



# DEVI AHILYA VISHWAVIDYALAYA, INDORE

## Educational Multimedia Research Centre

### 1.1.1 Syllabus of all programs



*Course Curriculum*

**M.B.A. (Media Management)**

**Choice Based Credit System (CBCS)**

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**Educational Multimedia Research Center**

Devi Ahilya Vishwavidyalaya,  
Indore

In the choice based credit system (CBCS) of MBA (Media Management), students has to earn 80 actual credits and 16 virtual credits in 04 semesters for a 02 year programme as per the ordinance no. 31. Total credits are 96 i.e. 80 (actual) + 16 (virtual).

**Details of courses under MBA (Media Management)**

Course Type	No. of courses	Credit per course	Total credits
<b>Core</b>	<b>14</b>	<b>3</b>	<b>42</b>
<b>Ability Enhancement Course – Skill Based (AEC)</b>	<b>4</b>	<b>4</b>	<b>16</b>
<b>Elective Discipline Specific (DSE)</b>	<b>4</b>	<b>4</b>	<b>16</b>
<b>Elective Generic (GE)</b>	<b>2</b>	<b>3</b>	<b>6</b>
<b>Comprehensive Viva-Voce</b>	<b>4 (1 per semester)</b>	<b>4</b>	<b>16</b>
<b>Total</b>			<b>96</b>

Semester	Core Course 15	Ability Enhancement Course – Skill Based (AEC) - 5	Elective Discipline Specific (DSE) 4 (Any 2 from 3 <sup>rd</sup> and any 2 from 4 <sup>th</sup> Sem.)	Elective Generic (GE) 2
<b>First</b>	T101 Fundamentals of Management	M101 Audio Production Management		
	T102 Fundamentals of Communication & Media	M102 Graphics and Animation		
	T103 Electronic Media & Society			
	T104 Writing for Electronic Media			
<b>Second</b>	T201 Advertising Management	M201 Video Editing & Compositing		
	T202 Media Law & Ethics	M202 Videography & Studio Practices		
	T203 Broadcast Technology Management			
	T204 Media Organization & Behavior			
<b>Third</b>	T301 Media Research		DSE301 Broadcast Journalism	GE301 Media Marketing Management
	T303 Media Planning & Event Management		DSE302 Direction & Production for TV	
	T304 Digital Marketing & New Media Production		DSE303 Financial Management	
<b>Fourth</b>	T402 Business Strategy & Finance		DSE401 Media Research Dissertation	GE401 Human Resource Management
	T403 PR & Corporate Communication		DSE402 Internship	
	T404 Entrepreneurship Development		DSE403 Media Economics	

<b>1<sup>st</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T101 Fundamentals of Management	3
T102 Fundamentals of Communication & Media	3
T103 Electronic Media & Society	3
T104 Writing for Electronic Media	3
<b><u>Media Production (M)</u></b>	
M101 Audio Production Management	4
M102 Graphics and Animation	4
M103 Human Values & Ethics (Value Added)	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>2<sup>nd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T201 Advertising Management	3
T202 Media Law & Ethics	3
T203 Broadcast Technology Management	3
T204 Media Organization & Behavior	3
<b><u>Media Production (M)</u></b>	
M201 Video Editing & Compositing	4
M202 Videography & Studio Practices	4
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>

## M.B.A. (Media Management) Course Curriculum

<b>3<sup>rd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T301 Media Research	3
T302 Generic Elective	3
T303 Media Planning & Event Management	3
T304 Digital Marketing & Production	3
<b><u>Media Production (M)</u></b>	
M301 Any one from DSE	
M302 Any one from DSE	4
	4
<b><u>Discipline Specific Elective (DSE)</u></b>	
DSE301 Broadcast Journalism	
DSE302 Direction & Production for TV	
DSE303 Media Finance & Accounting	
<b><u>General Elective</u></b>	
GE301 – Media Marketing Management	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>4<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T401 Generic Elective	3
T402 Business Strategy & Finance	3
T403 PR & Corporate Communication	3
T404 Entrepreneurship Development	3
<b><u>Media Production (M)</u></b>	
M401 Any one from DSE	4
M402 Any one from DSE	4
M403 Group Discussion & Personal Interview (Value Added)	
<b><u>M401 Discipline Specific Elective</u></b>	
DSE401 Media Research Dissertation	
DSE402 Internship	
DSE403 Media Economics	
<b><u>Generic Elective</u></b>	
GE401 Human Resource Management	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>

\* Value Added for all students

Val01 Sugam Sangeet

Val02 Film Appreciation

# **FUNDAMENTALS OF MANAGEMENT**

Course No.: T101

Credits: 03

## **COURSE DESCRIPTION**

The course aims at ensuring that learners gain an understanding of the functions and responsibilities of a manager. It intends to provide learners with tools and techniques to be used in the performance of the managerial job and enable learners to analyse and understand the environments of various organizations.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the functions and responsibilities of a manager.
- ii). Learnt the tools and techniques to be used in the performance of the managerial job.
- iii). Analyse and understand the environment of various organizations.

## **COURSE CONTENTS**

### **1. Unit I: Introduction to Management:**

Concept, Nature, Purpose of Management; Functions & Responsibilities; Developing Excellent Managers in a Global Environment; Development of Management Thought - Evolution & Early Contributions of Management Thought, The Classical School, The Human Relations School, Systems Theory, Contingency Management.

### **2. Unit II: Planning & Objectives:**

Planning: Concept, Nature, Purpose of Planning; Steps in Planning; Types of Planning, Effective Planning in a dynamic environment, Principles of Planning, Implementation of Plans, Advantages and Limitations of Planning; Types of Plans, Instruments of Planning. Objectives: Concept, Nature, Types of Objectives, Setting Objectives; Management by Objectives (MBO) - Concept, benefits and weaknesses.

### **3. Unit III: Strategies & Policies:**

Concept & Types of Strategies & Policies, Principles of formulation of policies; Concept of Decision & Decision-Making, Types of Decisions, Decision-Making Process, Guidelines for making effective decisions, Decision-Making conditions, Decision-Making styles, Individual & Group Decision-Making.

### **4. Unit IV: Organizing:**

Nature, Purpose & Principles of Organizing; Organization levels & The Span of Management, Organization Structures & Process of Organizing, Departmentation - concept, importance & bases, organization charts & manuals, Line-Staff Relations; Delegation – Concept, nature & process of delegation, principles of effective delegation; Decentralization – Concept & principles of decentralization.

### **5. Unit V: Controlling:**

Concept & Process of Control, types of controls, Human aspects of Control, Principles of Controlling; Tools for Controlling Organizational Performance; Control Techniques & Information Technology.

## **SUGGESTED ACTIVITIES**

Cases will be discussed and student will prepare and present cases.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Agrawal, R.D. (1982): “Organization and Management”, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Koontz, Harold & Weihrich, Heinz (2007): “Essentials of Management – An International Perspective”, 7th Edition, Tata-McGraw Hill, New Delhi.
3. Robbins, Stephen & Coulter, Mary (2008): “Management”, 9<sup>th</sup> Edition, Pearson Education, Canada.
4. Weihrich, Heinz; Cannice, Mark V & Koontz, Harold (2008): “Management – A Global and Entrepreneurial Perspective”, 12<sup>th</sup> Edition, Tata-McGraw Hill, New Delhi.

# **FUNDAMENTALS OF COMMUNICATION AND MEDIA**

*Course No.:T102*

*Credits: 03*

## **COURSE DESCRIPTION**

This course aims at orienting learners towards the concepts and theories of Mass Communication. It intends to familiarize learners with different aspects like approaches, processes and components of Communication and to enable learners to understand the importance of Communication in general and Mass Communication, in particular, in shaping human social behavior.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the various concepts and theories of Mass Communication.
- ii). Differentiate between various approaches, processes and components of communication.
- iii). Utilize Communication in general and Mass Communication in particular in spreading messages through society.

## **COURSE CONTENT**

### **1. Unit I: Basics of Communication**

Definition, history and background; communication; Nature and Process of Communication. Development Communication- concept and genesis, characteristics, differences between communication and Development Communication.

### **2. Unit II: Components of Communication**

Components of Communication: sender, receiver, message channel; Functions of Communication.

### **3. Unit III: Types of Communication**

Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication, Barriers to Communication.

### **4. Unit IV: Communication Approaches**

Communication Approaches: One way-two way, upward-downward, vertical-horizontal.

### **5. Unit V: Models of Communication**

Need of Models and their importance, Models of Communication, Shannon and Lasswell, Osgood & Schram Circular Model etc.

## **SUGGESTED ACTIVITIES**

- Presents real life example of communication.
- Listening, writing, reading and speaking practices

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Fiske, John (1991): "Television Culture", Routledge, London and New York.
2. Levy, Mark R. (Edi.) (1987): "The VCR AGE, Home Video and Mass Communication", Sage Publications Newbury Park, London and New Delhi.
3. Lodziak, Conrad (1986): "The Power of Television", Frances Pinter (Publishers), London.
4. McQuail, D (1994): "Mass Communication Theory: An Introduction", Sage Publications, London.
5. Real, Michael R. (1989): "Super Media - A Cultural Studies Approach", Sage Publications, Newbury Park, London, New Delhi.
6. Severin, Werner J. & Tankard, James W. (1988): "Communication Theories", Second Edition, Longman, New York.
7. Smith, L. David (1991): "Video Communication", Wadsworth Publishing Company, California.

# **ELECTRONIC MEDIA AND SOCIETY**

*Course No.: T103*

*Credits: 03*

## **COURSE DESCRIPTION**

The course provides the details of communication profile of India. Also it familiarizes students with roles of Media in social and cultural development.

## **LEARNING OUTCOMES**

At the end of the course learners will have:

- an understanding of the role of communication and the media in the shaping and development of culture and society
- an understanding of the role of the media in the lives of individuals
- an awareness of the relationship between the media and various social problems and aspects of society, skills and capacities
- an ability to critically appreciate and discuss the cultural and social role of the media
- an understanding for the political/democratical potential of mass media and recognise the cultural and moral responsibility of media.

## **COURSE CONTENT**

### **1. Unit I: Basics of Sociology**

Concept, definitions and importance of sociology, Relation of sociology with other social sciences, Importance of studying sociology for media students.

### **2. Unit II: Community & Social Interaction**

Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence  
Meaning of family, kinship, class, caste, clan, tribe, marriage

### **3. Unit III: Socialization & Social Change**

Concept of socialization, social stratification, Concept, definitions and process of social change, Agents of social change, Understanding of contemporary changes in India

### **4. Unit IV: Indian Culture & Society**

Characteristics of Indian culture, India's main social institutions, Cultural imperialism, consumerism, Understanding current socio-cultural issues

### **5. Unit V: Media & Social Impact**

Concept and characteristics of Electronic Media, Development of Electronic Media in India. Development, characteristics, objectives, and services of Radio, Television and Information Technology. Psychology and sociology of Media audiences; Media audience, the audience as market, Psychology of audiences, audience measurement, audience surveys. Electronic Media and Society: Characteristics of Indian Society, Interaction between media and society, Effect of media on education, Indian family, children, women etc.; Media and consumerism, media and violence; Mass media and culture, creation of media culture.

## **SUGGESTED ACTIVITIES**

Audience Research, Personal interview, group discussion, panel discussion etc. activities.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Banerjee, S. (Ed) (1985): "Culture and Communication", Patriot Publishers, New Delhi.
2. Gurevitch, M., et. al. (Editors) (1982): "Culture, Society and Media", Methuen, London/New York.
3. McQuail, D. (1994): "Mass Communication Theory: An Introduction", Sage Publications, London.
4. Toffler, Alvin (Ed) (1972): "Hearing for Tomorrow - The Role of Future in Education", Random House, New York.



# **WRITING FOR ELECTRONIC MEDIA**

*Course No: T104*

*Credits: 03*

## **COURSE DESCRIPTION**

This course intends to familiarize learners with the qualities of a TV/Video Producer and help them to understand the different formats of Video programmes. It aims at enabling learners to understand basic techniques of Video production while also training them in planning, designing and management of producing video programmes.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the qualities required in a TV/Video Producer.
- ii). Know about the various formats of video programmes.
- iii). Comprehend the basic techniques of video production.
- iv). Implement planning, designing and management in the production of video programmes.

## **COURSE CONTENT**

### **1. Unit I: Fundamentals of Scripting**

Script: meaning and types, Role of scriptwriter in media; Process of scripting: concept formation, research; Sequencing, opening and concluding.

### **2. Unit II: Television and its Multiple Roles**

Basic elements of television production specially news program, documentary program; Discussion program; Drama.

### **3. Unit III: Scripting for Television**

Concept and importance of script in television production. General steps of writing a television script, specific steps and activities related to writing a script for production of news program, drama, series etc. Television script formats, checklist for script revision.

### **4. Unit IV: Radio and its Multiple Roles**

Radio and its roles in entertainment, education and information dissemination. Basic elements of audio production specially news program, feature, music program & drama.

### **5. Unit V: Scripting for Radio**

Meaning and use of script in the production of audio programs. Steps of writing audio script especially for news productions, feature, music program & drama.

## **SUGGESTED ACTIVITIES**

1. Writing radio scripts for spots, talks, discussions, interview programs, discussions, features, etc.
2. Writing television scripts for spots, talks, discussions, interview programs, discussions, features, etc.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Daley, Ken (1980): “Basic Film Techniques”, Focal Press, New York.
2. Ferguson, R. (1969): “Group Film Making”, Studio Vista, London.
3. Fielding, R. (1965): “The Techniques of Special Effects (Cinematography)”, Focal Press, London.
4. Millerson, G. (1982): “The Techniques of Light for Television and Motion Pictures”, Focal Press, New York.
5. Rynew, A. (1971): “Film Making for Children”, Pflaum, New York.
6. Smallmn, K. (1970): “Creative Film Making”, Collier Macmilan, London.

# **AUDIO PRODUCTION MANAGEMENT**

*Course No: M101*

*Credits: 03*

## **COURSE DESCRIPTION**

The course intends to familiarize learners with the characteristics of Sound and teach them the details of audio production.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the various characteristics of sound.
- ii). Differentiate between the various styles of audio production.

## **COURSE CONTENT**

### **1. Unit: 1 Understanding Basics Concepts of Sound**

Basics of sounds, frequency, noise, amplitude; quality of sound, sound intensity, frequency, audio meters, The Decibel Scale, Absolute vs. Relative Measurement Scales, dB Hearing Level (dBHL), sound propagation, acoustics, sound perspective, types of sound- stereo, mono & surround sound, Concept of Dolby & THX Sound Technology, psychoacoustics.

### **2. Unit: 2 Sound Application and Devices**

Recording sound in radio, standardized recording procedures, monitoring sound, sound mixing, sound Aesthetics, sound, Ultrasound, Sonar, and Medical Imaging, Agricultural technology, infrasonic, lighthouse signals, materials testing, motion pictures navigation. Scripting, sound dubbing, sound effects, reverberation. International sound track, R- DAT Synchronizing audio with video, Electro Acoustic Devices, Working Principles of Mixing Console, Digital Audio Works Stations (DAW).

### **3. Unit: 3 Post Production Techniques**

Audio Production techniques, editing techniques, post production. Special reporting, radio talks, radio interviews, radio discussions, radio conferences, features, documentary, music programme, background sound, costing, budgeting, marketing, Audience research. TRP's in radio, Introduction to Recording Surfaces, Classification of Recording Surfaces.

### **4. Unit: 4 Writing for Production and Radio**

Radio newsroom, reporting for radio, news writing, and newsgathering; field spot, special reporting. Field recording devices, Production techniques of radio talks, radio interviews, radio discussions, radio conferences, and theme based radio programs, radio features and drama.

### **5. Unit: 5 Studio Management and Activity**

Interactivity in Radio, phone in programs, future radio programs, Audio program production, studio behavior, making cue sheet for recording and post production use.

## **SUGGESTED ACTIVITIES**

- Producing radio spots, talks, discussions, interview programs, discussions, features, etc.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. McLeish, R (1999): "Radio Production", Focal Press, Oxford, Boston.
2. Norberg, E.G. (1996): "Radio Programming: Tactics & Strategy", Focal Press, Boston.
3. Watkinson, J. (1998): "The Art of Sound Production", Focal Press, Woburn, MA.

# **GRAPHICS AND ANIMATION**

*Course No: M102*

*Credits: 02*

## **COURSE DESCRIPTION**

Students learn and apply fundamentals of various software applications (such as Photoshop and Toon Boom Studio), image editing, drawing and graphic animation.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to operate the tools of Photoshop and Toon Boom Studio and use these software in image editing and graphic animation.

## **COURSE CONTENT**

### **1. Unit I: Basics of Multimedia**

Definition, Multimedia elements – Text, Graphics, Audio, Video, Animation, Interactivity.

### **2. Unit II: Basics of Animation**

Introduction to Animation, History of Animation, Types of Animation, Basic Principles of Animation.

### **3. Unit III: Animation Practices**

Introduction to Interface and Tools, Light box animation concepts, straight ahead animation, pose to pose Animation, Rotoscoping, Character Development, Character Rigging, Character Animation, Dynamic Effects..

### **4. Unit IV: Software Training** – Adobe Photoshop: interface, tools and applications.

### **5. Unit V: Software Training** – Toon Boom Studio: interface, tools and applications.

## **SUGGESTED ACTIVITIES**

- Image editing exercises
- Animation exercises

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Ninder, C. and Dowlatabadi, Z. (2001): “Producing Animation”, Focal Press.
2. Taylor, R. (2004): “Encyclopedia of Animation Techniques”, Chartwell Books.
3. Williams, R. (2012): “The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators”, 4<sup>th</sup> edition, Farrar, Straus and Giroux, New York.

# **BASIC PHOTOGRAPHY**

Course No: M102

Credits: 02

## **COURSE DESCRIPTION**

This course covers each and every aspect of photography from history to various areas of photography. Technical aspects of photographic camera with camera controls, lenses and lighting equipment are also covered in this course.

## **LEARNING OUTCOMES**

At the end of the course learners will acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.

## **COURSE CONTENT**

### **1. Unit I: Introduction to Photography**

History of Photography, History of camera, Different types of camera, Types of Lenses, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography – Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices, Editing digital photographs, Ethics of image editing.

### **2. Unit II: Basic Photographic Techniques**

Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

### **3. Unit III: Lights & Lighting for Photography**

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Soft light, Hard light, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light Measurement Units.

### **4. Unit IV: Photojournalism**

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News Photographs, Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

### **5. Unit V: Different Genres of Photography**

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

## **SUGGESTED ACTIVITIES**

Portfolio making, clicking of various types of indoor/outdoor pictures, using various camera controls, using different lighting conditions.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Aiyer, Balakrishna (2005): “Digital Photojournalism”, Authors Press, New Delhi.
2. Hunter, Fil; Biver, Steven & Fuqua, Paul (2007): “Light-Science & Magic: An Introduction to Photographic Lighting”, Focal Press, Waltham, MA.
3. Kelby, Scott (2009): “The Digital Photography Book”, Peachpit Press, Berkeley, United States.
4. Long, Ben (2005): “Complete Digital Photography”, 3<sup>rd</sup>. Edition, Charles River Media, Hingham, Massachusetts.

# HUMAN VALUES & ETHICS

Course No: M103

Value added

## COURSE DESCRIPTION

This course deals with holistic perspective towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. It also highlights the plausible implications of Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with nature.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

1. verify on the basis of natural acceptance and experiential validation through living is the only way to verify right or wrong.
2. able to see that whether their practice in living is in harmony with their natural acceptance most of the time or not.
3. understand the major cause of problems in their family, society and nation.
4. utilize their knowledge in their disciplines.
5. make use of their understanding for a happy and prosperous society.

## COURSE CONTENT

### 1. UNIT I: Happiness and Prosperity

- Understanding the need, basic guidelines, content and process for Value Education
- Self-Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels

### 2. UNIT 2: Self & Body

- Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’
- Understanding the needs of Self (‘I’) and ‘Body’
- Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
- Understanding the harmony of I with the Body: correct appraisal of Physical needs, meaning of Prosperity in detail

### 3. UNIT 3: Human Values

- Understanding values in human-human relationship; Trust and Respect as the foundational values of relationship
- Understanding the meaning of Trust; Difference between intention and competence
- Understanding the meaning of Respect Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society Universal Order from family to world family!

### 4. UNIT 4: Harmony

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
- Understanding Existence as Co-existence of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

### 5. UNIT 5: Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
  - Ability to utilize the professional competence for augmenting universal human order
  - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - Ability to identify and develop appropriate technologies and management patterns for above production systems.

## SUGGESTED ACTIVITIES

Preparing Case studies, group discussions with value conflicts, A/V materials with values, invited talks.

## SUGGESTED READINGS

1. Gaur, R.R., Sangal, R., & Bagaria, G. P. (2010): “A foundation course in Human Values and professional Ethics”, Excel books, New Delhi, ISBN 978-8-174-46781-2.
2. Bajpai, B. L. (2004): “Indian Ethos and Modern Management”, New Royal Book Co., Lucknow.
3. Dhar, P.L. & Gaur, R.R. (1990): “Science and Humanism”, Commonwealth Publishers.
4. Illich, I. (1974): “Energy & Equity”, The Trinity Press, Worcester, and HarperCollins, USA.
5. Donella H.et. al. (1972): “Limits to Growth”, Club of Rome’s Report, Universe Books.
6. Palekar, S. (2000): “How to Practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
7. Nagraj, A. (1998): Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
8. Schumacher, E.F. (1973): “Small is Beautiful: A Study of Economics as if People Mattered”, Blond & Briggs, Britain.
9. Tripathy, A.N. (2003): “Human Values”, New Age International Publishers.

# **ADVERTISING MANAGEMENT**

*Course No.: T201*

*Credits: 03*

## **COURSE DESCRIPTION**

The aim of the paper is to foster the natural energies and enthusiasm of the introductory advertising learner. The course will provide learners an opportunity to understand advertising management process, which will develop skills in problem solving and decision-making. The foremost objective at the end will be an ability to develop comprehensive advertising plan for the company/product/services

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Function as advertising managers with advertising agencies
- ii). Create advertisements for various media, whether print, TV, radio, multimedia, online, etc.
- iii). Undertake research to test the effectiveness of advertisements.

## **COURSE CONTENTS**

### **1. Unit I: Introduction to Advertising**

Concept, definitions and process of advertising, Need and scope of advertising, Growth and development of advertising in India, Careers in advertising.

### **2. Unit II: Media Planning**

Classification of advertisement, Advertising campaign, Ad appeals, types of ad appeals, Concept and process of media planning.

### **3. Unit III: Advertising Agency**

Structure and functioning of ad agency, Process of preparing print advertisements, Process of preparing radio and television advertisements, Introduction to outdoor advertising.

### **4. Unit IV: Advertising and Market**

Media marketing, space and time selling, Market survey – audience, product and media profile, Television Ratings Points (TRP), Methodology and process of ratings.

### **5. Unit V: Ad Copy**

The media mix, USP, Components of advertising copy, Preparation of Clipping File of different advertisement.

## **SUGGESTED ACTIVITIES**

1. Research and preparation of client brief, agency brief.
2. Production of commercials and public service announcements for print and television.

## **SUGGESTED ASSESSMENTS**

3. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
4. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Batra, Rajeev, Myers, John G. &Aaker, David A (2002): “Advertising Management”, 5<sup>th</sup>. Edition, Prentice Hall, India.
2. Kotler, Phillip (1993): “Marketing Management: Analysis, Planning, Implementation and Control”, 8th. Edition, Pearson, India.
3. Ries, Al & Trout, Jack (1997): “Marketing Warfare”, McGraw-Hill Education, New York.
4. Ries, Al & Trout, Jack (2000): “Positioning: The Battle For Your Mind”, McGraw-Hill Education, New York.
5. Russel, J Thomas & Lane, W Roland (1998): “Kleppner's Advertising Procedure”, 14<sup>th</sup> Edition, Pearson, USA.
6. Sengupta, Subroto (2005): “Brand Positioning: Strategies for Competitive Advantage”, McGraw Hill Education, New Delhi, India.

# **MEDIA LAW & ETHICS**

*Course No.: T202*

*Credits: 03*

## **COURSE DESCRIPTION:**

This course intends to familiarize learners with media related constitutional prescription & media laws, the cinematography acts and other media related acts and with media related organizations & councils.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand how the various laws in India apply on the functioning of the media in the country.
- ii). Know about ethical practices in various streams of media in India.
- iii). Understand how ethics practiced in different media differ from each other.
- iv). Distinguish between some of the basic laws that apply on the various media.

## **COURSE CONTENTS**

### **1. Unit I: Constitution of India**

Overview of the Constitution of India: Freedom of Media and Restriction thereupon; Fundamental Rights; Directive Principles of State Policy; Provision for Emergency; Provisions for amending the Constitution; Provisions for Legislature Reporting; Parliamentary Privileges; Centre-State Relations.

### **2. Unit II: Press/media laws - 1**

History of press/media laws in India; Contempt of Courts Act 1971; Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.;

### **3. Unit III: Press/media laws - 2**

Laws dealing with obscenity; Official Secrets Act 1923. Cinematography Act 1953; Prasar Bharati Act; GATT and Intellectual Property legislation's including Copyright Act, Trademark Act and Patent Act, Information Technology Legislation, Ethics. Media Council and media ombudsmen in the world; Codes for radio, television and Advertising.

### **4. Unit III: Cyber Laws and Ethics**

Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries.

### **5. Unit IV: Media Ethics**

Ethics of Media, Need of code of ethics for Electronic Media, Social responsibilities of a Media Person, Relationship of Media with business.

## **SUGGESTED ACTIVITIES**

Case studies of different cases of India and abroad.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Basu, D.D. (1996): "Laws of the Press", Princeton Hall Publishers, New Delhi.
2. Beny, D (2013): "Ethics & Media Culture: Practices and Representations", Focal Press, Madison.
3. Crook, T. (2009): "Comparative Media Law and Ethics", Routledge, London & New York.
4. Hamelink, C J. (2000): "The Ethics of Cyberspace", Sage Publications Ltd., London.

# **BROADCAST TECHNOLOGY MANAGEMENT**

*Course No.: T203*

*Credits: 03*

## **COURSE DESCRIPTION:**

1. To familiarize learners with audio and video studios and their various components.
2. To enable learners to understand the use of audio and video studios and multicasting in Media production.
3. To familiarize learners with the factors related with effective use of studios.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Know, understand and explain the operation and hierarchical organisation of radio & TV broadcasting systems.
- ii). Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
- iii). Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.

## **COURSE CONTENTS**

### **1. Unit I: Radio studio**

Need and importance, nature, structure and organization of Radio studio, essential components of Radio studio, acoustics, AC, control rooms, , studio designs, pattern and layout of radio studio, management of Radio station and human resources, transmission of Radio programmes.

### **2. Unit II: Audio Recording and maintenance**

Microphones, Amplifiers, Audio mixers, Speakers, Audio amplifiers, Audio recorders, Special effects generators, Cables etc. Analog and digital recording. Radio technology and systems; equipment, sound, management, planning; FM radio, sky radio etc.

### **3. Unit III: TV studio**

Need and importance of T.V. studios, nature, size, structure, plan, floor, studio equipments, lights, acoustic treatment, air-conditioning, studio crew, control rooms, management, control and organization of T.V. studio, single and multilateral production in T.V. studio, sets and set designing in video studio.

### **4. Unit IV: Video Recording and Maintenance**

Recorders, Cameras, Vision Mixer, Special effect generator, Character generator, Edit control Units, CCU, Cables, Studio lights etc. Analog and digital recording. TV transmission - terrestrial, satellite, cable, DTH. TV, OB system & Technology. Television - technology, equipment, planning, administration, management.

### **5. Unit V: Multicasting (Webcasting)**

Basics of video streaming, Equipment, Process and studio management. Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV.

## **SUGGESTED ACTIVITIES**

1. Preparation of Audio, Video and Webcasting studio layout with equipment.
2. Assignment on explaining details with specs of equipment as per above exercise.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Millerson, G. (1999): “Television Production”, Focal Press, Woburn, MA.
2. Moshkovitz, M. (2000): “The Virtual Studio - Technology and Techniques”, Focal Press, USA.



# **MEDIA ORGANIZATION & BEHAVIOUR**

**Course No.: T204**

**Credits: 03**

## **COURSE DESCRIPTION:**

This course intends on helping learners to understand human behaviour in organizations so that they improve their managerial effectiveness.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand how Media Organizations function
- ii). Analyse human behavior, personality, values and ethics across media.
- iii). Identify and interpret elements of perception, emotions, moods, attitudes and stress across media.
- iv). Analyse and discuss human drives, needs and various motivation theories.
- v). Identify and discuss the mechanisms behind effective team dynamics.
- vi). Discuss elements of effective leadership, decision-making, goal setting and feedback mechanisms.
- vii). Discuss power as well as conflict and conflict management across media.
- viii). Discuss culture.

## **COURSE CONTENTS**

### **1. Unit I: Media Organization**

Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company. Nature and Structure of different Media Organizations-AIR!DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry.

### **2. Unit II: Organizational Behavior Models**

OB Models, Personality – Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories. Perception and Cognitive Dissonance theory. Innovation and Creativity Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor Theory, ERG Theory, Vroom's Expectancy Theory, Reinforcement Theory and Behavior Modification. EQ-IQ.

### **3. Unit III: Foundations of Group Behavior and Leadership**

Defining and Classifying Groups, Group Structure and processes, Process of Group formation, Group Decision Making, Group V/s Team, Team Effectiveness and Decision Making. Trait Theories, Behavioral Theories- OHIO State Studies, Michigan Studies, and Managerial Grid, Contingency theories – Fiedler's Model, Hersey and Blanchard's Situational Theory, Leader – Member Exchange Theory, Path goal theory, Charismatic Leadership.

### **4. Unit IV: Conflict**

Intra-individual conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques.

### **5. Unit V: Organizational Culture, Change and Stress Management**

Forces of Change, Resistance change, and Lewin's Three-Step Model, Stress Management – Potential Sources, Consequences and coping strategies for stress. Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining culture, How Employees Learn Culture.

## **SUGGESTED ACTIVITIES**

- 1) Find out and explain the organizational structure of a media company. Brief the structure.
- 2) Take big five personality and creativity test. Quote 5 real life examples in support of the result.
- 3) Answer the 10 questions given in the class.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Block, Peter, et al. (2001): "Managing in the Media", Focal Press, Oxford & Boston.
2. Luthans, Fred, (1998): "Organizational Behaviour", 8<sup>th</sup> Edn., McGraw Hill, New York.
3. Newstrom, John W. & Davis, Keith (1993): "Organizational Behaviour: Human Behaviour at Work", Tata McGraw Hill, New Delhi.
4. Robbins, Stephen P. (2000): "Organizational Behaviour: Concepts, Controversies, and Applications", 9<sup>th</sup> Ed., Prentice Hall, New Delhi.
5. Scott, Bill, (1995): "The Skills of Communications", Jaico Publications, Bombay.

# **VIDEOGRAPHY & STUDIO PRACTICES**

*Course No: M202*

*Credits: 04*

## **COURSE DESCRIPTION:**

This course is focused on enabling the learner to master the details of camera, types, operations and accessories. It intends to familiarize learners with the basic properties of Light, lenses and image formation and the types of Lighting techniques and accessories.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- Understand the basic concepts of handling the video camera.
- Know the different types of camera operations and movements.
- Understand the techniques of camera lens controls
- Understand and use different types of lighting techniques.
- Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.

## **COURSE CONTENTS**

### **1. Unit I: Camera**

Brief description of different types of video camera, resolution power, sensitivity, CCD, ENG and studio camera, mounting devices, shooting with single and multiple camera, camera movements and angles.

### **2. Unit II: Lenses**

Different types of lenses and their applications. Zoom, wide angle, normal lenses, and block lenses. Merits and demerits of different lenses.

### **3. Unit III: Aperture & Filters**

Aperture, relative aperture, depth of field and depth of focus and its use during photography videography. Types of filters and their uses.

### **4. Unit VI: Lights and Lighting Techniques**

Types of lights used in videography (multi-ten, multi-twenty, spot light & flood light, three, two point lighting, rim effect light, cross lighting, high & low key light, different effects through lighting, use of reflector in outdoor & other professional light).

### **5. Unit V: Composition**

What is composition, importance of composition in communication, framing, graphical line, imaginary line, meaning and importance of different types of line, vertical, horizontal, diagonal, zig-zag and curved lines, different types of shots and their importance?

## **SUGGESTED ACTIVITIES**

**List of assignments/exercises will be done by the learners throughout the semester:**

1. Camera functions and types
2. Standard shots
3. Camera movements
4. Camera angles
5. Camera mounting devices
6. Types of lighting techniques
7. Lighting accessories

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS:**

1. Donald, Ralph & Spann, Thomas (2000): “Fundamentals of Television Production”, John Wiley & Sons, Iowa.
2. Millerson, Gerald (1999): “Television Production”, Focal Press, Woburn, MA.
3. Zettl, Herbert (2005): “Television Production Handbook”, Wadsworth Publishing, USA.

# **VIDEO EDITING AND COMPOSITING**

**Course No.: M 201**

**Credits: 04**

## **COURSE DESCRIPTION**

This course is intended to train students on basic skills of Video Editing. This post production stage of Video Production is final step in the creating a video production i.e. Short Film, Music Video, Documentary and Explainer Videos.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- Know and recall the basic elements and grammar of edit.
- Identify various hardware & software usage in the process of video editing.
- Edit through Insert and Assemble mode using time code.
- Acquire the complete skills of video editing.
- Understand TCR/Cue sheet/log record and transcribe it shot by shot.
- Supervise the post production work.

## **COURSE CONTENTS**

### **Unit I: Basics of Editing**

Editing: meaning and principles; Difference between process of Video & Film Editing; Writing, shooting and editing relationship; Hardware and Software Practices in Video Editing (Entry Grade, Semi Professional & Professional); Current Video Formats, Current Film Formats; Introduction to Editing glossary

### **Unit II: Aesthetics of Editing**

Story, Script, Screenplay & Storyboard; Understanding Time & Space Relationship; Continuity and Compilation Cutting; Editorial Requirements: Technical, Aesthetical & Narrative; Timing, Rhythm and Pace; Types of Cutting, Transition, Contemporary practices, Stylization.

### **Unit III: Video Editing Process**

Understanding TCR Sheet, EDL - Edit Decision List; Online and Offline Editing, Linear & Non-Linear Editing; Software Interface Study; NLE Project setup, Capturing & logging, Creating Bins; Insert and Assemble Mode, Using basic transitions; Rough cut/ Lineup, Fine tuning an edit (Ripple, Roll, Slip, Slide); Creating Sub-Clips, Using Trim Function; Customizing Video Effects using key frames

### **Unit IV: Finalizing an Edit**

Sound Edit Workflow: Placing Background score, Voice Over, Audio Balancing, ADR; Using Text Titling, Graphics packaging; Output to: Broadcast, Storage (DVD), Mobile, Web & Podcast; Mixed, Unmixed and Master Telecast Copy.

### **Unit V: Exploring Program Formats**

Editing a Documentary, Daily Soap, TVC, Non-Fiction; Scene building process; Literature adapted TV Production; Using Vision Mixer for multi-cam shoot; Editing for News: Bulletin, Talk show, Packaging & Graphics.

## **SUGGESTED ACTIVITIES**

1. Research Report on Current Industry Practices
2. Story-Dialogue writing, Screen Play and Drafting a Storyboard
3. Continuity Exercise - Producing a Silent Story
4. Film Promo & Music Video Production
5. Graphics Packaging Production
6. Scene building Exercise (literature based)
7. Short Fiction Production

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Anderson, Gray H. (1999): “Video Editing and Post-Production”, Focal Press, London.
2. Bowen, Christopher J. & Thompson, Roy (2015): “Grammar of the Edit”, 3<sup>rd</sup>. Edition, Focal Press, Burlington, M.A.
3. Browne, Steven E. (1996): “Video Editing - A Post-Production Primer”, Focal Press, London.
4. Kauffmann, Sam & Kennedy, Ashley (2012): “Avid Editing - A Guide for Beginning and Intermediate Users”, 5<sup>th</sup>. Edition, Burlington, MA.
5. Millerson, Gerald (1990): “The Technique of Television Production”, 12<sup>th</sup>. Edition, Focal Press, London.

# **MEDIA RESEARCH**

*Course No.: T301*

*Credits: 03*

## **COURSE DESCRIPTION**

Media Research is essential for initiating and continuing any kind of media activity. This course will familiarize learners with different aspects of Media research in video production. It will enable the learners to understand Media research methodology and commonly used statistics and equip them for conducting research in the area of Media & Communication.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

## **COURSE CONTENT**

### **1. Unit I: Nature of Scientific Inquiry and Scientific Method**

Need of research in Media Production. Elements of research: theory and facts, hypotheses, concepts and constructs, variables, nature and levels of measurement.

### **2. Unit II: Types of Research**

Survey, experimental and historical research, production research, content analysis, audience/reception research, evaluation research, quantitative and qualitative research, formative research & summative research.

### **3. Unit III: Research Design**

Exploratory, explanatory, experimental, and diagnostic. Research question, review of literature, topic selection, sampling, methods of data collection, compiling bibliographies.

### **4. Unit VI: Data Analysis**

Quantitative analysis and qualitative analysis. Common elementary statistics: frequency tables, central tendencies. Measurement of variability, correlation, parametric and non-parametric tests.

### **5. Unit V: Writing a Research Report**

Structure and organization, language, presentation of data, charts, graphs, tables etc.

## **SUGGESTED ACTIVITIES**

1. Preparation of media research proposal.
2. Analysis of given data by applying an appropriate statistical techniques.

## **SUGGESTED ASSESSMENTS**

5. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
6. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3<sup>rd</sup> ed., Houghton, Mifflin Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

# MEDIA PLANNING

Course No.: T303

Credit: 1.5

## COURSE DESCRIPTION

This course focuses on creating a media plan brief, understanding budgets, goals and market scenario, target audience analysis using research-driven tools, and different media sites and ad networks.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Design a media brief
- iii). Create budgets
- iv). Conduct audience research
- v). Suggest appropriate media mix

## COURSE CONTENT

### 1. Unit I: Introduction to Media Planning

Meaning and scope of Media Planning, Media Planning Elements, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning.

### 2. Unit II: Media Mix

**Media Mix:** Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix. **Media Choices:** Print, Radio, TV & OOH – Meaning & type, Factors Affecting Selection of a particular Media Decisions, Advantages and Limitations. **Emerging Media:** Online, Mobile, Gaming, In flight, In Store, Interactive Media.

### 3. Unit III: Media Budgeting, Buying & Scheduling

Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components; Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.

### 4. Unit IV: Media Strategy

**Media Budget:** Meaning, Factors to be considered while framing a Budget; Importance of Media Budget; Methods of Setting Media Budget. **Media Buying:** Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process; Buying brief: Concept & Elements of Buying Brief, Art of Media Buying; Criteria in Media Buying. **Media Scheduling:** Meaning, Importance, Factors Affecting Scheduling; Scheduling Strategies for Creating Impact: Road Block, Day or Day part; Emphasis, Multiple Spotting, Teasers.

### 5. Unit V: Media Measurement

**Basic Metrics:** Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach; **Television Metrics:** Dairy v/s Peplemeter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership; **Radio Metrics:** Arbitron Radio Rating; **Print Metrics:** Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. **OOH Metrics:** Traffic Audit Bureau (TAB), Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).

## SUGGESTED ACTIVITIES

Creation & presentation of a media plan given by the instructor.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Katz, Helen (2016): “The Media Handbook: A Complete Guide to Advertising, Media Selection, Planning, Research & Buying”, 6<sup>th</sup>. Edition, Routledge, New York.
2. Scissors, Jack Z & Baron, Roger B (2010): “Advertising Media Planning”, 7<sup>th</sup>. Edition, McGraw Hill Companies Inc., USA.
3. Menon, A. (2010): “Media Planning and Buying”, Tata McGraw Hill Education Private Limited, Second Edition.
4. Percy, L and Elliott, R.: Strategic Advertising Management, Oxford University Press, Second Edition.
5. Kelly, L. D. and Jugeneimer, D.W.: “Advertising Media Planning”, PHI learning Private Limited.
6. Herrick, D. F.: “Media Management in Age of Giants”, Surjeet Publications.
7. Warner, C. and Buchman, J.: “Media selling”, Surjeet Publication, Third edition.

# **EVENT MANAGEMENT**

**Course No.: T 303**

**Credits: 1.5**

## **COURSE DESCRIPTION**

This course aims at introducing learners to the organizing and planning of a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events. It intends to teach learners about how to tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience. The course will equip learners in getting an opportunity to work with major corporate houses which have event management cells to handle their in-house events and enable them to form their own event management companies.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- 1) Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
- 2) Tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience.
- 3) Get an opportunity to work with major corporate houses which have event management cells to handle their in-house events.
- 4) Form their own event management companies.

## **COURSE CONTENT**

### **1. Unit I: Need and Management**

Events and Event Management: What are events, Types of Events & Event Management; Understanding Events (i) Events as a communication tool, (ii) Events as a marketing tool; The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

### **2. Unit II: Creating an Event**

Conceptualization and Planning, The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan, Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management.

### **3. Unit III: Programming and Service Management**

Programming and Service Management, Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling.

### **4. Unit IV: Human Resource and Revenue**

Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation; Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship; Financial Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting ,The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk management.

### **5. Unit V: Evaluation and Assessment**

Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys; Communications-Reaching the Customer; The Communication Mix, Developing and Communicating a Positive Image; Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

## **SUGGESTED ACTIVITIES**

Proposal, planning & presentation of an event given by the instructor.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

- 1) Etzel Michael; Walker Bruce; and Stanton William (2004): “Marketing”, 13<sup>th</sup> Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi,.
- 2) Gaur, Sanjaya; Saggere, Sanjay (2003): Events Marketing and Management, 1<sup>st</sup>. Edition, Vikas Publishing House Pvt. Ltd, New Delhi.
- 3) Kotler, Philip (2000): “Marketing Management”, 10<sup>th</sup> Edition, Prentice Hall, USA.

# **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

*Course No.: T903*

*Credits: 04*

## **COURSE DESCRIPTION**

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Arm yourself with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of your knowledge base. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and YouTube, have dramatically changed how we interact, communicate and get from point A to B. Even Amazon and Google are relatively “young” by any measure.

## **LEARNING OUTCOME**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager

## **COURSE CONTENT**

Unit I

- Fundamentals of Marketing
- Content & Communication in the Digital Space
- Digital Marketing Channels and Metrics

Unit II

- Designing and Building a Website

Unit III

- Social Media Marketing & Optimization
- Search Marketing : Search Engine Optimization (SEO)
- Search Marketing : Search Engine Marketing (SEM)

Unit IV

- Display and Affiliate Marketing
- Content Marketing
- User Nurturing
- Email Marketing & Nurturing
- Remarketing
- Lead Management

Unit V

- Web, Mobile & App Analytics
- Producing Web Video, Audio and Image Content
- Defining a Robust Digital Marketing Strategy

## **SUGGESTED ACTIVITIES**

- Make digital marketing promotion plan for a business.
- Ideate a business on social media with revenue model

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **REFERENCES**

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan

# **BROADCAST JOURNALISM**

*Course No.: DSE 301*

*Credits: 04*

## **COURSE DESCRIPTION**

This course will familiarize learners with the combined skills and theories of Radio, TV and live media. It will provide them with the knowledge about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Create News Bulletins for Radio and TV.
- ii). Create and publish news for online news sources.
- iii). Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.

## **COURSE CONTENTS**

### **1. Unit I: Introduction:**

World of Journalism and its constituents. Journalism in Digital Age, Ethics, Laws, Free speech in journalism and the journalism language.

### **2. Unit II: News:**

Definition, concept, elements, values and sources, types of news programmes on electronic media, news editing, it's meaning, purpose, symbols and tools.

### **3. Unit III: Electronic News Gathering:**

Writing and reporting. Writing and reporting techniques, compiling the report, reporting for broadcast, investigative reporting, specialist reporting, public affairs reporting. Basic equipment for electronic news gathering, news rooms, satellite communication and video journalism. Comparisons with print media.

### **4. Unit IV: Presentation:**

Presenting the news for Radio and TV, Its various formats and styles, pronunciation, voice delivery, accent etc.

### **5. Unit V: Online Journalism:**

Internet news portal, reporting techniques, writing and story construction, convergence of media.

## **SUGGESTED ACTIVITIES**

1. Writing news stories for radio, TV and online news sources.
2. Interviewing people concerned with the content of the respective news items.
3. Creating news items for radio, TV and online news sources.
4. Integrating all news items produced into a composite news bulletin.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS:**

1. Boyd, Andrew (2000): "Broadcast Journalism, Radio and TV News", Focal Press, Oxford.
2. Herbert, John (1999): "Journalism in the Digital Age. Theory and Practice for Broadcast, Print and Online Media:", Focal Press, Boston.
3. Manning, Paul (2001): "News and News Sources", Sage Publication, London.



# **DIRECTION AND PRODUCTION FOR TELEVISION**

*Course No.: DSE 302*

*Credits: 04*

## **COURSE DESCRIPTION**

This course aims to familiarize learners with the qualities of a TV/Video Producer and the various formats of Video programmes. It intends to enable learners to understand basic techniques of Video production and the planning, designing and management of producing video programmes.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the qualities required in them to become TV/Video Producers.
- ii). Differentiate between the different formats for video programmes.
- iii). Know the basic techniques of video production.
- iv). Undertake planning, designing and management of producing video programmes.

## **COURSE CONTENT**

### **1. Unit I: Producer as an Individual**

Influence of radio, TV, audience background, leadership, self-discipline, temperament, Background and experience: Technical, Music, Theatre, Culture and Education, Relationship between production team and other agencies, duties and responsibilities of producer/director.

### **2. Unit II: Roles of Production Crew**

Direction Dept., Production Dept., Camera and Lighting Dept., Sound Dept., Post Production Dept.

### **3. Unit III: Television Formats**

Introduction and Production of Different Formats of the TV Programmes: News, documentary, discussion, drama, educational and instructional programmes, sports, features, music and dance, variety, children's programme etc.

### **4. Unit IV: Various Stages of Production**

Production planning, pre production and post production planning, Planning and Production of indoor and outdoor shootings, planning and management of live shows.

### **5. Unit V: Direction and Production of Television Shows**

Direction and Production for Short Film, Music Video, and Documentary.

## **SUGGESTED ACTIVITIES**

- Writing story for a short film and convert it into screenplay and dialogue script.
- Produce a Documentary, from the generation of the original idea to writing a script to shooting visuals, taking expert bytes, recording vice-overs and anchor presentations to final edit. Duration - 5–10 minutes.
- Produce a Music video, from the generation of an original idea to convey a story to the final music video. Learners may use any recorded track of a movie or a mix of multiple songs or write and compose their own song to convey their story. Duration - 3–5 minutes.
- Produce a Short film, from the generation of an original idea to writing a script to screenplay, dialogue script and finally shooting of visuals according to the script to final edit. Duration - 5–10 minutes.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 marks each; total 40 marks.
2. Music video and documentary will be of 15 marks each and short film will be of 30 marks. Assessment will be done by the screening of these projects by the experts – 60 marks (15\*2+30). (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Daley, Ken (1980): "Basic Film Techniques", Focal Press, New York.
2. Ferguson, R. (1969): "Group Film Making", Studio Vista, London.
3. Fielding, R. (1965): "The Techniques of Special Effects (Cinematography)", Focal Press, London.
4. Millerson, G. (1982): "The Techniques of Light for Television and Motion Pictures", Focal Press, California.
5. Rynew, A. (1971): "Film Making for Children", Pflaum, New York.
6. Smallman, K. (1970): "Creative Film Making", Collier Macmillan, London.

# FINANCIAL MANAGEMENT

Course No.: DSE303

Credits : 04

## COURSE DESCRIPTION

The course deals with the techniques of financial management and their applications for business decision making.

## LEARNING OUTCOMES

At the end of the course learners will be able to acquaint with the techniques of financial management and their applications for business decision making.

## COURSE CONTENTS

1. **Unit I:** Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Risk - Systematic & unsystematic risk – their sources and measures.
2. **Unit II:** Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitably Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.
3. **Unit III:** Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.
4. **Unit IV:** Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

## SUGGESTED READINGS

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

# **MEDIA MARKETING MANAGEMENT**

*Course No: GE301*

*Credits: 03*

## **COURSE DESCRIPTION**

Marketing is essential for any kind of trade, including media. This course in Media Marketing Management aims at providing learners with a customer-oriented approach to understanding Marketing. It intends to help learners to apply Marketing concepts with reference to the Electronic Media Industry.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Develop a customer-oriented approach towards marketing.
- ii). Apply marketing concepts with reference to the Electronic Media Industry.

## **COURSE CONTENT:**

### **1. Unit I: Introduction to Marketing**

Scope, nature, definition, core marketing concepts, marketing environment: Micro and Macro, Recent trends in marketing in India, New trends in marketing: (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web.

### **2. Unit II: Marketing Components**

Market Segmentation; Consumer Behavior – Buyer Decision Process & factors affecting the decision; Marketing Research; Marketing information system.

### **3. Unit III: Marketing Strategies**

Developing marketing opportunities and strategies; consumer and business buyer's behavior; Segmentation, Targeting and positioning (STP) for competitive advantage, marketing mix.

### **4. Unit IV: Marketing Mix**

**Product:** Products & Services, Building Strong Brands, Product Life Cycle, New-Product Development; **Price:** Pricing Considerations & approaches; **Place:** Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics; **Promotion:** Integrated Marketing Communications, Advertising, Sales Promotions, Events & Experiences, Public Relations, Electronic Marketing – Internet Marketing & Database Marketing, Direct Marketing.

### **5. Unit V: Competing in the Global Marketplace:**

Dealing with Competition – Creating Competitive Advantage; Global Marketing in the 21<sup>st</sup> century; Marketing & Society: Marketing Ethics and Social Responsibility

## **SUGGESTED ACTIVITIES**

Solving case studies, presentations on marketing plans and activities.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Kotler, Philip & Armstrong, Gary (2008): “Principles of Marketing”, 12<sup>th</sup> Edition, Pearson Education, USA.
2. Kotler, Philip; Lane, Kevin; Koshy, Abraham & Jha, Mithileshwar (2001): “Marketing Management – A South Asian Perspective”, 13<sup>th</sup> Edition, Pearson Education, India.
3. Saxena, Rajan (2005): “Marketing Management”, 3<sup>rd</sup> Edition, Tata-McGraw Hill, India.

# **BUSINESS STRATEGY & FINANCE**

*Course No.: T 402*

*Credits: 03*

## **COURSE DESCRIPTION**

This is a top-level management course, and it intends to enable learners to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organisation in the long-run and second generation planning and implementation of suitable contingency strategies for seizing/facing these opportunities & threats.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Describe the factors of the macro- and micro-environment of a business
- ii). Explain and analyze basic forces that determine the competitiveness of industry
- iii). Distinguish basic types of strategies and analyze their characteristics
- iv). Generate effective solutions to problems of organizational performance
- v). Independently assess and/or predict business performance based on the detailed analysis of a specific problem, case, or company
- vi). Use methodologies to assess a company's strategic choices
- vii). Evaluate organizational strategies, structures and strategy implementation

## **COURSE CONTENT**

### **1. Unit I: Concept of Corporate Strategy:**

Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Strategists at Corporate Level and at SBU Level, Functional level.

### **2. Unit II: The Firm & its Environment:**

Understanding the environment of organization, Need for a proper strategy, Analysis of External and Internal Environment, Industry Analysis – Porters Five Forces Model; SWOT Analysis, Strategic Advantage Profile (SAP), Value Chain of an Organisation, Resource based View. Structural Analysis of Media Industry

### **3. Unit III: Strategy Implementation:**

Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.

### **4. Unit IV: Corporate Finance:**

Sponsor and sponsorship, Startup cost, Competitive analysis, Ongoing costs, Revenue forecast

### **5. Unit V: Strategy Evaluation and Control:**

Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

## **SUGGESTED ACTIVITIES**

Case studies

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Boseman, Glen & Phatak, Arvind (1989): “Strategic Management: Text and Cases”, John Wiley and Sons, Singapore.
2. Christensen, Ronald C.; Andrews, Kenneth R. & Bower, Joseph L. (1978): “Business Policy – Text and Cases”, Richard D. Irwin, Inc., Illinois.
3. Jauch, Lawrence R. & Glueck, William F. (1988): “Business Policy and Strategic Management”, McGraw Hill Book Co., New York.
4. Kazmi, Azhar (1999): “Business Policy”, Tata McGraw Hill, New Delhi.
5. McCarthy, Daniel J.; Minichiello, Robert J. & Curran, Joseph R. (1988): “Business Policy and Strategy”, Richard D. Irwin, AITBS, New Delhi.

# **PUBLIC RELATIONS & CORPORATE COMMUNICATION**

*Course No.: T 403*

*Credits: 03*

## **COURSE DESCRIPTION**

This course intends to take the learners through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas. To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication
- ii). Understand key theories of corporate communication and public relations (e.g. stakeholder theory)
- iii). Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
- iv). Present their findings verbally and in writing
- v). Apply theories and concepts of corporate communication to real-life corporations
- vi). Demonstrate effective oral presentation skills
- vii). Demonstrate effective and integrative team-work

## **COURSE CONTENT**

### **1. Unit I: Understanding PR & CC**

PR –Concepts, Definitions and Theory; Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links; The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney); Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory; Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising; Defining Publics/Stakeholders.

### **2. Unit II: PR Process and Practice**

**The PR Process:** Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies; **Tools of PR:** Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics); **The Public Relations Environment:** Trends, Consequences, Growth and Power of Public Opinion; Political PR, PR vs Spin Sports PR Entertainment and Celebrity Management; **Persuasion and Public Relations:** The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change; **What Media Expects from PR?** Understanding Media Needs/New Value of Information etc.; **PR and Writing:** Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs. Crisis Communication; PR’s Evolving Role in Business, Government, Politics, NGOs and Industry Associations; Media Tracking, PR Angle & Response; Research in PR; Laws and Ethics in PR; Introduction to PR Awards; PR Measurements; Campaign Planning in PR.

### **3. Unit III: Introduction to Corporate Communication**

History of Corporate Communications and its relevance in Media; Defining Corporate Communication; Importance of Corporate Communication Today; Defining and Segmenting Stakeholders in Corporate Communication; Various kinds of Organizational Communications; Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

### **4. Unit IV: Corporate Communication Strategies and Tools: Applications**

Crisis Communication; Corporate Image Management; Corporate Identity; Events, Sponsorships, Trade Shows; Corporate Advertising; CC/PR in Brand Building; Corporate Social Responsibility & Sustainable Development; Financial Markets and Communication; Investor Relations.

### **5. Unit V: Corporate Communication Applications**

Corporate Governance; Public Affairs/Government Relations/Advocacy/Lobbying/; Case Studies; Laws & Ethics in CC.

## **SUGGESTED ACTIVITIES**

Case studies and Presentation related to PR Practices

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Argenli, Paul (2002): “The Power of Corporate Communication”, McGraw Hill, NY.
2. Bland, Michael (2008): “Effective Media Relations: How to Get Results”, 3<sup>rd</sup>. Edition, Kogan Page India, New Delhi.
3. Blakeman, Robyn (2010): “Integrated Marketing Communication: Creative Strategy from Idea to Implementation”, Pinnacle, New Delhi.
4. Brown, Rob (2010): “Public Relations and the Social Web”, Kogan Page India, New Delhi.
5. Carroll, Craig E (2011): “Corporate Reputation and the New Media”, Taylor and Francis, USA.
6. Christensen, Lars Thoger (2010): “Corporate Communications: Convention, Complexity, and Critique”, Sage Publications, New Delhi.
7. Cornelissen, Joep (2011): “Corporate Communication: A Guide to Theory and Practice”, 3<sup>rd</sup>. Edition.
8. Cutlip, Scott, et. al. (1995): “Effective Public Relations”, London.
9. Daniel, Abelon (1986): “Communication in the Corporate Environment”, Prentice Hall, NJ.
10. Davis, Anthony (2008): “Everything you should know about Public Relations”, Kogan Page India, New Delhi.
11. Diggs-Brown, Barbara (2000): “The PR Style Guide”, Thomson Wadsworth.
12. Diggs-Brown, Barbara (2012): “Strategic Public Relations: An Audience Focused Approach”, Wadsworth Cengage Learning, USA.
13. Green, Andy (2003): “Creativity in Public Relations”, Crest Publishing House, New Delhi.
14. Gregory, Anne (2008): “Public Relations in Practice”, (2<sup>nd</sup>. Edition), Kogan Page India Pvt. Ltd., New Delhi.
15. Goodman, Michael B (2010): “Corporate Communication: Strategic Adaptation for Global Practice”, Peter Lang, New York.
16. Gregory, James (1999): “Marketing Corporate Image”, NTC, USA.
17. Haywood, Roger (2000): “Manage Your Reputation”, Kogan Page, London.
18. Ihlen, Oyvind, et. al. (2009): “Public Relations & Social Theory: Key Figures & Concepts”, Routledge, UK.
19. Jackson, Pitman (1987): “Corporate Communication for Managers”, Pitman Publishing, UK.
20. Jefkins, Frank (1995): “Public Relations is Your Bbusiness”, Excel Books, ND.
21. Jethwaney J & Sarkar N N (2009): “Public Relations Management” Sterling, ND.
22. Jethwaney, Jaishri (2010): “Corporate Communication - Principles and Practice”, OUP, New Delhi.
23. Johnston, Jane (2008): “Media Relations: Issues & Strategies”, Allen & Unwin, Australia.
24. Johnston, Jane (Ed) (2010): “Public Relations: Theory & Practice”, Allen & Unwin, Australia.
25. Jordan, Tim (2008): “Hacking: Digital Media & Society Series”, Polity Press, U.K.
26. L’Etang, Jacquie (2008): “Public Relations, Concepts, Practice & Critique”, Sage Publications, India.
27. Malla, Praveen B (2010): “Corporate Governance: Concept, Evolution & India Story”, Routledge, New Delhi.
28. Martin, Paul (2011): “Social Media Marketing”, Global Vision Publishing, New Delhi.
29. McQuail Denis (2010): “McQuail’s Mass Communication Theory”, SAGE Publications Ltd, USA.
30. Misiura, Shashi (1995): “Business Communication”, Butler, London.
31. Moss, Danny & DeSanto, Barbara (2011): “Public Relations - A Managerial Perspective”, Sage Publications, London.
32. Newsom, Doug, Turk, Judy & Kruckeberg, T Newsom (2010): “This is PR: The Realities of Public Relations”, Wadsworth Cengage Learnings, USA.
33. O’Hair, Dan, O’Rourke, James S. & O’Hair, Mary John (2001): “Business Communication: A Framework for Success”, South - Western College Publishing, USA.
34. Oliver, Sandra (2008): “Public Relations Strategy”, Kogan Page, New Delhi.
35. Parsons, Patricia J (2005): “Ethics in Public Relations: A Guide to Best Practice”, Kogan Page, London.
36. Rettberg, Jill Walker (2008): “Blogging: Digital Media & Society Series”, Polity Press, U.K.
37. Ries, Al & Ries, Laura (2002): “The Fall of Advertising and the Rise of PR”, Harper Collins, NY.
38. Duhe, Sandra C (2007): “New Media & Public Relations”, Peter Lang, New York.
39. Smith, Ronald D. (2013): “Strategic Planning for Public Relations”, 4<sup>th</sup>. Edition, Routledge, New York.
40. Smith, Ronald D. (2012): “Becoming A Public Relations Writer”, 4<sup>th</sup>. Edition, Routledge, New York.
41. Swann, Patricia (2010): “Cases in Public Relations Management”, Routledge, New York.
42. Taprant, John (1993): “Power Public Relations: How to Get PR Work for You”, NTC, USA.
43. Theaker, Alison (2012): “The Public Relations Handbook”, 4<sup>th</sup>. Edition, Routledge, UK.
44. Theaker, Alison & Yaxley, Heather (2013): “The Public Relations Strategic Toolkit”, Routledge, New York.
45. Thomson, Stuart (2008): “Public Affairs in Practice: A Practical Guide to Lobbying”, Kogan Page India, New Delhi.
46. Watson, Tom & Nobel, Paul (2005): “Evaluating Public Relations”, Kogan Page, USA.
47. Ulmer, Robert R; Sellnow, Timothy L. & Seeger, Matthew W. (2011): “Effective Crisis Communication: Moving from Crisis to Opportunity” Sage Publications, USA.

# **MEDIA RESEARCH - DISSERTATION**

*Course No.: DSE401*

*Credits : 4*

## **COURSE DESCRIPTION**

This course is meant to enable the learners to conduct media researches and write a thesis on completed research. Every learner will have to choose one dissertation course. The project based course will be in the form of a dissertation based on topics related to electronic media including digital media.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

1. Identify and formulate research problem
2. Understand research methodology
3. Conduct research
4. Analyze data
5. Present research

## **COURSE CONTENT**

Learners will complete a research dissertation project and write the thesis on a selected topic related to electronic media.

## **SUGGESTED ACTIVITIES**

1. Selection of topic
2. Statement of problem
3. Tool designing
4. Data collection
5. Data analysis
6. Thesis writing
7. Presentation of Research

## **SUGGESTED ASSESSMENTS**

Evaluation on the basis of all the practical work done across the semester.

## **SUGGESTED READINGS**

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3<sup>rd</sup> ed., Houghton, Mifflin Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

# **INTERNSHIP**

*Course No.: DSE402*

*Credits: 04*

## **COURSE DESCRIPTION**

This course intends to provide learners with an exposure to and experience in reputed organizations.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

1. Function in the industry of their choice.
2. Get practical experience and direct knowledge in an on-the-job situation;
3. Work with professionals and receive professional guidance;
4. Get an opportunity for a job.

## **COURSE CONTENT**

1. Internship of at least 10 weeks in vacation is compulsory in any media organization.
2. The learners will write a brief report of their participation and learned contents and activities.

## **SUGGESTED ASSESSMENTS**

On the basis of the industrial work the learner has undertaken during the internship.



# **MEDIA ECONOMICS**

*Course No.: DSE403*

*Credits: 03*

## **COURSE DESCRIPTION**

The course covers the economics of media, business of media and its contribution to economy. This course will cover the fundamental concepts, theories, and approaches of media economics and how media economy has been shaped by multiple factors, including technology, globalization, and regulation. Course will also discuss the new trends in media economy, especially the rapid development of social media industries.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

1. Familiarize with the concepts of economics being used in media.
2. Understand the economics of Media production.
3. Understand the marketing of Media production.
4. Familiarize with relationship of media economics with public policy.
5. Analyze the new trends in media industries and the driving forces underlying these new trends.
6. Understand the business model of multi-platform media companies.
7. Analyze the development of social media industries and its influence on media economy.

## **COURSE CONTENTS**

### **1. Unit I: Basic Concepts & Theories**

the basic concepts, theories, and approaches of media economics and their roots in economics and other disciplines; Relevance of these constructs in relation to the real world issues in the economic world and media industries; Use these constructs in analyzing media organizations and issues in media industries.

### **2. Unit II: Trend and causes of multi-platform media enterprises**

Trend and causes of multi-platform media enterprises; Factors, such as technology, globalization, regulations, that shape the economic world; Positive or negative impacts of these factors on media industries.

### **3. Unit III: Finance and Labor in the Media Economy**

Special issues, including finance and labor in the media economy; Basic concepts in financial management; Patterns of labor in media industries and the factors that influence these patterns.

### **4. Unit IV: Social Media Industries**

Characteristics of the social media industries; Business models of the social media industries; Updated patterns of the social media industries; Role of news in the social media industries.

### **5. Unit V: the future of media economy**

The future of media economy and social media industries; the future research topics in media economy and social media industries.

## **SUGGESTED ACTIVITIES**

Students will conduct the research on one media industry issue. They have the freedom to select any particular issue they are interested in.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Doyle, G.: An Introduction to Media Economics, Sage Publications.
2. McQuail, D.: Mass Communication Theory, Sage Publications, 1994.
3. Media Economics – Understanding Markets, industries and Concepts, 2<sup>nd</sup> edition by Allan Albarran Wiley-Blackwell.
4. Indian Media Business, 4<sup>th</sup> Edition :Vanita Kohli, Sage Publications

# **HUMAN RESOURCE MANAGEMENT**

*Course No.: GE401*

*Credits: 03*

## **COURSE DESCRIPTION**

The course introduces learners to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- (i) Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- (ii) Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
- (iii) Identify the human resources needs of an organization or department.
- (iv) Conduct a job analysis and produce a job description from the job analysis.
- (v) Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- (vi) Assess training requirements and design a successful orientation and training program.
- (vii) Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.
- (viii) Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

## **COURSE CONTENT**

### **1. Unit I: Changing Nature of Human Resource**

Strategic IR Management and Planning; Organization/Individual Relations and Retention; Legal Framework of Employment; Managing Equal Employment and Diversity; Job and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

### **2. Unit II: Staffing the Organization**

Legal Framework of Equal Employment; Managing Equal Employment and Diversity; Jobs and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

### **3. Unit III: Training & Developing Human Resources**

Training Human Resources; Careers and HR Development; Performance Management and appraisal.

### **4. Unit IV: Compensating Human Resources**

Compensation Strategies and Practices; Variable Pay and Executive Compensation; Managing Employee Benefits.

### **5. Unit V: Employee Relations**

Health, Safety and Security; Employee Rights and Discipline; Union / Management Relations.

## **SUGGESTED ACTIVITIES**

Case studies

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Scott, Snell & Bohlander, George (2012): “Principles of Human Resource Management”, 16<sup>th</sup>.Edition, Thomson South-Western, USA.
2. Wagen, Lynn Vander (2006): “Human Resource Management for Events: Managing the Event Workforce”, 1<sup>st</sup>. Edition, ELSEVIER, Butterworth-Heinemann;

# **GROUP DISCUSSIONS & PERSONAL INTERVIEW**

*Course No.: M403*

*Value added*

This course is designed for the final year students who are preparing themselves for an interview / group discussion get the job they want. It will enable students to explore their own values, experience, qualifications, potential and position themselves for achieving success. Shortlisted students for placements from the written entrance examination are required to undergo Group Discussions (GD) & Personal Interview (PI).

## **GROUP DISCUSSIONS (GD)**

GD would comprise of various parameters including:

- Conceptual Clarity
- Knowledge of the topic assigned
- Contribution made to the topic
- Interpersonal skills
- Ability to generate new ideas
- Problem solving approach
- Leadership qualities
- Effective Communication

## **PERSONAL INTERVIEW (PI)**

PI would comprise of various parameters including:

- Career Orientation
- Aptness for the field
- Overall personal achievements in academics & co-curricular activities
- Communication
- General Awareness & Aptitude, creative & lateral thinking are likely to be useful

# **Val01 SUGAM SANGEET**

## **COURSE DESCRIPTION:**

Proposed course is designed with the aim to create an opportunity for music lover students. Through this course students can learn Light (Sugam) Sangeet by very simple way. Course will be focused basically on Geet, Bhajans and Ghazals. It will be delivered in Lecture-cum-demonstration mode.

## **COURSE OBJECTIVES:**

This course is aimed to promote lighter form of Indian music among the common music lovers, which will lead to awareness towards Indian classical Music and culture. Light music is a very popular form of Indian music. Objective of this course is to provide an opportunity as a special effort for those music lover students who are interested to learn light music side by side with their other core subjects.

## **COURSE CONTENTS**

- Understanding meters (chhanda) with help of grammar, Poetry recitation, pronunciation of Varna and words.
- General Study of Naad, Shruti, Swar, Saptak, Thath, Raag, Matra, Laya, Khatka, Murki,alap,Taan.
- Description of various Raagas : Raag Prichay, Yaman, Kafi, Bhairav, Khamaj, Des, Bageshree,
- Brindavanisarang, Bhupali, Bhairavi, Bilawal,
- Writing of various Taals : Taal Prichay, Teental, Ektaal, Jhaptaal, Rupak, Khemta, Keherwa, Dadra, Chachara, Bhajani theka
- Introduction of Indian Notation 1
- Introduction of Indian Notation 2
- Orchestration and Chorus in light Music.
- Introduction of accompanying instruments Tabla, Dholak, Harmonium, Guitar 1
- Introduction of accompanying instruments Tabla, Dholak, Harmonium, Guitar 2
- Pranayam, Production of Voice,
- Introduction of Larynx importance of voice modulation in light Music.
- Basic introduction usage of Microphone, sound amplifier, speaker sound acoustics.
- Introduction of shuddha and vikrut swaras, saptak, thath, alankar
- Basic concept of Raag, laya,
- Difference between classical, semiclassical and light Music
- Theoretical & Practical study of light Music : Geet
- Theoretical & Practical of light Music : Ghazal
- Theoretical & Practical of light Music : Devotional Sangeet
- Theoretical & Practical of light Music : Film Music

## **Recommended Books**

1. S.S. Paranjape - Bhartiya Sangeet Ka Itihasa
2. S.S. Paranjape - Sangeet Bodh
3. V.N. Bhatkhande - Bhatkhande Sangeet Shastra Part-I-II
4. Swami Prajnananda - History of Indian Music
5. Swami Prajnananda - Historical Study of Indian Music
6. Lalit Kishore Singh - Dhvani Aur Sangeet
7. Govind Rao Rajurkar - Sangeet Shastra Parag
8. Dr. Swatantra Sharma - Fundamentals of Indian Music
9. Dr. Pannalal Madan - Sangeet Shastra Vigyan
10. Dr. Indrani Chkravarti – Sangeet Manjusha

## Val02 FILM APPRECIATION

### COURSE DESCRIPTION

The course focuses on helping the participants to appreciate cinema by understanding its distinct language, its narrative complexity and the way films control and stimulate our thoughts and feelings.

### COURSE CONTENT

1. Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music.
2. Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalkey, Bombay Talkies, mythologicals etc., History of Indian Cinema (contd.) Cubism, Realism, Neo-realism Other arts and cinema - theater, painting.
3. Importance accorded to song and dance Actors and personality cults Mythological Films NPTEL <http://nptel.ac.in> Humanities and Social Sciences Coordinators: Dr. Aysha Iqbal Viswamohan Assistant Professor Department of Humanities and Social Sciences IIT Madras Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema.
4. 'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India.
5. Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India.
6. Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system.

### SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Bordwell, David (1986): 'Classical Hollywood Cinema: Narration Principles and Procedures' in "*Narrative, Apparatus, Ideology*", pp 17-34, Edited by Philip Rosen, Columbia University Press, New York.
3. Dyer, Richard (2000): 'Heavenly Bodies: Film Stars and Society' in "*Film and Theory: An Anthology*", pp. 603-617. Blackwell Publishers, Massachusetts, U.S.A & Oxford, U.K.
4. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
5. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
6. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008): "Global Bollywood", New York University Press, New York.
7. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
8. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.
9. Stam, Robert (2000): 'The Cult of the Auteur', 'The Americanization of Auteur Theory', 'Interrogating Authorship and Genre', in "*Film Theory: An Introduction*", pp. 83-91, 123-129. Blackwell Publishers, Massachusetts & Oxford.

*Course Curriculum*

**M. Sc. (Electronic Media) – 5 years Integrated  
Choice Based Credit System (CBCS)**

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**Educational Multimedia Research Center**

Devi Ahilya Vishwavidyalaya,

Indore

In the choice based credit system (CBCS) of MSc. (Electronic Media), students has to earn 200 actual credits and 40 virtual credits in 10 semesters for a 05 year MSc. (Electronic Media) programme as per the ordinance no. 31. Total credits are 240 i.e. 200 (actual) + 40 (virtual).

**Details of courses under MSc. (Electronic Media)**

Course Type	No. of courses	Credit per course	Total credits
<b>Core</b>	<b>26</b>	<b>3*18+4*8</b>	<b>86</b>
<b>Ability Enhancement Compulsory Course – Skill Based (AECC)</b>	<b>4</b>	<b>3</b>	<b>12</b>
<b>Skill Enhancement Course (SEC)</b>	<b>11</b>	<b>4*9+ 12* 1+8*1</b>	<b>56</b>
<b>Elective Discipline Specific (DSE)</b>	<b>8</b>	<b>4</b>	<b>32</b>
<b>Elective Generic (GE)</b>	<b>4</b>	<b>3*2 + 4*2</b>	<b>14</b>
<b>Comprehensive Viva-Voce</b>	<b>10 (1 per semester)</b>	<b>4</b>	<b>40</b>
<b>Total</b>			<b>240</b>

Semester	Core Course 26	Ability Enhancement Compulsory Course (AECC) 4	Skill Enhancement Course (SEC) 11	Elective Discipline Specific (DSE) 8 (Any 2 each from each 5 <sup>th</sup> , 6 <sup>th</sup> 8 <sup>th</sup> & 9 <sup>th</sup> Semester)	Elective Generic (GE) 4
<b>First</b>	T 103 Communication Fundamentals	T 101 Communicative Skills (English)	M 101 Desktop Publishing		
	T 104 Media & Society	T 102 Communicative Skills (Hindi)			
	M 102 Basic Electronics				
<b>Second</b>	T 203 Audio Visual Technology and Studios	T 201 Communicative Skills (English)	M 201 Communication Skills		
	T 204 Planning and Writing for Audio Production	T 202 Communicative Skills (Hindi)	M 202 Basic Photography		
<b>Third</b>	T301 Radio & Television in India		M301 Sound Recording and Editing		
	T 302 Writing for Television		M302 Basic Videography & Lighting		
	T 303 Basics of Video Production				
	T 304 Visual Design				

<b>Fourth</b>	T401 Creative Dramatics		M 401 Video Editing		
	T402 Media Distribution & Storage		M 402 Graphics and Animation (2D)		
	T403 Media Aesthetics				
	T404 Media & Literature				
<b>Fifth</b>	T502 Principles of Journalism			DSE501 Video Production	GE501 Media & Politics
	T503 Media Law			DSE502 Graphics and Animation (3D)	
	T504 Digital Media Basics			DSE503 Multimedia Applications	
<b>Sixth</b>	T601 Digital Media Publishing			DSE601 Electronic News Production	GE601 Media Presentation Skills
	T602 Media & Psychology			DSE602 Visual Effects (VFX)	
	T603 Introduction to Advertising			DSE603 PR & Corporate Communication	
<b>Seventh</b>	T701 Fundamentals of Management		M701 Screenplay & Dialogue Writing		
	T702 Media Research		M702 Documentary Production		
	T703 Media Planning				
<b>Eighth</b>	T801 Art Direction			DSE801 Media Research Dissertation	GE801 Human Resource Management
	T802 Media Organization & Behavior			DSE802 Fiction Production	
				DSE803 MOOCs Production	
<b>Ninth</b>	T902 Event Management			DSE901 Film Studies	GE901 Media Marketing Management
	T903 Digital Marketing & New Media Production			DSE902 Television Programming Studies	
				DSE903 Financial Management	
<b>Tenth</b>			M1001 Internship		
			M1002 Project Report		

\* Value Added for all students  
Val01 Sugam Sangeet  
Val02 Film Appreciation



<b>1<sup>st</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T 101 Communicative Skills (English)	3
T 102 Communicative Skills (Hindi)	3
T 103 Communication Fundamentals	3
T 104 Media & Society	3
<b><u>Media Production (M)</u></b>	
M 101 Desktop Publishing	4
M 102 Basic Electronics	4
M103 Human Values & Ethics (Value Added)	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>2<sup>nd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of credits</b>
T 201 Communicative Skills (English)	3
T 202 Communicative Skills (Hindi)	3
T 203 Audio Visual Technology and Studios	3
T 204 Planning and Writing for Audio Production	3
<b><u>Media Production (M)</u></b>	
M 201 Communication Skills	4
M 202 Basic Photography	4
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>3<sup>rd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T301 Radio & Television in India	3
T 302 Writing for Television	3
T 303 Basics of Video Production	3
T 304 Visual Design	3
<b><u>Media Production (M)</u></b>	
M301 Sound Recording and Editing	4
M302 Basic Videography & Lighting	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>
<b>4<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T401 Creative Dramatics	3
T402 Media Distribution & Storage	3
T403 Media Aesthetics	3
T404 Media & Literature	3
<b><u>Media Production (M)</u></b>	
M 401 Video Editing	4
M 402 Graphics and Animation (2D)	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

<b>5<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T501 Generic Elective	3
T502 Principles of Journalism	3
T503 Media Law	3
T504 Digital Media Basics	3
<b><u>Media Production (M)</u></b>	
M501 DSE 501	4
M502 DSE 502	4
<b><u>Discipline Centric Elective (DSE)</u></b>	4
DSE501 Video Production	
DSE502 Graphics and Animation (3D)	
DSE503 Multimedia Applications	
<b><u>Generic Elective</u></b>	
GE501 Media & Politics	
<i>Comprehensive Viva Voce</i>	
<b>Total</b>	<b>24</b>
<b>6<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T601 Digital Media Publishing	3
T602 Media & Psychology	3
T603 Introduction to Advertising	3
T604 Generic Elective	3
<b><u>Media Production (M)</u></b>	
M601 DSE 601	4
M602 DSE 602	4
<b><u>Discipline Centric Elective (DSE)</u></b>	
DSE601 Electronic News Production	
DSE602 Visual Effects (VFX)	
DSE603 PR & Corporate Communication	
<b><u>Generic Elective</u></b>	
GE601 Media Presentation Skills	
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

## Specialization in TV Production Management

<b>7<sup>th</sup> Semester</b>		<b>No. of Credits</b>
<b><u>Theory (T)</u></b>		
T701 Fundamentals of Management		4
T702 Media Research		4
T703 Media Planning		4
<b><u>Media Production (M)</u></b>		
M701 Screenplay & Dialogue Writing		4
M702 Documentary Production		4
<i>Comprehensive Viva Voce</i>		4
<b>Total</b>		<b>24</b>
<b>8<sup>th</sup> Semester</b>		<b>No. of Credits</b>
<b><u>Theory (T)</u></b>		
T801 Art Direction		4
T802 Media Organization & Behavior		4
T803 Generic Elective		4
<b><u>Media Production (M)</u></b>		
M801 Any one from DSE		4
M802 Any one from DSE		4
M803 Group Discussion & Personal Interview (Value Added)		
<b><u>Discipline Centric Elective (DSE)</u></b>		
DSE801 Media Research Dissertation		
DSE802 Fiction Production		
DSE803 MOOCs Production		
<b><u>Generic Elective (GE)</u></b>		
GE801 Human Resource Management		
<i>Comprehensive Viva Voce</i>		4
<b>Total</b>		<b>24</b>
<b>9<sup>th</sup> Semester</b>		<b>No. of Credits</b>
<b><u>Theory (T)</u></b>		
T901 Generic Elective		4
T902 Event Management		4
T903 Digital Marketing & New Media Production		4
<b><u>Media Production (M)</u></b>		
M901 Film Studies		4
M902 Television Programming Studies		4
<b><u>Discipline Centric Elective (DSE)</u></b>		
DSE901 Film Studies		
DSE902 Television Programming Studies		
DSE903 Financial Management		
<b><u>Generic Elective (GE)</u></b>		
GE901 Media Marketing Management		
<i>Comprehensive Viva Voce</i>		4
<b>Total</b>		<b>24</b>
<b>10<sup>th</sup> Semester</b>		<b>No. of credits</b>
M1001 Internship		12
M1002 Project Report		08
<i>Comprehensive Viva Voce</i>		4
<b>Total</b>		<b>24</b>

# **COMMUNICATIVE SKILLS (ENGLISH)**

*Course No.: T101*

*Credits: 04*

## **COURSE DESCRIPTION**

The objective of this course is to give an understanding of English language, its applications and literature insights.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the English language, its usage and literature insights.

## **COURSE CONTENT**

### **Unit I: Aspects of Prose:**

Descriptive, Narrative, Reflective, Instructive

### **Unit II: Essay and Exercise:**

Essay - What is Science- Orwell, Exercise - Conversation

### **Unit III: Elements of Story**

Humour, pathos, surprise, point of view,

### **Unit IV: Story and Exercise**

Story - Oscar Wilde: Rose and the Nightingale, Exercise: Narration

### **Unit V: Character Analysis**

- Shylock in Merchant of Venice
- Mark Antony in Julius Caesar
- Animal Farm in George Orwell

## **SUGGESTED ACTIVITIES**

- Essay and Story – listening, reading, writing and speaking
- Character analysis of famous plays

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Close, R. A. : The English We Use
2. Imhoof, Maurice and Hudson, Herman : From Paragraph to Essay
3. Walker, Richard : Language for Literature

# COMMUNICATIVE SKILLS (HINDI)

Course No.: T102

Credits: 04

## पाठ्यक्रम विवरण:

भाषा वह साधन है, जिससे हम अपने मन के भाव प्रकट करते हैं। वस्तुतः यह मन के भाव प्रकट करने का ढंग या प्रकार मात्र है। अपने परम प्रचलित और सीमित अर्थ में भाषा के अन्तर्गत वे सार्थक शब्द भी आते हैं, जो हम बोलते हैं और उन शब्दों के वे क्रम भी आते हैं, जो हम लगाते हैं। साधारणतः मन का भाव प्रकट करने का सबसे अच्छा, सुगम और सब लोगों के लिए सुलभ उपाय भाषा ही है। अतः यह पाठ्यक्रम विद्यार्थियों में भाषा के प्रति लगाव पैदा करेगा, जिससे वे इन पाठों के बाहर जा कर भी श्रेष्ठ साहित्य के पठन-पाठन को प्रेरित होंगे।

## लर्निंग आउटकम:

पाठ्यक्रम के छात्र के पूरा होने के बाद - 1. हिंदी संचार क्षमताओं का विकास करेंगे, 2. समाज, इतिहास और संस्कृति को समझेंगे। 3. हिंदी साहित्य के सभी पहलुओं के साथ अपनी समझ को विकसित करेंगे।

## विषय वस्तु :-

इकाई 1 हिन्दी गद्य की विभिन्न विधाएँ :-

- (1) उपन्यास (2) कहानी (3) नाटक (4) एकांकी (5) आत्मकथा (6) जीवनी (7) रेखा चित्र (8) संस्करण (9) आलाचना (10) निबन्ध

गद्य विधाओं के तत्व : कथानक, पात्र एवं चरित्र चित्रण संवाद-योजना, देशकाल एवं वातावरण भाषा-शैली, उद्देश्य।

उपन्यास, कहानी व नाटक के प्रकार।

निम्नलिखित साहित्यिक कृतियों का अध्ययन

इकाई 2 प्रेमचन्द – गोदान (उपन्यास)

इकाई 3 मोहन राकेश – आधे-अधूरे (नाटक)

इकाई 4 कहानियाँ (1) प्रेमचन्द्र –कफन (2) चन्द्रशर्मा गुलेरी – उसने कहा था (3) राजेन्द्र यादव – जहाँ लक्ष्मी कैद है।

इकाई 5 एकांकी – दीपदान – (लेखक – डॉ. रामकुमार वर्मा)

## सुझाई गई गतिविधियाँ:

- हिन्दी को पढ़ना, लिखना, बोलना, शुद्ध – लेखन
- दृश्य – श्रव्य माध्यम से अध्यापन

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. शुक्ल, त्रिभुवननाथ एवं अन्य (2010): “हिंदी भाषा संरचना”, मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल।
2. मैटरसन, जे.टी., बी.एस.ए., एवं वाटसन, एन.एच. (1989): इफेक्टिव स्पीच कम्प्यूनिकेशन, स्कॉट, फोर्समन एण्ड कंपनी, यूएसए।
3. तरुण, डॉ. हरिवंश (1999): “मानक हिन्दी व्याकरण और रचना”, कौशिक प्रिंटर्स, दिल्ली।
4. तिवारी, डॉ. भोलानाथ (1986): “भाषा विज्ञान” किताब महल, इलाहाबाद।
5. प्रसाद, कालिका (1989): “वृहत् हिन्दी कोश” ज्ञानमण्डल लिमिटेड, वाराणसी।
6. प्रसाद, डॉ. वासुदेव नंदन (1997): “आधुनिक हिन्दी व्याकरण और रचना” भारती भवन, दिल्ली।

# COMMUNICATION FUNDAMENTALS

Course No.: T103

Credits: 04

## COURSE OBJECTIVES

This is an introductory course in human communication. Students will learn about the concept and basic communication theories and explore different models of Communication.

## LEARNING OUTCOMES

At the end of the course students will:

- i). Understand the models of communication
- ii). Develop effective communication skills.

## COURSE CONTENT

1. **Unit I: Basics of Communication:**  
Definition, history and background; communication; Nature and Process of Communication. Development Communication- concept and genesis, characteristics, differences between communication and Development Communication.
2. **Unit II: Components of Communication:**  
Components of Communication: sender, receiver, message channel; Functions of Communication.
3. **Unit III: Types of Communication:**  
Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication, Barriers to Communication.
4. **Unit IV: Communication Approaches:**  
Communication Approaches: One way-two way, upward-downward, vertical-horizontal.
5. **Unit V: Models of Communication:**  
Need of Models and their importance, Models of Communication, Shannon and Lasswell, Osgood & Schram Circular Model etc.

## SUGGESTED ACTIVITIES

- Develop and explain communication models
- Listening, writing, reading and speaking practices

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Rosengren, K.B. (2000): “Communication - An Introduction”, Sage Publications, London.
2. Mattelart, A and Mattelart, M (1998): “Theories of Communication”, Sage Publications, London.

# **MEDIA & SOCIETY**

**Course No.: T104**

**Credits: 04**

## **COURSE DESCRIPTION**

The course provides the details of communication profile of India. Also it familiarizes students with roles of Media in social and cultural development.

## **LEARNING OUTCOMES**

At the end of the course learners will have:

- an understanding of the role of communication and the media in the shaping and development of culture and society
- an understanding of the role of the media in the lives of individuals
- an awareness of the relationship between the media and various social problems and aspects of society, skills and capacities
- an ability to critically appreciate and discuss the cultural and social role of the media
- an understanding for the political/democratical potential of mass media and recognise the cultural and moral responsibility of media.

## **COURSE CONTENT**

### **Unit I: Basics of Sociology:**

Concept, definitions and importance of sociology, Relation of sociology with other social sciences, Importance of studying sociology for media students.

### **Unit II: Community & Social Interaction:**

Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence  
Meaning of family, kinship, class, caste, clan, tribe, marriage

### **Unit III: Socialization & Social Change**

Concept of socialization, social stratification, Concept, definitions and process of social change, Agents of social change, Understanding of contemporary changes in India

### **Unit IV: Indian Culture & Society:**

Characteristics of Indian culture, India's main social institutions, Cultural imperialism, consumerism, Understanding current socio-cultural issues

### **Unit V: Media & Social Impact:**

Concept and characteristics of Electronic Media, Development of Electronic Media in India. Development, characteristics, objectives, and services of Radio, Television and Information Technology. Psychology and sociology of Media audiences; Media audience, the audience as market, Psychology of audiences, audience measurement, audience surveys. Electronic Media and Society: Characteristics of Indian Society, Interaction between media and society, Effect of media on education, Indian family, children, women etc.; Media and consumerism, media and violence; Mass media and culture, creation of media culture.

## **SUGGESTED ACTIVITIES**

Audience Research, Preparation of measuring instruments for audience research such as personal interview, group discussion, panel discussion.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Banerjee, S. (Ed) (1985): "Culture and Communication", Patriot Publishers, New Delhi.
2. Gurevitch, M., et. al. (Editors) (1982): "Culture, Society and Media", Methuen, London/New York.
3. McQuail, D. (1994): "Mass Communication Theory: An Introduction", Sage Publications, London.
4. Toffler, Alvin (Ed) (1972): "Hearing for Tomorrow - The Role of Future in Education", Random House, New York.

# **DESKTOP PUBLISHING**

*Course No.: M101*

*Credits: 04*

## **COURSE DESCRIPTION**

This course focuses on the use of pictorial illustration for visualization and communication. Students will develop an understanding of the basic design elements and principles, composition and typography.

## **LEARNING OUTCOMES**

At the end of the student will: 1. Explore the relationship of color, composition and typography. 3. Learn how lines, shapes, images and size (i.e. objects, images, text) create the mood and extract the information that they want the reader to experience when they see and read a document. 4. Learn how to use the various painting tools and brushes, import and link graphics, draw vector graphics, transform objects, work with masks and paths, and work with layers and tables.

## **COURSE CONTENT**

### **Unit I: Graphic Design**

Principles of Design; Elements of Design

### **Unit II: Fundamentals of Page Layout Software**

Functions of Editing, Text Attributes, Modes, Columns, Margins, Pictures, Text and Graphic Frames, Text: Base Page/Frames Cut, Copy and Paste, Clip Art or Scanned Images : Size/Scale

### **Unit III: Basic Principles of Page Layout Concepts**

1. Thumbnail and Rough Layout 2. Page Size and Orientation 3. Grid System for Layout 4. Effective Use of White Space 5. Design Principles and Techniques 6. Creation of: Style Sheet, Logo and/or Letterhead Design, Certificate, Flyer, Brochure, CD Covers, menus, Newsletter and Resume.

### **Unit IV: Basic Typographic Fundamentals and Control**

1. Major Type Classifications 2. Type, Style and Sizes 3. Printer Measure a. Points, Picas, Em and En Spaces 4. Tracking and Kerning Functions

### **Unit V: Graphics Software**

Adobe Illustrator, Corel Draw

## **SUGGESTED ACTIVITIES**

Designing of Style Sheet, Logo and/or Letterhead Design, Certificate, Flyer, Brochure, CD Covers, menus, Newsletter and Resume etc.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Blakely, Stephen. "Logging On for Desktop Publishing." Nation's Business, February 1998.
2. Covington, Melody Mauldin. Dictionary of Desktop Publishing. Hauppauge, NY: Barron's Educational Series, 1995.
3. Toor, Marcelle Lapow. The Desktop Designer's Illustration Handbook. New York: Van Nostrand Reinhold, 1996.



# **BASIC ELECTRONICS**

*Course No.: M102*

*Credits: 04*

## **COURSE DESCRIPTION**

This course provides the understanding of the basics of electronics used in the electronic media industry.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- Identify various electronic components.
- Make cables, rectifiers, circuits, etc.

## **COURSE CONTENT**

### **Unit I: Elementary electrical circuit theory**

Ideal voltage and current sources. Resistance and ohm's law. Series and parallel resistance. Kirchoff's law and solution of simple resistive networks. Maximum power transfers condition for a battery. Thevenin's theorem and simple application. Norton's theorem-statement only. Function and use of a multimeter. Capacitor and its properties. Charging a capacitor with constant current. Characteristics of a RC circuit (qualitative only, no differential equation). Time constant of a RC circuit. Properties of a pure inductor.

### **Unit II: Periodic waves**

Use oscilloscope to view periodic waveforms (concept only). Concept of phase frequency and amplitude. Alternating current. Impedance of resistor, capacitor and inductor in series (algebraic expression only). Resonance in an LC series circuit, frequency response. Resonance in LC parallel circuit frequency response

### **Unit III: Diode & Triode**

Properties and limitations of a real semiconductor diode & triode. Rectification by diode bridge/filtering concepts. Components and function of an unregulated DC power supply. Zener diode and its use 5 MPS. Concept of transistor, IC, VLSI etc.

### **Unit IV: Amplifier Concepts**

Ideal Voltage and Current amplifier. Amplifier in cascade. Voltage and power gain. Gain dB: Feedback concept. Operational amplifier in summing amplifier configuration. Voltage follower. An AF amplifier using operational amplifier. Frequency response of an audio amplifier

### **Unit V: Electronic components**

Electronic components and assembly using a printed circuit board. Elementary concept of Integrated circuits. Typical characteristics and use of an IC power amplifier.

## **SUGGESTED ACTIVITIES**

1. Kirchhoff's law verification, 2. Thevenin's, Norton's theorem proof, 3. Characteristics of capacitors charging/discharging. 4. LCR series & parallel, 5. Characteristics plot of diode & Zener, 6. Voltage followers, 7. OP amp. characteristics.

## **SUGGESTED READINGS**

1. M. Nahvi and J. Edminister (2001): "Shaum Series: Electric Circuits", Tata-McGraw Hills, New Delhi.
2. Malvino, A.P. & Bates, David (2016): "Electronic Principles" 8<sup>th</sup>. Edition, McGraw Hills Internationals, New York.

# HUMAN VALUES & ETHICS

Course No: M103

Value added

## COURSE DESCRIPTION

This course deals with holistic perspective towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. It also highlights the plausible implications of Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with nature.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

1. verify on the basis of natural acceptance and experiential validation through living is the only way to verify right or wrong.
2. able to see that whether their practice in living is in harmony with their natural acceptance most of the time or not.
3. understand the major cause of problems in their family, society and nation.
4. utilize their knowledge in their disciplines.
5. make use of their understanding for a happy and prosperous society.

## COURSE CONTENT

### 1. UNIT I: Happiness and Prosperity

- Understanding the need, basic guidelines, content and process for Value Education
- Self-Exploration—what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels

### 2. UNIT 2: Self & Body

- Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’
- Understanding the needs of Self (‘I’) and ‘Body’
- Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
- Understanding the harmony of I with the Body: correct appraisal of Physical needs, meaning of Prosperity in detail

### 3. UNIT 3: Human Values

- Understanding values in human-human relationship; Trust and Respect as the foundational values of relationship
- Understanding the meaning of Trust; Difference between intention and competence
- Understanding the meaning of Respect Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society Universal Order from family to world family!

### 4. UNIT 4: Harmony

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
- Understanding Existence as Co-existence of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

### 5. UNIT 5: Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct

- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
  - Ability to utilize the professional competence for augmenting universal human order
  - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - Ability to identify and develop appropriate technologies and management patterns for above production systems.

### **SUGGESTED ACTIVITIES**

Preparing Case studies, group discussions with value conflicts, A/V materials with values, invited talks.

### **SUGGESTED READINGS**

1. Gaur, R.R., Sangal, R., & Bagaria, G. P. (2010): “A foundation course in Human Values and professional Ethics”, Excel books, New Delhi, ISBN 978-8-174-46781-2.
2. Bajpai, B. L. (2004): “Indian Ethos and Modern Management”, New Royal Book Co., Lucknow.
3. Dhar, P.L. & Gaur, R.R. (1990): “Science and Humanism”, Commonwealth Publishers.
4. Illich, I. (1974): “Energy & Equity”, The Trinity Press, Worcester, and HarperCollins, USA.
5. Donella H.et. al. (1972): “Limits to Growth”, Club of Rome’s Report, Universe Books.
6. Palekar, S. (2000): “How to Practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
7. Nagraj, A. (1998): Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
8. Schumacher, E.F. (1973): “Small is Beautiful: A Study of Economics as if People Mattered”, Blond & Briggs, Britain.
9. Tripathy, A.N. (2003): “Human Values”, New Age International Publishers.

# **COMMUNICATIVE SKILLS (ENGLISH)**

*Course No. T 201*

*Credits: 3*

## **COURSE DESCRIPTION**

This course gives an understanding of English language and its application.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Apply English language in writing.

## **COURSE CONTENT**

### **1. Unit I - Novel**

'Anthem' by Ayn Rand

### **2. Unit II - Essay**

'Tu Whit, Tu Whoo' by AG Gardiner

### **3. Unit III - Story**

- a) 'Old Man at the Bridge' by Ernest Hemingway
- b) 'A Clean Well-Lighted Place' by Ernest Hemingway
- c) 'A Tell-Tale Heart' by Edgar Allen Poe

### **4. Unit IV - Elements of Poetry**

Literary devices such as onomatopoeia, alliteration, synecdoche, meter, rhyme, foot etc.

### **5. Unit V - Film**

My Fair Lady

## **SUGGESTED ACTIVITIES**

- Essay and Story – listening, reading, writing and speaking
- Character analysis of famous plays

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Close, R. A. : The English We Use
2. Imhoof, Maurice and Hudson, Herman : From Paragraph to Essay
3. Walker, Richard : Language for Literature

**पाठ्यक्रम विवरण**

भाषा वह साधन है, जिससे हम अपने मन के भाव प्रकट करते हैं। वस्तुतः यह मन के भाव प्रकट करने का ढंग या प्रकार मात्र है। अपने परम प्रचलित और सीमित अर्थ में भाषा के अन्तर्गत वे सार्थक शब्द भी आते हैं, जो हम बोलते हैं और उन शब्दों के वे क्रम भी आते हैं, जो हम लगाते हैं। साधारणतः मन का भाव प्रकट करने का सबसे अच्छा, सुगम और सब लोगों के लिए सुलभ उपाय भाषा ही है। अतः यह पाठ्यक्रम विद्यार्थियों में भाषा के प्रति लगाव पैदा करेगा, जिससे वे इन पाठों के बाहर जा कर भी श्रेष्ठ साहित्य के पठन-पाठन को प्रेरित होंगे।

**लर्निंग आउटकम**

पाठ्यक्रम पूरा होने पर छात्र :-

1. अपनी हिंदी संचार में क्षमताओं का विकास
2. समाज, इतिहास और संस्कृति की समझ में गहराई
3. हिंदी साहित्य के सभी पहलुओं के समझ में वृद्धि
4. हिन्दी पढ़ने, लिखने, बोलने में अधिक शुद्धता
5. दृश्य-श्रव्य माध्यम के लिए हिंदी के प्रयोग में दक्षता

**विषय वस्तु**

1. **इकाई 1 – मानक भाषा**  
(क) हिन्दी में प्रयुक्त पारिभाषिक एवं तकनीकी भाषावली।
  - i). मानक एवं वैज्ञानिक भाषावली की आवश्यकता एवं परिभाषा।
  - ii). उदाहरण
  - iii). प्रयोग(ख) मुहावरे, लोकोक्तियाँ
  - i). दोनों में अंतर।
  - ii). मुहावरे, उनके अर्थ और प्रयोग।
  - iii). लोकोक्तियाँ, उनके अर्थ और प्रयोग।
2. **इकाई 2 – सम्प्रेषण प्रक्रिया में ध्वनि गुण, तात्पर्य और महत्व**  
ध्वनि-विस्तार; ध्वनि-रचना, उच्चारण, स्वरमान, आवाज की गुणवत्ता। स्वर और व्यंजन।
3. **इकाई 3 – सम्प्रेषण**  
सम्प्रेषण में विरामन एवं भाषा की भूमिका, मीडिया में सम्प्रेषण प्रक्रिया में कविता की भूमिका।
4. **इकाई 4 – हिन्दी साहित्य एवं कविता**  
हिन्दी साहित्य में कविता की विकास यात्रा, कविता के विभिन्न रूप एवं प्रकार।
5. **इकाई 5 – हिन्दी साहित्य के प्रमुख कवि एवं उनकी प्रमुख रचनाएँ**  
कबीरदास, तुलसीदास, निराला, हरिवंशराय बच्चन।

**सुझाई गई गतिविधियाँ:**

- हिन्दी को पढ़ना, लिखना, बोलना, शुद्ध - लेखन
- दृश्य - श्रव्य माध्यम से अध्यापन

**SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

**SUGGESTED READINGS**

1. शुक्ल, त्रिभुवननाथ एवं अन्य (2010): "हिंदी भाषा संरचना", मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल।
2. मैटरसन, जे.टी., बीब,एस.ए., एवं वाटसन, एन.एच. (1989): इफेक्टिव स्पीच कम्प्यूनिकेशन, स्कॉट, फोर्समन एण्ड कंपनी, यूएसए।
3. तरुण, डॉ. हरिवंश (1999): "मानक हिन्दी व्याकरण और रचना", कौशिक प्रिंटर्स, दिल्ली।
4. तिवारी, डॉ. भोलानाथ (1986): "भाषा विज्ञान" किताब महल, इलाहाबाद।
5. प्रसाद, कालिका (1989): "वृहत् हिन्दी कोश" ज्ञानमण्डल लिमिटेड, वाराणसी।
6. प्रसाद, डॉ. वासुदेव नंदन (1997): "आधुनिक हिन्दी व्याकरण और रचना" भारती भवन, दिल्ली।

# AUDIO VISUAL TECHNOLOGY AND STUDIOS

*Course No.: T 203*

*Credits: 03*

## COURSE DESCRIPTION

This course intends to familiarize learners with the basics of electronic media and instrumentation. Its aim is to enable learners to understand the value of data base in electronic instrumentation and the new technological developments in data base instrumentation

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Identify, describe and explain sound and video engineering fundamentals associated with signal flow, microphones, recording, mixing, production and mastering.
- ii). Employ and apply sound and video engineering technologies and techniques in a manner that displays practical and creative understanding and fluency.
- iii). Demonstrate independent, imaginative and creative approaches to problem solving in the field of sound and video engineering.

## COURSE CONTENT

### 1. Unit I – Basics of Radio & TV Studios

Nature, structure, organization and operation of Radio and Television studios. Graphic illustration of Radio and Television studios. Essentials, layout and design of Radio and Television studios. Control room transmission of Radio and Television programs.

### 2. Unit II - Audio Recording and maintenance equipment

Microphones, Amplifiers, Audio mixers, Speakers, Audio amplifiers, Audio recorders, Special effects generators, Cables etc. Analog and digital recording. Radio technology and systems; equipment, sound, management, planning; FM radio, sky radio etc.

### 3. Unit III - Video Recording and Maintenance equipment

Recorders, Cameras, Vision Mixer, Special effect generator, Character generator, Edit control Units, CCU, Cables, Studio lights etc. Analog and digital recording. TV transmission - terrestrial, satellite, cable, DTH. TV, OB system & Technology. Television - technology, equipment, planning, administration, management.

### 4. Unit IV – Case Study

Case study of one of the best model labs and availability of the instrumental facilities, experts in the fields, trained personnel, and maintenance status.

### 5. Unit V - Multicasting (Webcasting)

Basics of video streaming, Equipment, Process and studio management. Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV.

## SUGGESTED ACTIVITIES

Draw the different layouts of audio visual studio with details.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Grant, A. E. & Meadow, J.H. (2004): “Communication Technology Update”, Focal Press, Boston.
2. Mirabito, M.M.A. & Morgenstern, B. L. (2004): “The New Communication Technologies: Applications, Policies & Impact”, Focal Press, Oxford.

# **PLANNING AND WRITING FOR AUDIO PRODUCTION**

*Course No.: T 204*

*Credits: 03*

## **COURSE DESCRIPTION**

This course intends to enable learners to understand the concept of media production and importance of planning in media production. It aims at enabling learners to understand the concept & importance of script in media production and equip them with the steps of writing script for different types of radio programmes.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Perform multi-track audio recording and editing
- ii). Write audio production scripts and cue sheets
- iii). Create and record live sound effects
- iv). Analyze production values of professionally produced programs;
- v). Create a synthesis of narration, dialog, music, and sound effects in audio editing assignments.

## **COURSE CONTENT**

### **1. Unit I – Planning for Radio Production**

Planning and research for the production of radio programs.

### **2. Unit II – Stages of Radio Production**

Describe the three stages of radio production, Generate story ideas for radio productions, prepare a basic script, plan and design the use of sound effects, music, narrations, dialogue in a script.

### **3. Unit III – Radio Scripting**

Scriptwriting for different formats of Radio, Elements of Radio scripts; Listing, scheduling and traffic management; Importance of Audience Surveys.

### **4. Unit IV – Radio Programme Formats**

Types and formats of Radio programmes--News, Music, Interviews, Talks, Dramas, Discussions, Off-tube commentary, Features, Documentaries, Jingles, Phone-ins, Roadshows, Radio bridges, Spots, Sponsored programmes, Sponsorship and Info-commercials.

### **5. Unit V – Radio Presentation**

Writing for the ear, discussions on formats, voice modulation, presentation skills, DJ techniques, skills.

## **SUGGESTED ACTIVITIES**

Writing radio scripts for different formats like news, documentary, interview, drama etc.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Baruah, U. L. (1983): “This is All India Radio”, Publications Division, Ministry of Information & Broadcasting, Government of India, New Delhi.
2. Boyd, Andrew (1997): “Broadcast Journalism”, 4<sup>th</sup>. Edition, Focal Press, London.
3. Chatterjee, P.C. (1991): “Broadcasting in India”, Sage Publication, New Delhi.
4. Defleur, Melvin L. & Dennis, Everette E. (2002): “Understanding Mass Communications: A Liberal Arts Perspective”, 7<sup>th</sup>. Houghton Mifflin, Boston.
5. Hough, George A. (1995): “News Writing”, Houghton Mifflin, Boston.
6. Kumar, Keval J. (2013): “Mass Communication in India”, 4<sup>th</sup>. Edition, Jaico Publishing House, Mumbai.
7. Mehta, D.S. (1979): “Mass Communication and Journalism in India”, Allied Publishers Limited, New Delhi.
8. Shrivastava, K.M. (1989): “News Writing for Radio and T.V”, Sterling Publications, New Delhi.

# COMMUNICATION SKILLS

Course No.: M201

Credits: 04

## COURSE DESCRIPTION

In the changing socio-economic scenario, English has emerged as the global language of business and communication. This has created numerous employment opportunities in varied fields both globally and locally, especially in electronic media. To facilitate this, the learners will be trained in effective verbal communication with reference to emerging trends in radio and TV, in public speaking and platform roles with reference to event management.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Differentiate between RP, American and other pronunciations and critically reflect on them with reference to the use of English in India in Mass Communication and interpersonal communication.
- ii). Speak fluently in English, and develop their verbal communication skills
- iii). Develop public speaking skills
- iv). Understand a theoretical framework of theatre and its parameters

## COURSE CONTENT

### **1. Unit I - Phonetics**

Spelling and Pronunciation; English Consonants and Vowels; The Syllable; Morphemes; Assimilation and Elision; Word Accent, Rhythm and Intonation; Accents; English in India: Mother tongue influence on English in India - Pronunciation, syntax, tags etc.

### **2. Unit II - Oral Communication**

Fundamentals of Communication; Non-verbal Communication; Listening; Interpersonal skills; Negotiation; Interviewing; Group Communication; Making Presentations; Multicultural Communication Skills; Barriers to communication; Values and Belief system.

### **3. Unit III - Public Speaking**

Public Speaking and Platform Roles - Public Speaking – The four stages, flourishes (use of anecdotes, humour, proverbs, quotes etc); Types of Speeches: Inaugural, Valedictory, Welcome, Vote of Thanks, Chief Guest's Speech, Presidential Remarks, Condolence Speech, Felicitation Speech, Congratulatory Speech, Keynote Address, Convocation Address, Panel Discussion. Platform Speeches: President, Master of Ceremony, Moderator, Compere, Commentator, Announcer, Anchor Person, Panel Interview. Platform Roles: Protocols and conventions of stage Programmes Intellectual Assemblies: Intellectual assemblies and artists' assemblies; Conference, Seminar; Symposia, Panel Discussion, Workshop, Training, and Convention.

### **4. Unit IV - Voice Training**

Bilingualism, multilingualism, and language mixing (code switching): Recent trends, effectiveness and advantages; Voice culture, voice and speech modulation; Telephonic Conversation; Group Discussion; Situational Conversations; News reading for Radio and TV; Dialogue in Theatre, Radio, TV and cinema; Anchoring.

### **5. Unit V - Written Communication**

KISS rule; Resume writing; Letter writing; Taking notes; Recording minutes and preparing proceedings of meetings; Role of empathy and compassion.

## SUGGESTED ACTIVITIES

Phonetics, Oral Communication, Public Speaking, Voice Training, Written Communication exercises

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Balasubramanian, T. (2001): "A Textbook of English Phonetics for Indian Learners", Macmillan India, Delhi.
2. Ball, Martin J & Joan Rahilly (1999): "Phonetics: The Science of Speech", Hodder Education, London.



3. Eckhouse, Barry E. (1999): "Competitive Communication: A Rhetoric for Modern Business", Oxford University Press, New York.
4. Goodale, Malcolm (2005): "Professional Presentations", Cambridge University Press, USA.
5. Jones, Daniel; Roach, Peter; Hartman, James & Setter Jane (2003): "English Pronouncing Dictionary", 16<sup>th</sup>. Edition, Cambridge University Press, London.
6. Kishore, B.R. & Paul, D.S. (2000): "Group Discussion and Interviews", Vee Kumar, New Delhi.
7. Krishnaswamy, N & Burde, Archana S. (1998): "The Politics of Indians' English: Linguistic Colonialism and the Expanding English Empire", Oxford University Press, New Delhi.
8. McCarthy, Michael & O'Dell, Felicity (2004): "English Idioms in Use", Cambridge University Press, New Delhi.
9. McCarthy, Michael & O'Dell, Felicity (2004): "English Phrasal Verbs in Use", Cambridge University Press, New Delhi.
10. Miculka, Jean (1999): "Speaking for Success", South-Western Educational Publishing, Ohio.
11. Mortimer, Colin (1985): "Elements of Pronunciation: Intensive Practice for Intermediate and More Advanced Learners", Cambridge University Press, Cambridge.
12. O'Connor, J.D. (1981): "Better English Pronunciation", Cambridge University Press, Cambridge.
13. Roach, Peter (2010): "English Phonetics and Phonology: A Practical Course". Cambridge University Press, Cambridge.

# **BASIC PHOTOGRAPHY**

Course No: M102

Credits: 04

## **COURSE DESCRIPTION**

This course covers each and every aspect of photography from history to various areas of photography. Technical aspects of photographic camera with camera controls, lenses and lighting equipment are also covered in this course.

## **LEARNING OUTCOMES**

At the end of the course learners will acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.

## **COURSE CONTENT**

### **1. Unit I: Introduction to Photography**

History of Photography, History of camera, Different types of camera, Types of Lenses, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography – Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices, Editing digital photographs, Ethics of image editing.

### **2. Unit II: Basic Photographic Techniques**

Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

### **3. Unit III: Lights & Lighting for Photography**

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Soft light, Hard light, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light Measurement Units.

### **4. Unit IV: Photojournalism**

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News Photographs, Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

### **5. Unit V: Different Genres of Photography**

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

## **SUGGESTED ACTIVITIES**

Portfolio making, clicking of various types of indoor/outdoor pictures, using various camera controls, using different lighting conditions.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Aiyer, Balakrishna (2005): “Digital Photojournalism”, Authors Press, New Delhi.
2. Hunter, Fil; Biver, Steven & Fuqua, Paul (2007): “Light-Science & Magic: An Introduction to Photographic Lighting”, Focal Press, Waltham, MA.
3. Kelby, Scott (2009): “The Digital Photography Book”, Peachpit Press, Berkeley, United States.
4. Long, Ben (2005): “Complete Digital Photography”, 3<sup>rd</sup>. Edition, Charles River Media, Hingham, Massachusetts.

# **RADIO & TELEVISION IN INDIA**

*Course No.: T301*

*Credits: 03*

## **COURSE DESCRIPTION**

This course intends to introduce the learner to the basic terms and concepts of Broadcasting and to give an overview of the structure and functioning of the broadcast industry.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Know about the broadcasting industry.
- ii). Understand about the differences between the radio & TV industries.
- iii). Distinguish between the various professions that exist in both industries.

## **COURSE CONTENT**

1. **Unit I: History of Radio**  
History of Radio; Uses & functions of Radio; Satellite Radio; Community Radio; Internet Radio.
2. **Unit II: Professions in the Radio Industry**  
Professions in the Radio Industry - Production Staff; The Talent- the radio jockey, the news anchor, the talk show; Management Staff- station director, programming heads. The radio Program - The music program; The talk show and discussion; The phone in program; Radio documentaries and Feature
3. **Unit III: Radio Ownership**  
Radio Ownership - AIR & Public Service Broadcasting; Major FM channels in India. Current trends in India - The growth of FM; Development Communication; Folk Media.
4. **Unit VI: Television Basics**  
The History of Television; Types of Transmission- Cable DTH, Satellite, Terrestrial; Types of Signals, Public vs. Private Broadcasting; Costing; Budgeting; Marketing; Legal & Financial Aspects, TV Ownership - Media Monopoly; Major TV channels in India – entertainment & News.
5. **Unit V: Professions in the TV Industry**  
Professions in the TV Industry - Production Staff; Post Production Staff; Newsroom Staff. Research for Radio and Television - Programme Research; Audience Research; Ratings and Calculations; Audience Feedback

## **SUGGESTED ACTIVITIES**

Analysis of current scenario of radio and television in India

## **SUGGESTED ASSESSMENTS**

3. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
4. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Bell, Angelo and Joyce, Mark and Rivers (2001): “Advanced Level Media”, 2<sup>nd</sup>. Edition, Hodder Murray, London.
2. DiZazzo, Ray (2004): “Corporate Media Production”, Focal Press, New York.
3. McLeish, R (1999): “Radio Production: A Manual for Broadcasters”, Focal Press, Oxford, Boston.
4. Newcomb, Horace (1982): “Television: The Critical View”, Oxford University Press.
5. Sharma, Jitendra Kumar (2003): “Digital Broadcasting Journalism”, Authors Press, New Delhi.

# WRITING FOR TELEVISION PRODUCTION

*Course No.: T302*

*Credits: 03*

## COURSE DESCRIPTION

This course aims at familiarizing learners with the types of TV programmes, steps of script writing and the role of research in script writing. It intends to enable learners to organize the components of a script and exercise script writing skills by writing scripts for television programmes. It will equip learners to evaluate the scripts by using an evaluation checklist.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- understand the basic structure of screenplay
- acquire basic skills for screen writing
- know intricacies of screen writing
- build characters and write meaning full dialogues

## COURSE CONTENT

1. **Unit I: Fundamentals of Scripting**  
Script: meaning and types, Role of scriptwriter in television production, Process of scripting: developing an idea, concept formation, research, writing synopsis, sequencing, opening and concluding.
2. **Unit II: Scripting for Television**  
Concept and importance of script in television production. General steps of writing a television script, specific steps and activities related to write script for production of news program, drama, series etc. Television script formats, checklist for script revision. Elements of script writing, story lines & using treatment, different stage of script writing.
3. **Unit III: Research**  
Research for fiction/non-fiction videos, Sources of information-historical documents-statistical data, journals, observation, interview, processing information-qualitative and quantitative information.
4. **Unit IV: Script organization**  
Opening, theme development, closing, target audience considerations.
5. **Unit V: Scripting for Various Types of Programmes**  
Script writing for general audience/specific audience, science/development programmes, education TV/video, commercials, documentaries, sports, music, children's program, fiction forms and formats.

## SUGGESTED ACTIVITIES

1. Selection of themes and script writing for following types of programmes: Drama. Documentary, Advertisements, Educational TV, Science, Sports, Music, Children's Programme.
2. Selection of some scripts and their evaluation by using checklists.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Goldberg, Lee & Rabkin, William (2003): "Successful Television Writing", John Wiley and Sons, Inc., Hoboken, New Jersey.
2. Heath, Eric (1953): "Writing for Television", Research Publishers Company; London.
3. Hillard, R.L. (1954): "Writing for Television, Radio and New Media", Wadsworth Publishing Company, Belmont, California.

# **BASICS OF VIDEO PRODUCTION**

*Course No.: T 303*

*Credits: 03*

## **COURSE DESCRIPTION**

This course is focused on ensuring that learners are familiar with Video Production planning and production techniques. It aims at enabling learners to understand the skills of video production.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Plan the production of video programmes.
- ii). Execute video production of programmes of various formats.

## **COURSE CONTENT**

### **1. Unit I: Video Production**

Video Production, Importance of idea generation/concept and research.

### **2. Unit II: Production Planning**

Pre-production and post production planning, duties and responsibilities of producer/director.

### **3. Unit III: Types of Television Production and Their Features:**

Fictional programmes: soap operas, sitcoms, series, films etc., Non-fictional programmes: news, talk show, documentary, reality show etc. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials.

### **4. Unit VI: Set Designing and Make Up**

Set designing and make up -visualization and composition - aesthetics-directing the actors directing the crew planning in career.

### **5. Unit V: Planning and Production**

Planning and Production of Single and multi-camera shooting: comparison, indoor and outdoor shootings, Production control room, Studio language and commands, planning and management of live shows.

## **SUGGESTED ACTIVITIES**

1. Preparing plans for the production of video programmes.
2. Producing video programmes of various formats

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Hart, Colin (1999): “Television Programme Making”, Focal Press, Burlington, M.A.
2. Swainson, Graham & Lyver, Des. (1999): “Basics of Video Production”, Focal Press, Woburn, M.A.

# **VISUAL DESIGN**

*Course No.: T 304*

*Credits: 03*

## **COURSE DESCRIPTION**

This course introduces students to a practice-based, hands-on approach to visual communication design. The focus is on orienting learners towards the various aspects of visual design and its relations with communication. It aims at making learners understand the relationship of visual design with different types of media.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). apply the concepts found within elements and principles of design.
- ii). use industry-standard software to design graphical images.
- iii). use theory when considering different mediums in visual communication.
- iv). design logos, Advertising, Brochures, Print, Posters.

## **COURSE CONTENT:**

### **1. Unit I: Introduction**

Defining visual communication design, Graphic design vs art, Design thinking, Visual design tools, Image files

### **2. Unit II: Elements and Principles of Design**

Color, shape, texture, space, form; Unity/harmony, balance, hierarchy, scale/proportion, emphasis, similarity, contrast, visual perception.

### **3. Unit III: Typography and Typographic Elements**

Historical evolution, Serif vs sans-serif fonts, Legibility vs readability, Use in ads, signs, movie posters, etc.

### **4. Unit IV: Composition**

Focus, Leading lines, Scale/hierarchy, Contrast, Repetition, White space, Rule of thirds

### **5. Unit V: Visual Identity and Branding**

Visual branding, Visual identity, Logo Design

## **SUGGESTED ACTIVITIES**

- Ice-Breaker in Discussion in Canvas,
- Advertising, Brochures, Print, Posters Designing.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Block, Bruce, A. (2001): “The Visual Story - Seeing the Structure of Film, TV & New Media”, Focal Press, Woburn, M.A.
2. Rogers P.B. (1999): “Art of Visual Effects: Interview on the Tools of the Trade”, Focal Press, London.

# SOUND RECORDING AND EDITING

Course No.: M301

Credits: 04

## COURSE DESCRIPTION

This course intends to equip learners with technical skills in the acquisition, manipulation, production and presentation and use of sound in all forms of design & communication. It aims at preparing learners with basic to intermediate proficiency in professional audio Software, Digital Audio Workstation (DAW) such as ProTools & Nuendo, etc. It is focused on enabling learners to understand the properties of sound and digital audio in the production process; demonstrate technical proficiency in basic sound recording and live studio set-ups and obtaining knowledge of sound from historical, technological, cultural, aesthetic and analytical perspectives.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Use professional audio software, Digital Audio Workstation (DAW) such as ProTools & Nuendo, etc.
- ii). Create audio programmes

## COURSE CONTENT

### 1. Unit I Basics of Sound

General Physics of Sound, Parameters of sound, sound theory, frequency, noise, amplitude; Fletcher Munson curve, sound perspective, Doppler Effect, sound propagation, types of sound- stereo, mono & surround sound, Concept of Dolby & THX Sound Technologies, Sampling, D/A & A/D Converters, Sound Aesthetics, psychoacoustics.

### 2. Unit II Aesthetics of Mixing

Comprehend basic audio terminology and concepts, Software's GUI, standardized recording procedures, monitoring of sound, sound mixing, Synchronizing audio with video.

### 3. Unit III Studio Behavior

Set up a recording or mixing space for optimal acoustic balance, set appropriate recording and listening levels. Set up and troubleshoot a recording system.

### 4. Unit IV Production Techniques

Critically listen, Editing techniques, post production, appropriate microphone usage and placement, Understand Digidesign Pro Tools for digital audio recording and editing background sound,

### 5. Unit V Art of Post-Production

Record and edit single and multiple audio tracks, music, effect, silence, speech, quality of sound, sound intensity, sound dubbing, focus on Indian and world music, creative and functional application of sound and audio with and without accompanying visual media. Mastering/Delivery, Format digital audio for delivery via physical media or Internet, Convert mix files to standard formats for use in multimedia.

## SUGGESTED ACTIVITIES

1. Perform basic linear and non-linear edits on DAW.
2. Handling of various types of Microphones.
3. Practical exercise on recording sound for Television & Radio programmes.
4. Multi track & live recording.
5. Mixing of sound, sound dubbing.
6. Creating and presenting a digital portfolio of sample work.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Bartlett, Bruce & Jenny Bartlett (2012). "Practical Recording Techniques, 6<sup>th</sup> edition, Focal Press, Burlington, MA.
2. Watkinson, J. (1998): "The Art of Sound Production, Focal Press, Burlington, MA.

# **BASIC VIDEOGRAPHY & LIGHTING**

**Subject Code: M302**

**Credits: 04**

## **COURSE DESCRIPTION:**

This course is focused on enabling the learner to master the details of camera, types, operations and accessories. It intends to familiarize learners with the basic properties of Light, lenses and image formation and the types of Lighting techniques and accessories.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- Understand the basic concepts of handling the video camera.
- Know the different types of camera operations and movements.
- Understand the techniques of camera lens controls
- Understand and use different types of lighting techniques.
- Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.

## **COURSE CONTENTS**

### **1. Unit I: Camera**

Brief description of different types of video camera, resolution power, sensitivity, CCD, ENG and studio camera, mounting devices, shooting with single and multiple camera, camera movements and angles.

### **2. Unit II: Lenses**

Different types of lenses and their applications. Zoom, wide angle, normal lenses, and block lenses. Merits and demerits of different lenses.

### **3. Unit III: Aperture & Filters**

Aperture, relative aperture, depth of field and depth of focus and its use during photography videography. Types of filters and their uses.

### **4. Unit VI: Lights and Lighting Techniques**

Types of lights used in videography (multi-ten, multi-twenty, spot light & flood light, three, two point lighting, rim effect light, cross lighting, high & low key light, different effects through lighting, use of reflector in outdoor & other professional light).

### **5. Unit V: Composition**

What is composition, importance of composition in communication, framing, graphical line, imaginary line, meaning and importance of different types of line, vertical, horizontal, diagonal, zig-zag and curved lines, different types of shots and their importance?

## **SUGGESTED ACTIVITIES**

**List of assignments/exercises will be done and written by the learners throughout the semester:**

- |   |                            |                       |
|---|----------------------------|-----------------------|
| 1. Camera functions and types                   | 2. Standard shots          | 3. Camera movements   |
| 4. Camera angles                                | 5. Camera mounting devices | 6. Lens and its types |
| 7. Optical and physical characteristics of lens |                            | 7. Lens filters       |
| 8. Types of lighting techniques                 | 9. Lighting accessories    | 10. Composition       |

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS:**

1. Donald, Ralph & Spann, Thomas (2000): “Fundamentals of Television Production”, John Wiley & Sons, Iowa.
2. Millerson, Gerald (1999): “Television Production”, Focal Press, Woburn, MA.
3. Zettl, Herbert (2005): “Television Production Handbook”, Wadsworth Publishing, USA.



# CREATIVE DRAMATICS

*Course No.: T401*

*Credits: 03*

## COURSE DESCRIPTION

This course is designed to introduce creative drama techniques used in educational settings and to provide students with hands-on experience creating and facilitating various theatre outreach activities.

## COURSE OUTCOMES

At the end of the course learners will be able to:

1. Plan, implement and evaluate creative drama sessions
2. Identify useful leadership behaviors that enhance the facilitation of drama-based work
3. Identify various elements of theatre such as acting, directing, design, and playwriting
4. Apply these elements and principles in order to create dramatic activities with children including improvisation and character development

## COURSE CONTENTS

1. **Unit 1: Theatre techniques**  
Acting exercises, Theatre games, Improvisations, Performance; Self-awareness through drama activities: Inner self (Thoughts, ideas, opinions), Outer self (Emotionally)
2. **Unit 2: Express through drama activities**  
Oral language, written language, Non-verbal communication; work as equal member of creative group: as individual, in pairs, in small and large groups.  
Introduction to theater process: acting and theatre, Rehearsal process, Performance
3. **Unit 3: Art of storytelling**  
As storyteller, as listener, as an observer
4. **Unit 4: The literature of the oral traditions.**  
Fairy tales, folk tales, myths, legends, use of this literature as foundation of playmaking.
5. **Unit 5: Drama and Academics**
  - a) Language art (reading, writing, listening, literature, vocabulary)
  - b) Social studies (geography, sociology, anthropology, history)
  - c) Social developments (Aids awareness, drug education, decision making)

## SUGGESTED ACTIVITIES

Exercises: Basic Skills=Trust/Concentration, Movement/Pantomime, Sound/Dialogue, Discuss General Teaching Points / Questions

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS:

1. Creative Drama for the Classroom Teacher - Ruth Beall Heinig
2. Theatre for Community, Conflict, and Dialogue - Michael Rohd
3. Theatre Games for the Classroom - Viola Spolin
4. Drama for Learning: Dorothy Heathcote's Mantle of the Expert Approach to Education - Bolton, Heathcote
5. Creative Drama in the Classroom and Beyond - Nellie McCaslin
6. Drama Structures: A Practical Handbook for Teachers - Cecily O'Neill, Alan Lambert

# MEDIA DISTRIBUTION & STORAGE

Course No.: T402

Credits: 03

## COURSE DESCRIPTION

This course deals with basics of Radio wave principals, the Satellite communication system and the types of different Analog and Digital storage mediums.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the different types storage media used to store the Analog & Digital signals.
- ii). Understand the characteristics recording surfaces.

## COURSE CONTENT

### 1. Unit 1: Propagation of Radio Waves

Introduction to EM waves – Reflection and refraction of radio waves at the surface of the earth – Ground wave propagation-Sky wave propagation – Space wave propagation – Structure of the Atmosphere – Critical frequency - Skip distance – Maximum Usable frequency (MUF) – Virtual height.

### 2. Unit 2: AM Generation & Transmission

Need for modulation – Amplitude modulation – Frequency Spectrum of the AM Wave - Modulation Index – Power relations in the AM Wave – AM generation – AM Transmitter. - Forms of Amplitude Modulation – Evolution of SSB – Balanced Modulator – Methods of SSB Generation – Vestigial side band Transmission.

### 3. Unit 3: FM Generation & Transmission

Frequency Modulation - Frequency Spectrum of the FM Wave – Modulation Index – Effect of Noise – Adjacent & Co-Channel Interference – Wide Band & Narrow Band FM-FM Generation – Direct and Indirect methods - FM Transmitter – Pre-Emphasis.

### 4. Unit 4: Satellite Systems

Geo- Stationary Satellite – Satellite Communication System – Satellite Electronics – International and Regional Direct Broadcasting Satellites – Indian Domestic Satellites – Domestic Broadcasting Systems.

Cable TV systems: Cable Signal Sources – Cable Signal Processing – Cable Signal Distribution – Bidirectional Networks – Scrambling of TV Signals – Cable Signal Convertors.

Digital Satellite TV: Digital Satellite Transmission – Digital Satellite Reception and Decoding – DTH TV – Digital TV Receiver – Merits of Digital TV Receiver – DTT.

### 5. Unit 5: Storage Systems

Digital Data Storage (DDS, DDS-1, DDS-2, DDS-3, DDS-4), SSD, NAS and Optical storages.

Types of analog data storage mediums & playback systems, readers and recorders.

## SUGGESTED ACTIVITIES

Collect different types of recording mediums and make a list of different satellite and cable TV stations available in your city.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Electronic Communication Systems-Kennedy-TMH – IV ED
2. Electronic Communication Systems - Roddy & Collen – PHI – IV ED
3. Electronic Communications – Sanjeev Gupta – Khanna Publications .
4. Principles of Communication Engineering – Anokh Singh – S. Chand.

# MEDIA AESTHETICS

Course No.: T403

Credits: 03

## COURSE DESCRIPTION

Aesthetics is the study of beauty. Aesthetics seems to comprise of two, overlapping, areas of enquiry: philosophical questions about beauty and aesthetic notions more broadly, on the one hand, and on the other, philosophical questions concerning art. This course offers students an introduction to the aesthetic concepts as applied directly to radio, television, and film media. Students will study, discuss, and analyze design and composition elements as they apply to the production process. They will also become familiar with a basic vocabulary of aesthetic terminology that is used in the media.

## COURSE OUTCOMES

At the end of the course learners will be able to:

- i). Understand the integration of the theory and practice of basic aesthetic concepts and issues
- ii). Recognize the elements of composition and structure in the media under consideration.
- iii). Use a variety of critical approaches to understand particular media.
- iv). Analyze elements of media productions in terms of style and meaning.
- v). Evaluate media aesthetics (i.e., make judgments about the value of products in various media)
- vi). Conduct independent research on media
- vii). Produce media content (print or electronic) that would be in line with the concepts of aesthetics

## COURSE CONTENT

### 1. Unit I - Definitions

Media; Aesthetics; Elements of Aesthetics

### 2. Unit II - Media as an Art

Art as an experience and communication; Inter-relationship of film; Theatre; Literature; Music; Painting

### 3. Unit III - Evaluation & Significance of Media

From image to idea, shot and scene; Image compositions, Camera movements, Distance and angles; Use and types of sound of films; Dimensions of Film Editing

### 4. Unit VI - The Understanding & Appreciation of Media

Content and Development; Directors Treatment; Characters and Events; Camera, Editing and Music; Impact on Society

### 5. Unit V – Film Appreciation

Screening and appreciation of Indian and International classics from around the world.

## SUGGESTED ACTIVITIES

Studies of world classics on their aesthetics.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Bordwell, David (1986): 'Classical Hollywood Cinema: Narration Principles and Procedures' in "*Narrative, Apparatus, Ideology*", pp 17-34, Edited by Philip Rosen, Columbia University Press, New York.
3. Dyer, Richard (2000): 'Heavenly Bodies: Film Stars and Society' in "*Film and Theory: An Anthology*", pp. 603-617. Blackwell Publishers, Massachusetts, U.S.A & Oxford, U.K.
4. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
5. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
6. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008): "Global Bollywood", New York University Press, New York.
7. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
8. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.
9. Stam, Robert (2000): 'The Cult of the Auteur', 'The Americanization of Auteur Theory', 'Interrogating Authorship and Genre', in "*Film Theory: An Introduction*", pp. 83-91, 123-129. Blackwell Publishers, Massachusetts & Oxford.

# MEDIA & LITERATURE

Course No.: T404

Credits: 03

## COURSE DESCRIPTION

Course covers movies based on selected literatures from traditional literature to contemporary media and culture from a variety of perspectives.

## COURSE OUTCOMES

At the end of the course learners will be able to watch and analyze movies based on literature.

## COURSE CONTENT

Screening and appreciation of Indian and International classics from around the world based on literature.

## SUGGESTED ACTIVITIES

Studies of world cinema based on literature.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
3. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
4. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008):"Global Bollywood", New York University Press, New York.
5. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
6. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.

# VIDEO EDITING

Course No.: M401

Credits: 04

## COURSE DESCRIPTION

This course is intended to train students on basic skills of Video Editing. This post production stage of Video Production is final step in the creating a video production i.e. Short Film, Music Video, Documentary and Explainer Videos.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- Know and recall the basic elements and grammar of edit.
- Identify various hardware & software usage in the process of video editing.
- Edit through Insert and Assemble mode using time code.
- Acquire the complete skills of video editing.
- Understand TCR/Cue sheet/log record and transcribe it shot by shot.
- Supervise the post production work.

## COURSE CONTENTS

### Unit I: Basics of Editing

Editing: meaning and principles; Difference between process of Video & Film Editing; Writing, shooting and editing relationship; Hardware and Software Practices in Video Editing (Entry Grade, Semi Professional & Professional); Current Video Formats, Current Film Formats; Introduction to Editing glossary

### Unit II: Aesthetics of Editing

Story, Script, Screenplay & Storyboard; Understanding Time & Space Relationship; Continuity and Compilation Cutting; Editorial Requirements: Technical, Aesthetical & Narrative; Timing, Rhythm and Pace; Types of Cutting, Transition, Contemporary practices, Stylization.

### Unit III: Video Editing Process

Understanding TCR Sheet, EDL - Edit Decision List; Online and Offline Editing, Linear & Non-Linear Editing; Software Interface Study; NLE Project setup, Capturing & logging, Creating Bins; Insert and Assemble Mode, Using basic transitions; Rough cut/ Lineup, Fine tuning an edit (Ripple, Roll, Slip, Slide); Creating Sub-Clips, Using Trim Function; Customizing Video Effects using key frames

### Unit IV: Finalizing an Edit

Sound Edit Workflow: Placing Background score, Voice Over, Audio Balancing, ADR; Using Text Titling, Graphics packaging; Output to: Broadcast, Storage (DVD), Mobile, Web & Podcast; Mixed, Unmixed and Master Telecast Copy.

### Unit V: Exploring Program Formats

Editing a Documentary, Daily Soap, TVC, Non-Fiction; Scene building process; Literature adapted TV Production; Using Vision Mixer for multi-cam shoot; Editing for News: Bulletin, Talk show, Packaging & Graphics.

## SUGGESTED ACTIVITIES

1. Research Report on Current Industry Practices
2. Story-Dialogue writing, Screen Play and Drafting a Storyboard
3. Continuity Exercise - Producing a Silent Story
4. Film Promo & Music Video Production
5. Graphics Packaging Production
6. Scene building Exercise (literature based)
7. Short Fiction Production

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Anderson, Gray H. (1999): “Video Editing and Post-Production”, Focal Press, London.
2. Bowen, Christopher J. & Thompson, Roy (2015): “Grammar of the Edit”, 3<sup>rd</sup>. Edition, Focal Press, Burlington, M.A.
3. Browne, Steven E. (1996): “Video Editing - A Post-Production Primer”, Focal Press, London.
4. Kauffmann, Sam & Kennedy, Ashley (2012): “Avid Editing - A Guide for Beginning and Intermediate Users”, 5<sup>th</sup>. Edition, Burlington, MA.
5. Millerson, Gerald (1990): “The Technique of Television Production”, 12<sup>th</sup>. Edition, Focal Press, London.

# **GRAPHICS AND ANIMATION (2D)**

*Course No: M402*

*Credits: 04*

## **COURSE OBJECTIVES**

Students learn and apply fundamentals of various software applications (such as Flash and Toon Boom Studio), image editing, drawing and graphic animation.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to operate the tools of Photoshop and Toon Boom Studio and use these software in image editing and graphic animation.

## **COURSE CONTENT**

### **1. Unit I: Basics of Multimedia**

Definition, Multimedia elements – Text, Graphics, Audio, Video, Animation, Interactivity.

### **2. Unit II: Basics of Animation**

Introduction to Animation, History of Animation, Types of Animation, Basic Principles of Animation.

### **3. Unit III: Animation Practices**

Introduction to Interface and Tools, Light box animation concepts, straight ahead animation, pose to pose Animation, Rotoscoping, Character Development, Character Rigging, Character Animation, Dynamic Effects..

### **4. Unit IV: Software Training** – Adobe Flash: interface, tools and applications.

### **5. Unit V: Software Training** – Toon Boom Studio: interface, tools and applications.

## **SUGGESTED ACTIVITIES**

- Image editing exercises
- Animation exercises

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Ninder, C. and Dowlatabadi, Z. (2001): “Producing Animation”, Focal Press.
2. Taylor, R. (2004): “Encyclopedia of Animation Techniques”, Chartwell Books.
3. Williams, R. (2012): “The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators”, 4<sup>th</sup> edition, Farrar, Straus and Giroux, New York.

# MEDIA & POLITICS

Course No.: T501

Credits: 03

## COURSE DESCRIPTION

This course recognizes the increasing interrelation of politics and media in contemporary societies and the media's integral role within it. Its aim is to make learners explore how the media can present a challenge to political parties, governments and other centres of power. It is focused on global political and economic developments and current affairs; digital communication strategies; the impact of new technologies, communications and political movements; public diplomacy and international relations.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Differentiate between the various forms of governance.
- ii). Understand the role of the form of governance on the running of the state.
- iii). Understand the relationship between media and politics.
- iv). Appreciate the role of social media in creating public opinion.

## COURSE CONTENT

### 1. UNIT I - Origins of Governance

World: Greek, Roman, European, USA; India: 16 Mahajanpads, Ashokan Empire, Moghul Empire, British raj, Indian independence movement.

Political parties in India- INC, BJP, Communists, regional parties, third front.

Governance in India today – Starting from National Parliament, State, District, Tehsil, Village, Gram Panchayat.

### 2. UNIT II - Forms of Governance:

Anarchy, Aristocracy, Autocracy, Communist state, Corporatocracy, Democracy, Ethnocracy, Gerontocracy, Kakistocracy, Kleptocracy, Meritocracy, Mobocracy, Monarchy, Oligarchy, Socialist republic, Technocracy, Theocracy.

Analyzing various models of governance in a cloistered group: EU & SAARC.

### 3. Unit III – Public Relations & Politics:

Propaganda (spl ref: Joseph Goebbels), Opinion formation (spl ref: political agenda setting), Image building (spl ref: US presidential debate), Sting operations (spl ref: operation West End), paid news (spl ref: last Lok Sabha and subsequent Maharashtra polls), Scandals (Spl reference: Watergate)

Image consultant, PR, Spokesperson, public diplomacy, international relations.

### 4. UNIT IV - Social Media & Politics:

Social media: Blogs, Twitter, FB

Social media & modern political movements: TUNISIA-Jasmine revolution, INDIA- Anna Hazare movement, EGYPT- Tehrir square.

### 5. UNIT V - Case Study:

Julian Assange – Wikileaks; Edward Snowden – whistleblower; Oprah Winfrey - the Oprah Show; Rupert Murdoch - News of the World; David Oglivy - Oglivy & Mather

## SUGGESTED ACTIVITIES

Case studies given by instructor.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Geoff Kemp, Babak Bahador, Kate McMillan and Chris Rudd (Eds). (2016): “Politics and the Media”, 2<sup>nd</sup>. Edition, Auckland University Press, Auckland.
2. Iyengar, Shanto (2011): “Media Politics: A Citizen’s Guide”, 2<sup>nd</sup>. Edition, W.W. Norton & Company, New York.
3. Ridout, Travis N. (Ed). (2012): “New Directions in Media and Politics”, Routledge, New York.

# PRINCIPLES OF JOURNALISM

Course No.: T502

Credits: 03

## COURSE DESCRIPTION

This course intends to familiarize learners with constituents of journalism, the concept and components of news; the concept and components of electronic journalism and to enable learners to create news for the print media.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the difference between print and electronic journalism
- ii). Differentiate between hard and soft news formats.
- iii). Conduct various kinds of interviews.
- iv). Craft various types of news items.
- v). Create a well laid out newspaper

## COURSE CONTENT

### **1. UNIT I: World of Journalism:**

Constituents of Journalism. Print and electronic journalism – growth and development in India and abroad.

### **2. UNIT II: News:**

Definition, concept, elements, values and sources. Intro and lead writing. Areas of reporting, specialized reporting, investigative reporting, developmental reporting and interpretative reporting.

### **3. UNIT III: Editing:**

Meaning, purpose symbols and tools. News desk – its composition and functions.

### **4. UNIT IV: Print versus electronic journalism:**

New technology and journalism. News production today.

### **5. UNIT V: Introduction to Journalism Ethics:**

Ethics and law related issues in Journalism

## SUGGESTED ACTIVITIES

1. Conducting interviews of people from various walks of life and segments of society.
2. Attending events to report on them for a print organization.
3. Writing the news for print media.
4. Layout designing of a print newspaper.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks. (Assignment – Creating English and Hindi Newspapers).
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Ahuja, Charanjit & Hiteshi, Bharat (2016): “Print Journalism: A Complete Book of Journalism”, Partridge, India.
2. Keeble, Richard (2005): “Print Journalism: A Critical Introduction”, 1<sup>st</sup>. Edition, Routledge, Oxon.
3. Manning, Paul (2001): “News and News Sources: A Critical Introduction”, Sage Publications, London.
4. Sheridan Burns, L. (2002): “Understanding Journalism”, Sage Publications, London.



# MEDIA LAW

Course No.: T503

Credits: 03

## COURSE DESCRIPTION

This course intends to familiarize learners with media related constitutional prescription & media laws, the cinematography acts and other media related acts and with media related organizations & councils.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand how the various laws in India apply on the functioning of the media in the country.
- ii). Know about ethical practices in various streams of media in India.
- iii). Understand how ethics practiced in different media differ from each other.
- iv). Distinguish between some of the basic laws that apply on the various media.

## COURSE CONTENTS

### 1. Unit I: Constitution of India

Overview of the Constitution of India: Freedom of Media and Restriction thereupon; Fundamental Rights; Directive Principles of State Policy; Provision for Emergency; Provisions for amending the Constitution; Provisions for Legislature Reporting; Parliamentary Privileges; Centre-State Relations.

### 2. Unit II: Press/media laws - 1

History of press/media laws in India; Contempt of Courts Act 1971; Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.;

### 3. Unit III: Press/media laws - 2

Laws dealing with obscenity; Official Secrets Act 1923. Cinematography Act 1953; Prasar Bharati Act; GATT and Intellectual Property legislation's including Copyright Act, Trademark Act and Patent Act, Information Technology Legislation, Ethics. Media Council and media ombudsmen in the world; Codes for radio, television and Advertising.

### 4. Unit III: Cyber Laws and Ethics

Development of internet; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries.

### 5. Unit IV: Media Ethics

Ethics of Media, Need of code of ethics for Electronic Media, Social responsibilities of a Media Person, Relationship of Media with business.

## SUGGESTED ACTIVITIES

Case studies of different cases of India and abroad.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Basu, D.D. (1996): "Laws of the Press", Princeton Hall Publishers, New Delhi.
2. Beny, D (2013): "Ethics & Media Culture: Practices and Representations", Focal Press, Madison.
3. Crook, T. (2009): "Comparative Media Law and Ethics", Routledge, London & New York.
4. Hamelink, C J. (2000): "The Ethics of Cyberspace", Sage Publications Ltd., London.
5. Media Credibility by Aggarwal, S.K.
6. Mass Media: Laws and Regulations by Rayudu, C.S.
7. History of Press, Press Laws and Communication by Ahuja, B.N.
8. Press and Pressure by Mankakar, D.R.
9. Freedom and Fraud of the Press by Ghosh, Kekar
10. Press and Press Laws in India by Ghosh, Hemendra Prasad
11. Media Ethics and Laws by Jan R. Hakeculdar
12. The Media in your life by Jean Folkerts.

# **DIGITAL MEDIA BASICS**

*Course No.: T504*

*Credits: 03*

## **COURSE DESCRIPTION**

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Arm yourself with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of your knowledge base. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and YouTube, have dramatically changed how we interact, communicate and get from point A to B. Even Amazon and Google are relatively “young” by any measure.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Executive

## **COURSE CONTENTS**

### **Unit I**

- Fundamentals of Marketing
- Content & Communication in the Digital Space
- Digital Marketing Channels and Metrics

### **Unit II**

- Designing and Building a Website

### **Unit III**

- Social Media Marketing & Optimization
- Search Marketing : Search Engine Optimization (SEO)
- Search Marketing : Search Engine Marketing (SEM)

### **Unit IV**

- Display and Affiliate Marketing
- Content Marketing
- User Nurturing
- Email Marketing & Nurturing
- Remarketing
- Lead Management

### **Unit V**

- Web, Mobile & App Analytics
- Producing Web Video, Audio and Image Content
- Defining a Robust Digital Marketing Strategy

## **SUGGESTED ACTIVITIES**

- Make digital marketing promotion plan for a business.
- Ideate a business on social media with revenue model

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan.

# **VIDEO PRODUCTION**

*Course No.: M501*

*Credits: 04*

## **COURSE DESCRIPTION**

This course intends to evaluate learners on their practical knowledge. Learners will be expected to create a documentary, a music video and a short film.

## **LEARNING OUTCOME**

At the end of the course learners will be able to:

1. Create a documentary
2. Create a music video
3. Create a short film
4. Understand the differences in the grammar of documentary, music video, short film production
5. Shoot, record the audio for, create graphics/animation, edit documentaries, music videos & short films

## **SUGGESTED ACTIVITIES**

1. Produce a Documentary, from the generation of the original idea to writing a script to shooting visuals, taking expert bytes, recording vice-overs and anchor presentations to final edit. Duration - 5–10 minutes.
2. Produce a Music video, from the generation of an original idea to convey a story to the final music video. Learners may use any recorded track of a movie or a mix of multiple songs or write and compose their own song to convey their story. Duration - 3–5 minutes.
3. Produce a Short film, from the generation of an original idea to writing a script to screenplay, dialogue script and finally shooting of visuals according to the script to final edit. Duration - 5–10 minutes.

## **SUGGESTED ASSESSMENTS**

1. Music video and documentary will be of 30 marks each and short film will be of 40 marks.
2. Assessment will be done by the screening of these projects by the experts.

# **GRAPHICS AND ANIMATION (3D)**

*Course No.: M502*

*Credits: 04*

## **COURSE DESCRIPTION**

This course introduces students to all the major features of Maya: modeling, animation, texture, lighting, rendering, expressions, rigging, dynamics, and popular workflow. Concepts are quickly reviewed and explained and then demonstrated using Maya. Students will gain proficiency by following class examples as well as creating projects and exercises.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to operate the Maya software and use this software to create 3D models.

## **COURSE CONTENTS**

### **1. Unit I: Animation Principles & Introduction to 3D (Maya)**

Introduction to 12 animation principles. Overview of Interface and Tools. Setting up files and Maya projects, Configuring viewports, Customizing the interface, Navigating the Maya workspace, Understanding the Channel Box, The Attribute Editor, Organizing Maya Scenes, Working with the Outliner, Dealing with hierarchies, Object groups, Hiding and showing objects, Working with layers.

### **2. Unit II: Modeling**

Creating Polygonal Models, Differences between NURBS and polys, Selecting polygonal components, Using Soft Select and reflection, Sculpting with the Sculpt tool, The Combine and Separate commands, Working with subdivision surfaces, Working with edge loops, Using Edge Flow for smooth geometry, Mirroring geometry, Modeling with nonlinear deformers, Modeling with lattices, Using NURBS primitives, The NURBS curve tools, Using NURBS Revolve.

### **3. Unit III: Materials & Texturing**

Creating Materials, Overview of Maya renderers, The basics of materials, Creating and applying maps, Using bitmaps as texture, Working with the Hypershade window, Using the Ramp material, Displacement and bump maps, Mental ray materials, Applying Textures, Texture mapping, Projecting textures on surfaces, Applying multiple materials, UV mapping, The UV Texture Editor.

### **4. Unit IV: Rendering**

Render Settings, Lights and lighting types, Rendering shadows, Camera basics, Depth of field, Motion Blur, Reflections and refractions, Matching lights and shadows to images.  
Batch rendering

### **5. Unit V: Animation**

The animation interface, Set Key, The Graph Editor, The Dope Sheet, Animating objects along spline paths, Animation playback using Playblast, Creating animation cycles.

## **SUGGESTED ACTIVITIES**

Squash and Stretch assignment, Solid surface Object Modeling, Vehicle Modeling, Create a complete room interior scene with render (Includes Interior Modeling, Creating Materials for different Objects in the Room, Applying Textures, Light the Scene and Finally Render the scene using different Renderers), Creating Dynamics and finally editing together all scenes for a demo reel.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Johnson, O. & Thomas, F. (1995): “Disney Animation: The Illusion of Life”.
2. Williams, R., Faber & Faber (2002): “The Animator’s Survival Kit”.
3. Ninder, C. and Dowlatabadi, Z. (2001): Producing Animation, Focal Press.
4. Taylor, Richard (1999): The Encyclopedia of Animation Techniques, Focal Press.

# DIGITAL MEDIA PUBLISHING

Course No.: T601

Credits: 03

## COURSE DESCRIPTION

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Content creation and marketing using the highly engaging image, audio-video interactive content. Publishing on digital media enables content to reach to a wider variety of target group.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Generate and disseminate content for digital and social media platform
- Work as a Media Production, Video Creator, Content Writer

## COURSE CONTENTS

### 1. Unit I: Social Media Marketing

Consumer Behavior on Social Media, Platforms and Applications, Word of Mouth and Referrals, Viral Campaigns, Understanding Platforms: YouTube, Facebook, Twitter and LinkedIn

**Online Reputation Management:** Understanding ORM, How to deal with criticism online

### 2. Unit II: Email Marketing

Types of email marketing- Opt-in & bulk emailing, Setting up lists & web form, Creating a broadcast email, Top email marketing software's & a glimpse of how to use them, Improving ROI with A/B testing

**Mobile Marketing:** Understanding Mobile Devices, Mobile Marketing and Social Media, Using tools to create mobile websites, Using tools to create mobile app, Advertising on mobile (App & Web)

### 3. Unit III: Affiliate Marketing

Understanding Affiliate Marketing, 3As of Affiliate Marketing, Affiliates in India

**E-Commerce Marketing:** E-Commerce software and Shopping Cart software, Payment Gateways, Merchant Accounts & Logistics for physical goods

### 4. Unit IV: Content Marketing

Introduction to content marketing, Objective of content marketing, Influencer Campaigns, What is A/B testing? How to do A/B testing, Selecting landing pages after A/B testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in leads nurturing, Influencer Campaign

**Digital Marketing Strategy:** 1: Understanding IMC, 6 Ms of IMC, Understanding landing pages, Understanding thank-you page, Landing page vs website, Integrating Digital Assets, Campaigns and Applications.

### 5. Unit V : Digital Analytics & Measurement

Google analytics account structure, Digital Marketing Funnel, Driving Conversions, Adwords, AdSense, Sentiment mining and Textual analysis

**Measuring Campaign Effectiveness :** Assessing ROI for Digital Campaigns, Customer Lifetime Value

**Attribution -** Digital Marketing Plan, Setting objectives for business success.

**Case Study -** Email Marketing Case, GolfTripz, Golkonda Hotels, Bhalaji Photography

## SUGGESTED ACTIVITIES

- Make content based digital marketing promotion plan for a business.
- Ideate a content oriented platform on social media with revenue model

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan.

# MEDIA & PSYCHOLOGY

Course No.: T602

Credits: 03

## COURSE DESCRIPTION

Media psychology is the application of psychological theory and research to the analysis of media and technology use, development and impact. This course deals with media psychology about people and how they use, create and distribute media and the impact it has on them and the world at large. It is about how people think and feel and why they do things.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- Understand the field of media psychology
- Understand and apply research
- Describe the complex interaction of media technologies with human behavior and society
- Understand the appropriate application of psychological theory to the complex media environment
- Know the power of psychology to enable social change
- Understand the ethical implications of media and technology

## COURSE CONTENTS

### **1. Unit I: Introductions and Defining Media Psychology**

Demonstrate an understanding of the field of media psychology, the value in pursuing a definition, and the challenges of defining a field with the continual emergence of new technologies and applications.

### **2. Unit II: Public Opinion about Media: Framing and Mental Models**

Show an understanding of the way internal bias and external framing can influence the way media messages are constructed and perceived. Community & Collaboration: Understand the impact of group affiliation and community on identity and behavior.

### **3. Unit III: Measuring Media & the Experience of Technology**

Demonstrate an understanding of the some of the dominant research issues, challenges and methodologies in media psychology.

### **4. Unit IV: Media Literacy and Digital Citizenship**

Demonstrate an understanding of differing views of media literacy, the socioeconomic issues of media access and how producing media influences the concept the media literacy. Mobile and Persuasive Media: Demonstrate an understanding of the ways in which technologies can become persuasive devices.

### **5. Unit V: Technology, Motivation, and Learning**

Identify the arguments around technology in learning and education. Social Technologies and Networked Society: Demonstrate an understanding of how social networking and social media are changing the way information travels.

## SUGGESTED ACTIVITIES

Discussion exercises

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Baym, Nancy K. (2010). Personal Connections in the Digital Age. Digital Media and Society Series. Malden, MA: Polity.
2. Dill, K. (Ed.). (2013). Oxford Handbook of Media Psychology. New York: Oxford University Press.
3. Giles, D. C. (2010). Psychology of the Media. London: Palgrave Macmillan.
4. Joinson, A., McKenna, K. Y. A., Postmes, T., & Reips, U.-D. (Eds.). (2007). The Oxford Handbook of Internet Psychology. Oxford: Oxford University Press.

# **INTRODUCTION TO ADVERTISING**

Course No.: T603

Credits: 03

## **COURSE DESCRIPTION:**

The aim of the paper is to foster the natural energies and enthusiasm of the introductory advertising learner. The course will provide learners an opportunity to understand advertising management process, which will develop skills in problem solving and decision-making. The foremost objective at the end will be an ability to develop comprehensive advertising plan for the company/product/services

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Function as advertising managers with advertising agencies
- ii). Create advertisements for various media, whether print, TV, radio, multimedia, online, etc.
- iii). Undertake research to test the effectiveness of advertisements.

## **COURSE CONTENTS**

### **1. Unit I: Introduction to Advertising**

Concept, definitions and process of advertising, Need and scope of advertising, Growth and development of advertising in India, Careers in advertising.

### **2. Unit II: Media Planning**

Classification of advertisement, Advertising campaign, Ad appeals, types of ad appeals, Concept and process of media planning.

### **3. Unit III: Advertising Agency**

Structure and functioning of ad agency, Process of preparing print advertisements, Process of preparing radio and television advertisements, Introduction to outdoor advertising.

### **4. Unit IV: Advertising and Market**

Media marketing, space and time selling, Market survey – audience, product and media profile, Television Ratings Points (TRP), Methodology and process of ratings.

### **5. Unit V: Ad Copy**

The media mix, USP, Components of advertising copy, Preparation of Clipping File of different advertisement.

## **SUGGESTED ACTIVITIES**

1. Research and preparation of client brief, agency brief.
2. Production of commercials and public service announcements for print and television.

## **SUGGESTED ASSESSMENTS**

5. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
6. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Batra, Rajeev, Myers, John G. &Aaker, David A (2002): “Advertising Management”, 5<sup>th</sup>. Edition, Prentice Hall, India.
2. Kotler, Phillip (1993): “Marketing Management: Analysis, Planning, Implementation and Control”, 8th. Edition, Pearson, India.
3. Ries, Al & Trout, Jack (1997): “Marketing Warfare”, McGraw-Hill Education, New York.
4. Ries, Al & Trout, Jack (2000): “Positioning: The Battle For Your Mind”, McGraw-Hill Education, New York.
5. Russel, J Thomas & Lane, W Roland (1998): “Kleppner's Advertising Procedure”, 14<sup>th</sup> Edition, Pearson, USA.
6. Sengupta, Subroto (2005): “Brand Positioning: Strategies for Competitive Advantage”, McGraw Hill Education, New Delhi, India.

# MEDIA PRESENTATION SKILLS

Course No.: T604

Credits: 03

## COURSE DESCRIPTION

Presentation skills are very much required in media industry as dubbing, voice-over artist, anchor, presenter, host. There are so many contents that are dubbed every day from English and other Indian language.

## LEARNING OUTCOMES

At the end of the course learners will be able to identify the sectors where presentation skills is required in media industry and can take advantage of those sector as an employment opportunity.

## COURSE CONTENTS AND ACTIVITIES

### 1. Unit 1: Voice & Fluency

The basics of fluency, Voice: pitch/tone/intonation/inflection; Improving Pronunciation and Diction

### 2. Unit 2: Voicing & Dubbing

Voice manipulation, Voice Improvement exercises; Voice Modulation; Warm-up techniques, Technology and Equipment used in Dubbing studio, Lip Synching, Reading the Script and practice, Dubbing for films, cartoon films, T.V. Serials Practice

### 3. Unit 3: Voice-over techniques

Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries.

### 4. Unit 4: Public Speaking

Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, Camera Rehearsals, Anchoring, Examples of anchors work and detailed analysis of their styles.

### 5. Unit 5: Career Options in TV Anchoring

Stage Anchor, News Anchor, Programme Anchor, A Presenter, Host, Live Events Anchor, Award Functions, Any Competition Shows, Comedy Shows, Film Based Shows, Cooking Shows, Reality Shows, Sports, Crime Reports, Talk Shows, Debates

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. “All I have is a voice.” – W.H. Auden.
2. Altman, Rick, ed., Sound theory sound practice, Routledge
3. Yewdall, Lewis, David, Practical art of motion picture sound, Focal Press
4. Holman, Tomlinson, Sound for film and television, Focal Press



# ELECTRONIC NEWS PRODUCTION

Course No.: M601

Credits: 04

## COURSE DESCRIPTION

This course will be a study of the principles of writing news and information for Radio, TV, Podcasts, and Livestreaming. Basics of television news and broadcast styles will be discussed and practiced. The importance of understanding technical processes as they apply to the creative will be emphasized.

## LEARNING OUTCOMES

At the end of this course learners will be able to:

- i). Think of story ideas for broadcast news.
- ii). Write broadcast news stories
- iii). Shoot relevant footage for broadcast news
- iv). Record relevant audio while covering the news
- v). Conduct interviews of various types for broadcast news
- vi). Edit and package news items for broadcast news
- vii). Learn how to undertake team work and coordinate with other members of their team to ensure a quality product is delivered at the end of the production process.

## COURSE CONTENT

### **1. Unit I – Basic Concepts in News**

News: Concept, definition, elements of news, news values editorializing, objectivity, impartiality and balance.

### **2. Unit II – News Programmes and Sources**

Types of news programmes on electronic media, Sources of news.

### **3. Unit III: Electronic News Gathering:**

Writing and reporting. Writing and reporting techniques, compiling the report, reporting for broadcast, investigative reporting, specialist reporting, public affairs reporting. Basic equipment for electronic news gathering, news rooms, satellite communication and video journalism. Comparisons with print media.

### **4. Unit IV: Presentation:**

Presenting the news for Radio and TV, Its various formats and styles, pronunciation, voice delivery, accent etc.

### **5. Unit V: Online Journalism:**

Internet news portal, reporting techniques, writing and story construction, convergence of media.

## SUGGESTED ACTIVITIES

1. Writing news stories for radio, TV and online news sources.
2. Interviewing people concerned with the content of the respective news items.
3. Creating news items for radio, TV and online news sources.
4. Integrating all news items produced into a composite news bulletin.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Barnas, F. & White, T. (2010): “Broadcast News: Writing, Reporting and Producing”, 5th. Edition, Focal Press, Oxford.
2. Boyd, Andrew (2000): “Broadcast Journalism, Radio and TV News”, Focal Press, Oxford.
3. Boyd, A., Stewart, P., & Alexander, R. (2008): “Broadcast Journalism: Techniques of Radio and Television News”, 6<sup>th</sup>. Edition, Focal Press, Oxford.
4. Dominick, J.R. (2002): “The Dynamics of Mass Communication: Media in the Digital Age”, McGraw Hill, Boston, M.A.
5. Harrington, Walter G. (1997): “Intimate Journalism: The Art & Craft of reporting Everyday Life”, Sage Publications, USA.
6. Herbert, John (1999): “Journalism in the Digital Age. Theory and Practice for Broadcast, Print and Online Media”, Focal Press, Boston.
7. Manning, Paul (2001): “News and News Sources”, Sage Publication, London.
8. Quinn, S. (2005): “Convergent Journalism: The Fundamentals of Multimedia Reporting”, Peter Lang Publishing, New York.

# VISUAL EFFECTS (VFX)

Course No.: M602

Credits: 04

## COURSE DESCRIPTION

This course deals with the techniques of visual effects for broadcast and digital filmmaking. Course covers visual effects workflow, image processing, creating mattes, tracking, and compositing.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

1. create an animation in After Effects
2. understand basic image processing techniques
3. pull mattes using various image processing techniques including chroma-keying
4. track motion data using various techniques
5. create workflows for the creation of basic visual effects.
6. create compositions through the use of transparency
7. analyze complex visual effects in movies.

## COURSE CONTENT

### **1. Unit 1: Introduction to After Effects**

Introduction to the Interface, Defining motion Graphics, Using the After Effects Interface, Creating a project, Understanding the After Effects panel system, Organizing the Project Window, Understanding the Composition Window, Working in the Timeline Window, RAM Preview vs. Standard Preview, Media Management

### **2. Unit 2: Layer & Keyframes control**

Using Layers in Adobe After Effects, Layer basics, Layer options, Creating a layer solid, Understanding the layer switches, Time stretch and frame blending, Nesting compositions/layers using precomps, Using keyframes in Adobe After Effects, Animation of layer properties using keyframes, Using layer parenting to ease repetition, Understanding motion paths, Working with layer blending, Controlling the speed of animations, Easing principles, Using text in Adobe After Effects, Creating text, Character palette, Paragraph palette, Animating text with keyframes, Animating text using presets, Using Bridge with After Effects

### **3. Unit 3: Masking and Keying**

Masking and alpha channels in Adobe After Effects, Masking, Animating masks, Working with alpha channels, Track matte, chroma Keying in After Effects, Green screen Shooting Basics, Using Masks for Compositing (Garbage Mattes), Using Keylight, Refining a Matte

### **4. Unit 4: Tracking**

Motion Tracking, Understanding Motion Tracking, Motion Tracking vs Stabilization, Setting a Track Point, Using Null objects, Compositing 2D Graphics, Motion Stabilization with After Effects, Using the Warp Stabilizer, 3D Camera Tracking, Using the 3D Camera Tracker, Compositing 3D Graphics with Video

### **5. Unit 5: Advanced Compositing**

Time Remapping Video, Understanding Time Remapping, Slow Motion Effects, Fast Motion Effects, Using Frame Blending, Color Correction and Color Adjustment, Adjusting Tonality, Advanced Color Adjustments, Manual Rotoscoping, Using the Roto Brush, Painting on Color, Creating environmental effects, Explosive Effects, Render Output Settings, Output Module Templates

## SUGGESTED ACTIVITIES

1. Portfolio generation, Producing special effects using Adobe After, Effects Producing special effects using Combustion
2. Case study of popular sound and visual effects, Appreciating sound and visual effects used in various films

## SUGGESTED READINGS

1. Ron, B. (2008): "Art and Science of Digital Compositing, 2<sup>nd</sup> Ed., Morgan Kaufmann.
2. Block, B (2008): "The Visual Story". Focal Press. ISBN – 9780240807799
3. Katz, S. (1991): "Film Directing Shot by Shot", Michael Wiese Productions. ISBN- 0941188108
4. Maschwitz, S. (2007): "The DV Rebel's Guide", Peachpit Press. ISBN – 0321413644

# FUNDAMENTALS OF MANAGEMENT

Course No.: T701

Credits : 04

## COURSE DESCRIPTION

The course aims at ensuring that learners gain an understanding of the functions and responsibilities of a manager. It intends to provide learners with tools and techniques to be used in the performance of the managerial job and enable learners to analyse and understand the environments of various organizations.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the functions and responsibilities of a manager.
- ii). Learnt the tools and techniques to be used in the performance of the managerial job.
- iii). Analyse and understand the environment of various organizations.

## COURSE CONTENTS

### **1. Unit I: Introduction to Management:**

Concept, Nature, Purpose of Management; Functions & Responsibilities; Developing Excellent Managers in a Global Environment; Development of Management Thought - Evolution & Early Contributions of Management Thought, The Classical School, The Human Relations School, Systems Theory, Contingency Management.

### **2. Unit II: Planning & Objectives:**

Planning: Concept, Nature, Purpose of Planning; Steps in Planning; Types of Planning, Effective Planning in a dynamic environment, Principles of Planning, Implementation of Plans, Advantages and Limitations of Planning; Types of Plans, Instruments of Planning. Objectives: Concept, Nature, Types of Objectives, Setting Objectives; Management by Objectives (MBO) - Concept, benefits and weaknesses.

### **3. Unit III: Strategies & Policies:**

Concept & Types of Strategies & Policies, Principles of formulation of policies; Concept of Decision & Decision-Making, Types of Decisions, Decision-Making Process, Guidelines for making effective decisions, Decision-Making conditions, Decision-Making styles, Individual & Group Decision-Making.

### **4. Unit IV: Organizing:**

Nature, Purpose & Principles of Organizing; Organization levels & The Span of Management, Organization Structures & Process of Organizing, Departmentation - concept, importance & bases, organization charts & manuals, Line-Staff Relations; Delegation – Concept, nature & process of delegation, principles of effective delegation; Decentralization – Concept & principles of decentralization.

### **5. Unit V: Controlling:**

Concept & Process of Control, types of controls, Human aspects of Control, Principles of Controlling; Tools for Controlling Organizational Performance; Control Techniques & Information Technology.

## SUGGESTED ACTIVITIES

Cases will be discussed and student will be prepare and present cases.

## SUGGESTED ASSESSMENTS

7. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
8. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Agrawal, R.D. (1982): “Organization and Management”, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Koontz, Harold & Weihrich, Heinz (2007): “Essentials of Management – An International Perspective”, 7th Edition, Tata-McGraw Hill, New Delhi.
3. Robbins, Stephen & Coulter, Mary (2008): “Management”, 9<sup>th</sup> Edition, Pearson Education, Canada.
4. Weihrich, Heinz; Cannice, Mark V & Koontz, Harold (2008): “Management – A Global and Entrepreneurial Perspective”, 12<sup>th</sup> Edition, Tata-McGraw Hill, New Delhi.

# MEDIA RESEARCH

Course No.: T702

Credits: 04

## COURSE DESCRIPTION

Media Research is essential for initiating and continuing any kind of media activity. This course will familiarize learners with different aspects of Media research in video production. It will enable the learners to understand Media research methodology and commonly used statistics and equip them for conducting research in the area of Media & Communication.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

## COURSE CONTENT

### **1. Unit I: Nature of Scientific Inquiry and Scientific Method:**

Need of research in Media Production. Elements of research: theory and facts, hypotheses, concepts and constructs, variables, nature and levels of measurement.

### **2. Unit II: Types of Research:**

Survey, experimental and historical research, production research, content analysis, audience/reception research, evaluation research, quantitative and qualitative research, formative research & summative research.

### **3. Unit III: Research Design:**

Exploratory, explanatory, experimental, and diagnostic. Research question, review of literature, topic selection, sampling, methods of data collection, compiling bibliographies.

### **4. Unit VI: Data Analysis:**

Quantitative analysis and qualitative analysis. Common elementary statistics: frequency tables, central tendencies. Measurement of variability, correlation, parametric and non parametric tests.

### **5. Unit V: Writing a Research Report:**

Structure and organization, language, presentation of data, charts, graphs, tables etc.

## SUGGESTED ACTIVITIES

1. Preparation of media research proposal.
2. Writing of findings by analysis of given data with the use of appropriate statistical techniques.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3<sup>rd</sup> ed., Houghton, Mifflim Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

# MEDIA PLANNING

Course No.: T703

Credit: 04

## COURSE DESCRIPTION

This course focuses on creating a media plan brief, understanding budgets, goals and market scenario, target audience analysis using research-driven tools, and different media sites and ad networks.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Design a media brief
- iii). Create budgets
- iv). Conduct audience research
- v). Suggest appropriate media mix

## COURSE CONTENT

### 1. Unit I: Introduction to Media Planning

Meaning and scope of Media Planning, Media Planning Elements, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning.

### 2. Unit II: Media Mix

**Media Mix:** Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix. **Media Choices:** Print, Radio, TV & OOH – Meaning & type, Factors Affecting Selection of a particular Media Decisions, Advantages and Limitations. **Emerging Media:** Online, Mobile, Gaming, In flight, In Store, Interactive Media.

### 3. Unit III: Media Budgeting, Buying & Scheduling

Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components; Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.

### 4. Unit IV: Media Strategy

**Media Budget:** Meaning, Factors to be considered while framing a Budget; Importance of Media Budget; Methods of Setting Media Budget. **Media Buying:** Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process; Buying brief: Concept & Elements of Buying Brief, Art of Media Buying; Criteria in Media Buying. **Media Scheduling:** Meaning, Importance, Factors Affecting Scheduling; Scheduling Strategies for Creating Impact: Road Block, Day or Day part; Emphasis, Multiple Spotting, Teasers.

### 5. Unit V: Media Measurement

**Basic Metrics:** Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach; **Television Metrics:** Dairy v/s Peplemeter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership; **Radio Metrics:** Arbitron Radio Rating; **Print Metrics:** Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. **OOH Metrics:** Traffic Audit Bureau (TAB), Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).

## SUGGESTED ACTIVITIES

Creation & presentation of a media plan given by the instructor.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Katz, Helen (2016): “The Media Handbook: A Complete Guide to Advertising, Media Selection, Planning, Research & Buying”, 6<sup>th</sup>. Edition, Routledge, New York.
2. Scissors, Jack Z & Baron, Roger B (2010): “Advertising Media Planning”, 7<sup>th</sup>. Edition, McGraw Hill Companies Inc., USA.
3. Menon, A. (2010): “Media Planning and Buying”, Tata McGraw Hill Education Private Limited, Second Edition.
4. Percy, L and Elliott, R.: Strategic Advertising Management, Oxford University Press, Second Edition.
5. Kelly, L. D. and Jugeneimer, D.W.: “Advertising Media Planning”, PHI learning Private Limited.
6. Herrick, D. F.: “Media Management in Age of Giants”, Surjeet Publications.
7. Warner, C. and Buchman, J.: “Media selling”, Surjeet Publication, Third edition.

# SCREENPLAY & DIALOGUE WRITING

Course No.: M701

Credit: 04

## COURSE DESCRIPTION

To familiarize students with the basic principles of the craft of screen play and dialogue writing. Set the students on the path to explore their individuality, discover their own stories and develop their own narrative styles.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the elements that go into the creation of a screen play,
- ii). Create well-developed characters for plays,
- iii). Write out dialogues for a screen play.

## COURSE CONTENT

### 1. Unit I: Introduction to Screenplay

Stories - Storytelling - What is screenplay? - Differences in story, novel, script and screen play. Concept - Paradigm of screenplay - Elements of screenplay.

### 2. Unit II: Ideation

Subject of screenplay – Theme, premise – Plot - Elaboration of subject in the screenplay.  
Dramatic requirement - Conflict - Problems usually faced in writing screenplay - Flow of the story.

### 3. Unit III: Characters

Creation of Characters and characterization - Need of character - Development of characters - Problems of character - Attitude and change of character.

### 4. Unit IV: Structure & Writing Dialogue

The Set-up – Genre - Beginnings & Endings - Scenes - Sequences - Plot points – Principle of flashbacks.  
Nature – Purpose – Voice of character – Concept of dialogue writing – Process – Principles of effective dialogue.

### 5. Unit V: Story Board

Concept – Process – Technique – Requirement.

## SUGGESTED ACTIVITIES

Formation of groups, each group will create an original story, write screenplay and dialogues and perform on stage.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Blake Snyder (2005): “Save The Cat! : The Last Book on Screenwriting You’ll Ever Need” Michael Wiese Productions, California, USA.
2. David Mamet (1992) “On Directing Film”, Reprint edition, Penguin Books, USA.
3. David Trottier (2014): “The Screenwriter’s Bible: A Complete Guide to Writing, Formatting, and Selling Your Script”, 6<sup>th</sup>. Edition, Silman-James Press, California, USA.
4. Lajos Egri (1972): “The Art of Dramatic Writing: Its Basis in the Creative Interpretation of Human Motives”, Revised Edition, Touchstone, New York.
5. Linda Seger (2010): “Making a Good Script Great”, 3<sup>rd</sup>. Edition, Silman-James Press, California, USA.
6. Robert McKee (1997): “Story: Substance, Structure, Style, and the Principles of Screenwriting”, 1<sup>st</sup>. Edition, Regan Books, New York.
7. Syd Field (2005): “Screenplay: The Foundations of Screenwriting” Delta, New York, USA.
8. William Goldman (1989): “Adventures in the Screen Trade: A Personal View of Hollywood & Screen Writing” Grand Central Publishing, USA.

# **DOCUMENTARY PRODUCTION**

*Course No.: M702*

*Credits: 04*

## **COURSE DESCRIPTION**

This course will include production of a broadcast level documentaries on social issues based topics.

**Documentary production** will start from an original idea to writing a script to shooting visuals, taking expert bytes, recording vice-overs and anchor presentations to final edit. Duration will be from 10 – 30 minutes.

## **SUGGESTED ASSESSMENTS**

1. Documentary will be of 100 marks.
2. Assessment will be done by the screening of documentary by the experts.

# ART DIRECTION

Course No.: T801

Credits: 04

## COURSE DESCRIPTION

This course will introduce learners to the analytical and artistic skills needed to design a television production. The course will consist of design projects, in class exploration of topics related to the design and drawing of scenery, and discussion of key topics pertaining to the art and craft of Design.

## LEARNING OUTCOMES

Upon completion of this course learners will be able to:

- 1- Break down a script and define the key design elements
- 2- Produce a schedule and budget a multi scene script.
- 3- Interpret the style of a script over multiple scenes.
- 4- Research the look and style of a show.
- 5- Design scenery that incorporates location and studio work.
- 6- Explore methods of presenting a design concept to the production team.
- 7- Design graphics and props for a television production.

## COURSE CONTENT

### 1. Unit I - The Physical Design

Scouting, Interiors and Exteriors. How to photograph. How to measure. Other details of importance.

### 2. Unit II - The Design Process - Part 1

Landing the visual concept; finding the visual arcs within the story; identifying thematic elements; recognizing emotional tones; Beginning the design process. Script breakdowns. Logistics, nomenclature, naming conventions. Research. Who is designing? Storyboarding, Animatics, Concept Illustrating, Computer Modeling, Hand Drafting, White Models. Digital tools & Workflow. Budgeting & Scheduling. Research.

### 3. Unit III - The Design Process - Part 2

Designing for the lens: Lenses 101, Camera Angles, Lens ratios, Focal lengths. Visual History of the Art Department from the Thaumatrope and Muybridge to Digital Capture and Christopher Nolan.

### 4. Unit IV- The Physical Design - Part 3

Set Dressing. Vendors, studio facilities, backings, industry service listings, technical advisors, mechanical effects, specialty props, weapons, vehicles, animatronics and hand props.

### 5. Unit V - Historical & Modern Techniques

Historical: Painted glass, mattes, foreground miniatures, forced perspective, front & rear projection, mirrors. Modern: CGI & Digital Filmmaking from Max Fleischer to Robert Zemeckis, James Cameron and Christopher Nolan.

## SUGGESTED ACTIVITIES

1. Learners present their Ground Plans, Elevations, and Color/Texture/Finish Boards to the class.
2. Learner Presentation: Production Design Analysis

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Heisner, Beverly (1990): “Hollywood Art - Art Direction in the Days of the Great Studios”, McFarland & Company, USA.
2. LoBrutto, Vincent (1992): “By Design - Interviews with Film Production Designers”; Praeger, USA.
3. Rizzo, Michael (2005): “The Art Direction Handbook for Film”, Focal Press, M.A.
4. Sennett, Robert S. (1994): “Setting the Scene - The Great Hollywood Art Directors”, Harry N. Abrams, Inc., New York
5. Whitlock, Cathy & the Art Directors Guild (2010): “DESIGNS on FILM: A Hundred Years of Hollywood Art Direction”, Harper Collins, USA.



# **MEDIA ORGANIZATION & BEHAVIOUR**

**Course No.: T802**

**Credits: 04**

## **COURSE DESCRIPTION:**

This course intends on helping learners to understand human behaviour in organizations so that they improve their managerial effectiveness.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand how Media Organizations function
- ii). Analyse human behavior, personality, values and ethics across media.
- iii). Identify and interpret elements of perception, emotions, moods, attitudes and stress across media.
- iv). Analyse and discuss human drives, needs and various motivation theories.
- v). Identify and discuss the mechanisms behind effective team dynamics.
- vi). Discuss elements of effective leadership, decision-making, goal setting and feedback mechanisms.
- vii). Discuss power as well as conflict and conflict management across media.
- viii). Discuss culture.

## **COURSE CONTENTS**

### **1. Unit I: Media Organization**

Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company. Nature and Structure of different Media Organizations-AIR!DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry.

### **2. Unit II: Organizational Behavior Models**

OB Models, Personality – Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories. Perception and Cognitive Dissonance theory. Innovation and Creativity Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor Theory, ERG Theory, Vroom's Expectancy Theory, Reinforcement Theory and Behavior Modification. EQ-IQ.

### **3. Unit III: Foundations of Group Behavior and Leadership**

Defining and Classifying Groups, Group Structure and processes, Process of Group formation, Group Decision Making, Group V/s Team, Team Effectiveness and Decision Making. Trait Theories, Behavioral Theories- OHIO State Studies, Michigan Studies, and Managerial Grid, Contingency theories – Fiedler's Model, Hersey and Blanchard's Situational Theory, Leader – Member Exchange Theory, Path goal theory, Charismatic Leadership.

### **4. Unit IV: Conflict**

Intra-individual conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques.

### **5. Unit V: Organizational Culture, Change and Stress Management**

Forces of Change, Resistance change, and Lewin's Three-Step Model, Stress Management – Potential Sources, Consequences and coping strategies for stress. Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining culture, How Employees Learn Culture.

## **SUGGESTED ACTIVITIES**

- 1) Find out and explain the organizational structure of a media company. Brief the structure.
- 2) Take big five personality and creativity test. Quote 5 real life examples in support of the result.
- 3) Answer the 10 questions given in the class.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Block, Peter, et al. (2001): "Managing in the Media", Focal Press, Oxford & Boston.
2. Luthans, Fred, (1998): "Organizational Behaviour", 8<sup>th</sup> Edn., McGraw Hill, New York.
3. Newstrom, John W. & Davis, Keith (1993): "Organizational Behaviour: Human Behaviour at Work", Tata McGraw Hill, New Delhi.
4. Robbins, Stephen P. (2000): "Organizational Behaviour: Concepts, Controversies, and Applications", 9<sup>th</sup> Ed., Prentice Hall, New Delhi.
5. Scott, Bill, (1995): "The Skills of Communications", Jaico Publications, Bombay.

# **MEDIA RESEARCH - DISSERTATION**

*Course No.: DSE801*

*Credits : 4*

## **COURSE DESCRIPTION**

This course is meant to enable the learners to conduct media researches and write a thesis on completed research. Every learner will have to choose one dissertation course. The project based course will be in the form of a dissertation based on topics related to electronic media including digital media.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

1. Identify and formulate research problem
2. Understand research methodology
3. Conduct research
4. Analyze data
5. Present research

## **COURSE CONTENT**

Learners will complete a research dissertation project and write the thesis on a selected topic related to electronic media.

## **SUGGESTED ACTIVITIES**

1. Selection of topic
2. Statement of problem
3. Tool designing
4. Data collection
5. Data analysis
6. Thesis writing
7. Presentation of Research

## **SUGGESTED ASSESSMENTS**

Evaluation on the basis of all the practical work done across the semester.

## **SUGGESTED READINGS**

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3<sup>rd</sup> ed., Houghton, Mifflin Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

# **GROUP DISCUSSIONS & PERSONAL INTERVIEW**

*Course No.: M803*

*Value added*

This course is designed for the final year students who are preparing themselves for an interview / group discussion get the job they want. It will enable students to explore their own values, experience, qualifications, potential and position themselves for achieving success. Shortlisted students for placements from the written entrance examination are required to undergo Group Discussions (GD) & Personal Interview (PI).

## **GROUP DISCUSSIONS (GD)**

GD would comprise of various parameters including:

- Conceptual Clarity
- Knowledge of the topic assigned
- Contribution made to the topic
- Interpersonal skills
- Ability to generate new ideas
- Problem solving approach
- Leadership qualities
- Effective Communication

## **PERSONAL INTERVIEW (PI)**

PI would comprise of various parameters including:

- Career Orientation
- Aptness for the field
- Overall personal achievements in academics & co-curricular activities
- Communication
- General Awareness & Aptitude, creative & lateral thinking are likely to be useful

## **MOOCS PRODUCTION**

*Course No.: DSE803*

*Credits: 04*

### **COURSE DESCRIPTION**

This course intends to evaluate students on their practical knowledge. Students will be expected to participate in the MOOCs production done at the department. Students will shoot footages required for the production and will support in MOOCs development and production. It includes capturing footages, creation of graphics and assist in video editing.

### **SUGGESTED ASSESSMENTS**

Assessment will be done by the work completed by the students during the development and production of MOOCs.

## **FICTION PRODUCTION**

*Course No.: DSE802*

*Credits: 04*

### **COURSE DESCRIPTION**

This course intends to evaluate students on their practical knowledge. Students will be expected to create a short film. Students will shoot, record the audio for, create graphics/animation, edit.

Produce a Short film, from the generation of an original idea to writing a script to screenplay, dialogue script and finally shooting of visuals according to the script to final edit. Duration: 10–15 minutes.

### **SUGGESTED ASSESSMENTS**

Assessment will be done by the screening of produced short film by the internal and expert experts.

# HUMAN RESOURCE MANAGEMENT

Course No.: GE801

Credits: 03

## COURSE DESCRIPTION

The course introduces learners to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- (i) Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- (ii) Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
- (iii) Identify the human resources needs of an organization or department.
- (iv) Conduct a job analysis and produce a job description from the job analysis.
- (v) Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- (vi) Assess training requirements and design a successful orientation and training program.
- (vii) Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.
- (viii) Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

## COURSE CONTENT

### **1. Unit I: Changing Nature of Human Resource**

Strategic IR Management and Planning; Organization/Individual Relations and Retention; Legal Framework of Employment; Managing Equal Employment and Diversity; Job and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

### **2. Unit II: Staffing the Organization**

Legal Framework of Equal Employment; Managing Equal Employment and Diversity; Jobs and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

### **3. Unit III: Training & Developing Human Resources**

Training Human Resources; Careers and HR Development; Performance Management and appraisal.

### **4. Unit IV: Compensating Human Resources**

Compensation Strategies and Practices; Variable Pay and Executive Compensation; Managing Employee Benefits.

### **5. Unit V: Employee Relations**

Health, Safety and Security; Employee Rights and Discipline; Union / Management Relations.

## SUGGESTED ACTIVITIES

Case studies

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Scott, Snell & Bohlander, George (2012): “Principles of Human Resource Management”, 16<sup>th</sup>.Edition, Thomson South-Western, USA.
2. Wagen, Lynn Vander (2006): “Human Resource Management for Events: Managing the Event Workforce”, 1<sup>st</sup>. Edition, ELSEVIER, Butterworth-Heinemann.

# EVENT MANAGEMENT

*Course No.: T902*

*Credits: 4*

## COURSE DESCRIPTION

This course aims at introducing learners to the organizing and planning of a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events. It intends to teach learners about how to tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience. The course will equip learners in getting an opportunity to work with major corporate houses which have event management cells to handle their in-house events and enable them to form their own event management companies.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- 1) Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
- 2) Tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience.
- 3) Get an opportunity to work with major corporate houses which have event management cells to handle their in-house events.
- 4) Form their own event management companies.

## COURSE CONTENT

### 1. Unit I: Need and Management

Events and Event Management: What are events, Types of Events & Event Management; Understanding Events (i) Events as a communication tool, (ii) Events as a marketing tool; The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

### 2. Unit II: Creating an Event

Conceptualization and Planning, The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan, Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management.

### 3. Unit III: Programming and Service Management

Programming and Service Management, Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling.

### 4. Unit IV: Human Resource and Revenue

Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation; Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship; Financial Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk management.

### 5. Unit V: Evaluation and Assessment

Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys; Communications-Reaching the Customer; The Communication Mix, Developing and Communicating a Positive Image; Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

## SUGGESTED ACTIVITIES

Proposal, planning & presentation of an event given by the instructor.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

- 1) Etzel Michael; Walker Bruce; and Stanton William (2004): “Marketing”, 13<sup>th</sup> Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi,.
- 2) Gaur, Sanjaya; Saggere, Sanjay (2003): Events Marketing and Management, 1<sup>st</sup>. Edition, Vikas Publishing House Pvt. Ltd, New Delhi.
- 3) Kotler, Philip (2000): “Marketing Management”, 10<sup>th</sup> Edition, Prentice Hall, USA.

# **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

*Course No.: T903*

*Credits: 04*

## **COURSE DESCRIPTION**

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Arm yourself with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of your knowledge base. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and YouTube, have dramatically changed how we interact, communicate and get from point A to B. Even Amazon and Google are relatively “young” by any measure.

## **LEARNING OUTCOME**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager

## **COURSE CONTENT**

Unit I

- Fundamentals of Marketing
- Content & Communication in the Digital Space
- Digital Marketing Channels and Metrics

Unit II

- Designing and Building a Website

Unit III

- Social Media Marketing & Optimization
- Search Marketing : Search Engine Optimization (SEO)
- Search Marketing : Search Engine Marketing (SEM)

Unit IV

- Display and Affiliate Marketing
- Content Marketing
- User Nurturing
- Email Marketing & Nurturing
- Remarketing
- Lead Management

Unit V

- Web, Mobile & App Analytics
- Producing Web Video, Audio and Image Content
- Defining a Robust Digital Marketing Strategy

## **SUGGESTED ACTIVITIES**

- Make digital marketing promotion plan for a business.
- Ideate a business on social media with revenue model

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **REFERENCES**

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan

# FILM STUDIES

**Course No: DSE901**

**Credits: 04**

## COURSE DESCRIPTION

Film Studies is the study of the production, aesthetics and history of the 20th century's most important visual medium—the cinema. This course enables students to understand the language of cinema and to help them recognize significant film movements and theories as well as filmmakers who have shaped the course of world cinema, along with a reading of key cinematic texts.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- understand the nature and process of film production.
- learn how to read, analyze film and appreciate cinema in an academic way.
- familiarize learners with certain theoretical ideas presented by major film theorists.
- understand the language of cinema, film narrative and the history of cinema,

## COURSE CONTENTS

### 1. Unit I - Language of Cinema - I

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage.

### 2. Unit II - Language of Cinema - II

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema.

### 3. Unit III - Film Form and Style

German Expressionism and Film Noir; Italian Neorealism; French New-Wave.

### 4. Unit IV - Alternative Visions

Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur- Film Authorship with a special focus on Ray or Kurusawa.

### 5. Unit V - Hindi Cinema

Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalisation and Indian Cinema; Film Culture.

## SUGGESTED ACTIVITIES

- Student will watch and analyze various movies on weekly basis.
- Student will prepare and present a detailed research project on the basis of Director/Genre/Era/Theme etc. as given by the instructor

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Bordwell, David (1986): 'Classical Hollywood Cinema: Narration Principles and Procedures' in "*Narrative, Apparatus, Ideology*", pp 17-34, Edited by Philip Rosen, Columbia University Press, New York.
3. Dyer, Richard (2000): 'Heavenly Bodies: Film Stars and Society' in "*Film and Theory: An Anthology*", pp. 603-617. Blackwell Publishers, Massachusetts, U.S.A & Oxford, U.K.
4. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
5. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
6. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008):"Global Bollywood", New York University Press, New York.
7. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
8. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.
9. Stam, Robert (2000): 'The Cult of the Auteur', 'The Americanization of Auteur Theory', 'Interrogating Authorship and Genre', in "*Film Theory: An Introduction*", pp. 83-91, 123-129. Blackwell Publishers, Massachusetts &Oxford.



# **TELEVISION PROGRAMMING STUDIES**

*Course No: DSE902*

*Credits: 04*

## **COURSE DESCRIPTION**

Television Programming Studies is the study of the television programs of current top rated channels. This course enables students to understand the current television content and theme of the programs. How program goes to top and how it will sustain on the basis of their weekly TRP/GRP.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- understand the programming patterns of television channels.
- learn how to read, watch and analyze television programs.
- Analyze shows content and compare it with their TRP.

## **SUGGESTED ACTIVITIES**

- Student will watch and analyze various television shows on daily basis.
- Student will watch and analyze all television shows of a particular television channel for a month.
- Student will prepare and present a detailed research project on the basis of shows content and TRP.

## **SUGGESTED ASSESSMENTS**

Assessment will be done on the basis of research report and presentation. (100 marks)

# FINANCIAL MANAGEMENT

Course No.: DSE903

Credits: 04

## COURSE DESCRIPTION

The course deals with the techniques of financial management and their applications for business decision making.

## LEARNING OUTCOMES

At the end of the course learners will be able to acquaint with the techniques of financial management and their applications for business decision making.

## COURSE CONTENTS

- Unit I:** Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Risk - Systematic & unsystematic risk – their sources and measures.
- Unit II:** Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitably Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.
- Unit III:** Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.
- Unit IV:** Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

## SUGGESTED READINGS

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publshlng Co. Ltd.
4. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
5. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
6. R.A. Brealey, S.C. Myers, F. Allen & P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
7. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

# MEDIA MARKETING MANAGEMENT

Course No: GE901

Credits: 03

## COURSE DESCRIPTION

Marketing is essential for any kind of trade, including media. This course in Media Marketing Management aims at providing learners with a customer-oriented approach to understanding Marketing. It intends to help learners to apply Marketing concepts with reference to the Electronic Media Industry.

## LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Develop a customer-oriented approach towards marketing.
- ii). Apply marketing concepts with reference to the Electronic Media Industry.

## COURSE CONTENT:

### **1. Unit I: Introduction to Marketing**

Scope, nature, definition, core marketing concepts, marketing environment: Micro and Macro, Recent trends in marketing in India, New trends in marketing: (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web.

### **2. Unit II: Marketing Components**

Market Segmentation; Consumer Behavior – Buyer Decision Process & factors affecting the decision; Marketing Research; Marketing information system.

### **3. Unit III: Marketing Strategies**

Developing marketing opportunities and strategies; consumer and business buyer's behavior; Segmentation, Targeting and positioning (STP) for competitive advantage, marketing mix.

### **4. Unit IV: Marketing Mix**

**Product:** Products & Services, Building Strong Brands, Product Life Cycle, New-Product Development; **Price:** Pricing Considerations & approaches; **Place:** Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics; **Promotion:** Integrated Marketing Communications, Advertising, Sales Promotions, Events & Experiences, Public Relations, Electronic Marketing – Internet Marketing & Database Marketing, Direct Marketing.

### **5. Unit V: Competing in the Global Marketplace:**

Dealing with Competition – Creating Competitive Advantage; Global Marketing in the 21<sup>st</sup> century; Marketing & Society: Marketing Ethics and Social Responsibility

## SUGGESTED ACTIVITIES

Solving case studies, presentations on marketing plans and activities.

## SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## SUGGESTED READINGS

1. Kotler, Philip & Armstrong, Gary (2008): “Principles of Marketing”, 12<sup>th</sup> Edition, Pearson Education, USA.
2. Kotler, Philip; Lane, Kevin; Koshy, Abraham & Jha, Mithileshwar (2001): “Marketing Management – A South Asian Perspective”, 13<sup>th</sup> Edition, Pearson Education, India.
3. Saxena, Rajan (2005): “Marketing Management”, 3<sup>rd</sup> Edition, Tata-McGraw Hill, India.

# **INTERNSHIP**

*Course No.: M1001*

*Credits: 12*

## **COURSE DESCRIPTION**

This course intends to provide learners with an exposure to and experience in reputed organizations. Each learner will have to intern with an organization like news, radio, television, agencies of advertising and public relations/corporate communication, or any other identified by the students and faculty jointly/individually. This could be by associating with a professional team, a professional studio, a popular channel or a Special Effect Department.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

1. Function in the industry of their choice.
2. Get practical experience and direct knowledge in an on-the-job situation;
3. Work with professionals and receive professional guidance;
4. Get an opportunity for a job.

## **COURSE CONTENT**

1. Internship of 6 months is compulsory with a media organisation, be it print, radio, TV, multimedia, online media, etc.

## **SUGGESTED ASSESSMENTS**

On the basis of the industrial work the learner has undertaken during the internship.

# **PROJECT REPORT**

*Course No.: M1002*

*Credits: 08*

## **COURSE DESCRIPTION**

Detailed internship report reflecting the work done and things learnt during the 6-month internship. Learners will need to procure an Internship Certificate from the organization that they work with, to reflect their claims.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to evaluate themselves and where they stand with respect to the industry.

## **COURSE CONTENT**

1. Internship Project report of approximately 20-25 typed pages OR more in length or long enough to thoroughly answer the questions that follow.
2. An Internship Certificate from the organization/institution that they have interned with for the last 06 months.
3. The report will include a self-attested photocopy of the certificate from the organization while the learner must carry the original certificate with them for verification.

## **SUGGESTED ASSESSMENTS**

1. On the basis of detailed answers about the internship to the following questions in the report:

**NOTE: Answer each question in paragraphs and include the question itself as a heading to each paragraph.**

- 1 Write in detail about the industry in which you worked/are working.
- 2 Write in detail about your job profile and your supervisor's job profile
- 3 Write in detail about your organization.
- 4 How did you obtain your Internship/Field Work Abroad position?
- 5 What were your duties and responsibilities? Did you feel that they were substantive?
- 6 What type of training/orientation did you receive?
- 7 What was the nature of your professional relationship with the personnel in the organization?
- 8 What were your major accomplishments? What were the most beneficial aspects of your internship?
- 9 What were some of your frustrations with the internship? Did your experience help to clarify your career objectives at the organization? (Please elaborate regarding insights into your own professional strengths and weaknesses.)
- 10 What is the potential for full-time employment with the organization?
- 11 Is there a specific area of academic preparation or one particular course that students should take before pursuing this internship?
- 12 What recommendations would you offer to students who are thinking of undertaking an internship with this organization in the future?

# Val01 SUGAM SANGEET

## COURSE DESCRIPTION:

Proposed course is designed with the aim to create an opportunity for music lover students. Through this course students can learn Light (Sugam) Sangeet by very simple way. Course will be focused basically on Geet, Bhajans and Ghazals. It will be delivered in Lecture-cum-demonstration mode.

## COURSE OBJECTIVES:

This course is aimed to promote lighter form of Indian music among the common music lovers, which will lead to awareness towards Indian classical Music and culture. Light music is a very popular form of Indian music. Objective of this course is to provide an opportunity as a special effort for those music lover students who are interested to learn light music side by side with their other core subjects.

## COURSE CONTENTS

- Understanding meters (chhanda) with help of grammar, Poetry recitation, pronunciation of Varna and words.
- General Study of Naad, Shruti, Swar, Saptak, Thath, Raag, Matra, Laya, Khatka, Murki,alap,Taan.
- Description of various Raagas : Raag Prichay, Yaman, Kafi, Bhairav, Khamaj, Des, Bageshree,
- Brindavanisarang, Bhupali, Bhairavi, Bilawal,
- Writing of various Taals : Taal Prichay, Teental, Ektaal, Jhaptaal, Rupak, Khemta, Keherwa, Dadra, Chachara, Bhajani theka
- Introduction of Indian Notatation 1
- Introduction of Indian Notatation 2
- Orchestration and Chorus in light Music.
- Introduction of accompanying instruments Tabla, Dholak, Harmonium, Guitar 1
- Introduction of accompanying instruments Tabla, Dholak, Harmonium, Guitar 2
- Pranayam, Production of Voice,
- Introduction of Larynx importance of voice modulation in light Music.
- Basic introduction usage of Microphone, sound amplifier, speaker sound acoustics.
- Introduction of shuddha and vikrut swaras, saptak, thath, alankar
- Basic concept of Raag, laya,
- Difference between classical, semiclassical and light Music
- Theoretical & Practical study of light Music : Geet
- Theoretical & Practical of light Music : Ghazal
- Theoretical & Practical of light Music : Devotional Sangeet
- Theoretical & Practical of light Music : Film Music

## **Recommended Books**

1. S.S. Paranjape - Bhartiya Sangeet Ka Itihasa
2. S.S. Paranjape - Sangeet Bodh
3. V.N. Bhatkhande - Bhatkhande Sangeet Shastra Part-I-II
4. Swami Prajnananda - History of Indian Music
5. Swami Prajnananda - Historical Study of Indian Music
6. Lalit Kishore Singh - Dhvani Aur Sangeet
7. Govind Rao Rajurkar - Sangeet Shastra Parag
8. Dr. Swatantra Sharma - Fundamentals of Indian Music
9. Dr. Pannalal Madan - Sangeet Shastra Vigyan
10. Dr. Indrani Chkravarti – Sangeet Manjusha

## Val02 FILM APPRECIATION

### COURSE DESCRIPTION

The course focuses on helping the participants to appreciate cinema by understanding its distinct language, its narrative complexity and the way films control and stimulate our thoughts and feelings.

### COURSE CONTENT

1. Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music.
2. Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - Dadasaheb Phalkey, Bombay Talkies, mythologicals etc., History of Indian Cinema (contd.) Cubism, Realism, Neo-realism Other arts and cinema - theater, painting.
3. Importance accorded to song and dance Actors and personality cults Mythological Films NPTEL <http://nptel.ac.in> Humanities and Social Sciences Coordinators: Dr. Aysha Iqbal Viswamohan Assistant Professor Department of Humanities and Social Sciences IIT Madras Formula in Cinema - Masculine Charisma Melodrama in Indian Cinema.
4. 'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India.
5. Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India.
6. Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system.

### SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Bordwell, David (1986): 'Classical Hollywood Cinema: Narration Principles and Procedures' in "*Narrative, Apparatus, Ideology*", pp 17-34, Edited by Philip Rosen, Columbia University Press, New York.
3. Dyer, Richard (2000): 'Heavenly Bodies: Film Stars and Society' in "*Film and Theory: An Anthology*", pp. 603-617. Blackwell Publishers, Massachusetts, U.S.A & Oxford, U.K.
4. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
5. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
6. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008): "Global Bollywood", New York University Press, New York.
7. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
8. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.
9. Stam, Robert (2000): 'The Cult of the Auteur', 'The Americanization of Auteur Theory', 'Interrogating Authorship and Genre', in "*Film Theory: An Introduction*", pp. 83-91, 123-129. Blackwell Publishers, Massachusetts & Oxford.

*Course Curriculum*

**Ph. D. Course work**

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**Educational Multimedia Research Center**

Devi Ahilya Vishwavidyalaya,

Indore



### The Ph.D. course work Curriculum

<b>S.No.</b>	<b>Subject Code</b>	<b>Subjects</b>	<b>Credits</b>
1	<b>PH01</b>	Research Methodology	4
2	<b>PH02</b>	Review of Published Research	3
3	<b>PH03</b>	Computer Applications	3
4	<b>PH04</b>	Digital Marketing and New Media Production	3
5		Comprehensive Viva-Voce	3

# **RESEARCH METHODOLOGY**

Course No.: PH01

Credits: 04

## **COURSE DESCRIPTION**

Media Research is essential for initiating and continuing any kind of media activity. This course will familiarize learners with different aspects of Media research in video production. It will enable the learners to understand Media research methodology and commonly used statistics and equip them for conducting research in the area of Media & Communication.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

## **COURSE CONTENT**

### **1. Unit I: Nature of Scientific Inquiry and Scientific Method:**

Need of research in Media Production. Elements of research: theory and facts, hypotheses, concepts and constructs, variables, nature and levels of measurement.

### **2. Unit II: Types of Research:**

Survey, experimental and historical research, production research, content analysis, audience/reception research, evaluation research, quantitative and qualitative research, formative research & summative research.

### **3. Unit III: Research Design:**

Exploratory, explanatory, experimental, and diagnostic. Research question, review of literature, topic selection, sampling, methods of data collection, compiling bibliographies.

### **4. Unit VI: Data Analysis:**

Quantitative analysis and qualitative analysis. Common elementary statistics: frequency tables, central tendencies. Measurement of variability, correlation, parametric and non-parametric tests.

### **5. Unit V: Writing a Research Report:**

Structure and organization, language, presentation of data, charts, graphs, tables etc.

## **SUGGESTED ACTIVITIES**

1. Preparation of media research proposal.
2. Writing of findings by analysis of given data with the use of appropriate statistical techniques.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3<sup>rd</sup> ed., Houghton, Mifflin Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

# **REVIEW OF PUBLISHED RESEARCH**

Course No.: PH02

Credits: 03

## **COURSE DESCRIPTION**

Media Research is essential for initiating and continuing any kind of media activity. This course will familiarize learners with different aspects of literature reviews for different purposes, including what, why, when, for whom, and how? It covers the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Understand the different aspects of literature reviews.
- ii). Know the process of conducting a literature review.
- iii). Write a quality literature review with variations in references.

## **COURSE CONTENT**

1. **Unit I: Understanding Review of literature:** Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review.
2. **Unit II: Organizing a literature search:** Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for, locating and organizing relevant professional.
3. **Unit III: Conducting the Review:** Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question;
4. **Unit IV: Synthesizing the Review:** Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings.
5. **Unit V: Writing the review:** Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

## **SUGGESTED ACTIVITIES**

Writing of review of published research in the relevant field.

## **SUGGESTED ASSESSMENTS**

The course on Review of Published Research in the relevant field will be undertaken under the supervisor or the regular teacher of the centre of course work and the candidate has to consult the library or other resources to carry out the literature review. At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by the two examiners.

# **COMPUTER APPLICATIONS**

*Course No.: PH03*

*Credits: 03*

## **COURSE DESCRIPTION**

Course provides basic knowledge of computer and sufficient practical knowledge computer software for use in research work.

## **LEARNING OUTCOMES**

At the end of the course learners will be able to:

- i). Know the computer.
- ii). Understand the computer software used in research.

## **COURSE CONTENT**

### **1. Unit I: Basic Knowledge of Computer**

### **2. Unit II: Use of Computer in Research**

- a. MS Excel: construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.
- b. MS Office: its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format
- c. Power Point Presentations: Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.
- d. Use of Internet: For research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.

### **3. Unit III: Use of technology in Research: Introduction to UGCinfontet, INFLIBNET and ERNET etc.**

### **4. Unit IV: Data Analysis Softwares and Analysis Techniques (SPSS): Method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS**

### **5. Unit V: Practical work**

## **SUGGESTED ACTIVITIES**

Preparation of data sheets, Coding – decoding, analysis of data using various statistical tools.

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **SUGGESTED READINGS**

1. Sinha P. K. “Computer Fundamentals, BPB.
2. Sanjay Saxena, “MS Office 2000 for every one” Vikas Publishing House PVT LTD.

# **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

Course No.: PH04

Credits: 03

## **COURSE DESCRIPTION**

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Arm yourself with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of your knowledge base. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and YouTube, have dramatically changed how we interact, communicate and get from point A to B. Even Amazon and Google are relatively “young” by any measure.

## **LEARNING OUTCOME**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager

## **COURSE CONTENT**

Unit I

- Fundamentals of Marketing
- Content & Communication in the Digital Space
- Digital Marketing Channels and Metrics

Unit II

- Designing and Building a Website

Unit III

- Social Media Marketing & Optimization
- Search Marketing : Search Engine Optimization (SEO)
- Search Marketing : Search Engine Marketing (SEM)

Unit IV

- Display and Affiliate Marketing
- Content Marketing
- User Nurturing
- Email Marketing & Nurturing
- Remarketing
- Lead Management

Unit V

- Web, Mobile & App Analytics
- Producing Web Video, Audio and Image Content
- Defining a Robust Digital Marketing Strategy

## **SUGGESTED ACTIVITIES**

- Make digital marketing promotion plan for a business.
- Ideate a business on social media with revenue model

## **SUGGESTED ASSESSMENTS**

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

## **REFERENCES**

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan