of the IV semester classes.

The Dissertation certified by the guide, shall be submitted on or before the last day the IV semester classes. All the faculty members shall guide the students.

(Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide)

4 Hours per week

40+10=50Marks

CPP 4.5: Audio Production

1. Understanding sounds, decibels and hearing. Frequency, noise, amplitude. Sound isolation.
2. Analog and digital audio technology, MIDI and electronic instrument technology. Advantages of digital audio. Digital audio file formats. Mono-stereo, surround, DTS, stereophonic, dolby and karaoke sounds. Signed versus unsigned.
3. Digital audio recording. On-line recording. Monitoring. Noise reduction. Hum prevention. Judging sound quality. Volume and dynamics. Digital audio mixing.
4. Filter and equalization. Line sources. Fades and mixes. Sound effects. Shaping sound. Delayed recording.
5. Methods of handling media players and their applications.
6. Applications of popular digital audio editing tools. Recording options in sound editors. Recording device controls. Text to speech conversion. Speech to text conversion. Text to digital audio file creation. Audio for video.
7. Depth and dimension in recording, Mixing and mastering. Digital music composers. Sound aesthetics – sound scripting, Sound dubbing.

Practical work:

- | | |
|--|-----------------|
| A. Karaoke sound based programme | 1(5-6mns) |
| B. Radio play | 1(8-10mns) |
| C. Music based programme | 1(5-6 minutes) |
| D. Radio jingles | 2 |
| E. Creating a variety of music programme by using the software of a student choice | 1(5-10mns) |

4 Hours per week

40+10=50Marks

CPP 4.6 E- Content Development

Elements of E-contents, E-books, E- learning and E-shopping

1. E-content design concepts, design elements, tools. Design of user interface.
2. Use of content development software. Hypermedia applications design- user interface design. Object display. Audio quality. Playback issues. 3D object displays.
3. Multimedia programming: Scripting. Overview and definitions. The score and the stage. Using the score. The playback hear-channels, frames, sprites, cast members. Markers, editing frames. Dot syntax, parentheses, character spaces, comments. Operators, lists, types of scripts – messages and events.
4. Developing a full-form E3content for a predetermined activity.

Practical work:

- | | |
|--|----------|
| A. Create E-paper | -10pages |
| B. Web radio | -10mns |
| C. Uploading a video programme | -2 |
| D. Creating a education or health programme for E-learners-2 | |
| E. On the spot work | |

T: Theory

IA: Internal Assessment

P: Practical

4 Hours per week

SPP 4.7 Major Documentary Production

40+10=50Marks

Documentary on contemporary theme/ Social issue : Duration of 15 mins

4 Hours per week

CPPP 4.8 Major T V production

40+10=50Marks

Television special programme or Tele film based on high quality visual which includes narration, anchoring, panel discussion and editing- duration 10 minutes

Media Visit: at least once in a semester conduct media visit and also Media trip for the students

Internship: Internship of 1 month is mandatory at the end of the course in the media organization.