



DEVI AHILYA VISHWAVIDYALAYA, INDORE

Educational Multimedia Research Centre (EMRC)

1.1.2

Minutes of the Meetings and Changes in Syllabus



Minutes of the Syllabus Review Committee by the Syllabus Committee
held on 21st June, 2018

The meeting of the Syllabus Review Committee was held in the Seminar Room on 21st June, 2018. The Committee was established to analyze the feedback on the course syllabus of M.Sc. (Electronic Media) integrated 5 year course and M.B.A. (Media Management) 2 year course. Following actions are to be taken in the coming sessions from July 2018 onwards:

- Almost all courses and contents is found up to the mark.
- **Following subjects are upgraded from July, 2018 onwards:**
 - **MSc. (EM)**
Creative Dramatics, Media Distribution & Storage, Graphics & Animation (2D), Media & Politics.
 - **MBA (MM)**
Media Planning, Event Management, Broadcast Journalism and Direction & Production for Television
- Teaching and work load was assigned to the regular faculties.
- Requirements of visiting faculties were assessed and Visiting faculties were decided and assigned work load.
- Yearlong activities such as alumni meet, club formation for students, guest lectures, workshops, placement activities etc. were planned.

The block contains several handwritten signatures in blue ink, scattered across the lower half of the page. There are approximately six distinct signatures, some of which are quite stylized and difficult to decipher. One signature appears to be 'J. S.', another 'K. S.', and others are more abstract scribbles.

Minutes of the Syllabus Review Committee by the Syllabus Committee
held on 12th June, 2014

The meeting of the Syllabus Review Committee was held in the Seminar Room on 12th June, 2014. The Committee was established to analyze the feedback received on the course syllabus of M.Sc. (Electronic Media) integrated 5 year course and M.B.A. (Media Management) 2 year course. Following actions are to be taken in the coming sessions from July 2014 onwards:

1. Almost all the courses and their contents are ok. While some are needs to upgrade. following courses are revised:
 - a. **MSc. (EM)**
 - Communicative Skills (English) and Communicative Skills (Hindi) in 1st Semester
 - Communicative Skills (English) and Communicative Skills (Hindi) in 2nd Semester
 - b. **MBA (MM)**
 - Fundamentals of Communication & Media and Electronic Media & Society in 1st Semester
2. 3 new papers are introduced in the existing curriculum, following is the course wise list of new courses:
 - a. Screenplay & Dialogue writing in MSc. 7th Semester
 - b. Documentary Production in MSc. 7th Semester
 - c. Graphics & Animation in MBA (MM) 1st Semester
3. To increase audio-visual production skills of students, the major production projects are increased from 2 to 3 in M.Sc. (Electronic Media) 5th semester and MBA (MM) 3rd semester. These three projects will be compulsory and will be completed and submitted by the student on monthly deadlines given by the HOD and the project supervisor.
4. Faculty members are also instructed to add some extra latest and advanced topics to the existing curriculum because of the changing nature of the media industry.



**Minutes of the Syllabus Review Committee by the Syllabus Committee
held on 30th June, 2015**

The meeting of the Syllabus Review Committee was held in the Seminar Room on 30th June, 2015. The Committee was established to make necessary updations to course curriculum according to the revised ordinance 31 as well as analyze the feedback on the course syllabus of M.Sc. (Electronic Media) integrated 5 year course and M.B.A. (Media Management) 2 year course.

The following recommendations are to be incorporated in the coming sessions from July 2015 onwards:

1. Total number of semester credits were reduced from 30 to the 24 as per the revised ordinance 31.
2. The credit distribution is done on the basis of the nature and course content.
3. 4 new papers are introduced in the existing curriculum, following is the course wise list of new courses:
 1. Media Presentation Skills in MSc. 6th Semester
 2. Fiction Production in MSc. 8th Semester
 3. Film Studies in MSc. (EM) 9th semester
 4. Project Report in MSc. (EM) 10th Semester. In this report student will prepare a comprehensive report for their six month internship work which includes so many aspects of their internship, roles and responsibilities assigned during internship, about organization where he/she done his/her internship and future prospects for job in this organization etc.
4. Following courses of MSc. (EM) are revised:
 1. Video Editing
5. Following courses of MBA (MM) are revised:
 1. Business Strategy & Finance
 2. PR & Corporate Communication
 3. Entrepreneurship Development
 4. Video Editing & Compositing

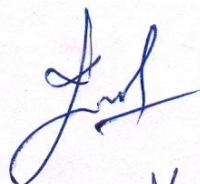


**Minutes of the Syllabus Review Committee by the Syllabus Committee
held on 23rd June, 2016**

The meeting of the Syllabus Review Committee was held in the Seminar Room on 23rd June, 2016. The Committee was established to make necessary updations to course curriculum into the choice based curriculum as well as analyze the feedback on the course syllabus of M.Sc. (Electronic Media) integrated 5 year course and M.B.A. (Media Management) 2 year course.

The following recommendations are to be incorporated in the coming sessions from July 2016 onwards:

1. 2 new papers are introduced in the existing curriculum based on the suggestions received from the feedback, following is the course wise list of new courses:
 - a. Digital Media Basics in MSc. 5th Semester
 - b. Digital Media Publishing in MSc. 6th Semester
2. Following courses of MSc. (EM) are revised:
 - a. Communication Fundamentals
 - b. Basic Electronics
 - c. Audio Visual Technology and Studios
 - d. Planning and Writing for Audio Production
3. Following courses of MBA (MM) are revised:
 - a. Advertising Management
 - b. Media Law & Ethics
 - c. Broadcast Technology Management
 - d. Video Editing & Compositing
4. In MBA (MM) programme, 2 courses of 3 credits are added respectively - 1 in third semester and 1 in fourth semester program. The courses are – 1. Financial Management, 2. Media Economics
5. Teachers are advised to increase internal assignments in their courses for enhancing media production skills of the students.



Educational Multimedia Research Centre, DAVV, Indore

Departmental committee meeting held on 24th June, 2017. Following agenda items were discussed and recommended:

- Syllabus revision and upgradation were done from 5th June, 2017 to 20th June, 2017. On the basis of current trends and feedbacks from stake holders the course syllabus of M.Sc. (Electronic Media) integrated 5 year courses and M.B.A. (Media Management) 2 year courses were upgraded.

Following courses are upgraded from July, 2017 onwards:

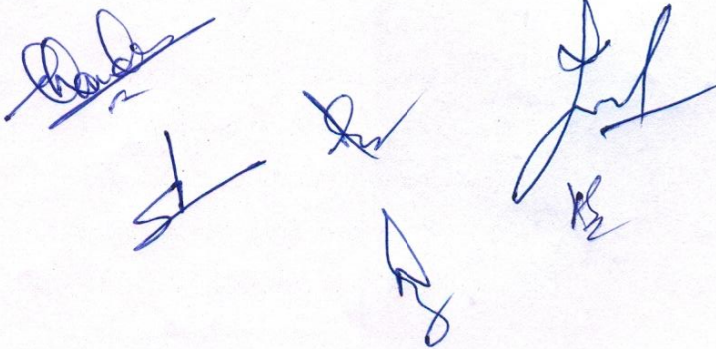
- **MSc. (EM)**

Writing for Television, Radio & Television in India, Basics of Video Production, Basic Videography & Lighting, Film Studies.

- **MBA (MM)**

Writing for Electronic Media, Videography & Studio Practices, Audio Production Management

- Teaching and work load was assigned to the regular faculties.
- Requirements of visiting faculties were assessed and Visiting faculties were decided and assigned work load.
- Yearlong activities such as alumni meet, club formation for students, guest lectures, workshops, placement activities etc. were planned.



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, **Allusion, Narrator, Setting**

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, **Poetry: Ode to Autumn by John Keats**

Unit V: Play Analysis

- **Hamlet by William Shakespeare Merchant of Venice by William Shakespeare**
- **The Glass Menagerie by Tennessee Williams Julius Caesar by William Shakespeare**
- 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 पूरा होने पर छात्र :-

- हिंदी संचार क्षमताओं का विकास करेंगे।
- समाज, इतिहास और संस्कृति को समझेंगे।
- 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

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

SUGGESTED READINGS

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

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
- d) **On the Road by Langston Hughes,**
- e) **Miss Brill by Katherine Mansfield's**

4. Unit IV - Elements of Poetry

Meter with respect to syllables and feet, alliteration, symbols, **concrete poetry, tone of poem**

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

पाठ्यक्रमविवरण

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 सलम 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।

लर्निंगआउटकम

पाठ्यक्रम पूरा होने पर छात्र :-

1. अपनी हिंदी संचार में क्षमताओं का विकास
2. समाज, इतिहास और ससंस्कृति 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 शब्द
(क) हिन्दी में प्रयुक्त पारिभाषिक एवं तकनीकी शब्दावली।
 - i). मानक एवं वैज्ञानिक शब्दावली 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।

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", 3rd. 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", 5th. Edition, Burlington, MA.
5. Millerson, Gerald (1990): "The Technique of Television Production", 12th. Edition, Focal Press, London.

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.

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. Kirchoff'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): "Sham Series: Electric Circuits", Tata-McGraw Hills, New Delhi.
2. Malvino, A.P. & Bates, David (2016): "Electronic Principles" 8th. Edition, McGraw Hills Internationals, New York.

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”, 4th. 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”, 7th. Houghton Mifflin, Boston.
5. Hough, George A. (1995): “News Writing”, Houghton Mifflin, Boston.
6. Kumar, Keval J. (2013): “Mass Communication in India”, 4th. 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.

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.

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”, 2nd. 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.

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 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.

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 Kurosawa.**

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.

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.

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”, 4th 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, Ashokam 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”, 2nd. Edition, Auckland University Press, Auckland.
2. Iyengar, Shanto (2011): “Media Politics: A Citizen’s Guide”, 2nd. Edition, W.W. Norton & Company, New York.
3. Ridout, Travis N. (Ed). (2012): “New Directions in Media and Politics”, Routledge, New York.

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.

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", 3rd. 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", 3rd. Edition.
8. Cutlip, Scott, et. al. (1995): "Effective Public Relations", London.
9. Daniel, Abelson (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", (2nd. 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 Business", 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", 4th. Edition, Routledge, New York.
40. Smith, Ronald D. (2012): "Becoming A Public Relations Writer", 4th. 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", 4th. 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.

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", 3rd. 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", 5th. Edition, Burlington, MA.
5. Millerson, Gerald (1990): "The Technique of Television Production", 12th. Edition, Focal Press, London.

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

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. Batra, Rajeev, Myers, John G. &Aaker, David A (2002): “Advertising Management”, 5th. 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”, 14th 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 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.

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 or 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.

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
03

Credits:

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.

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.

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 Peoplemeter, 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”, 6th. Edition, Routledge, New York.
2. Scissors, Jack Z & Baron, Roger B (2010): “Advertising Media Planning”, 7th. 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”, 13th Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi,.
- 2) Gaur, Sanjaya; Saggere, Sanjay (2003): Events Marketing and Management, 1st. Edition, Vikas Publishing House Pvt. Ltd, New Delhi.
- 3) Kotler, Philip (2000): “Marketing Management”, 10th Edition, Prentice Hall, USA.

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.

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