

01: Newspaper and Magazines: Structure and Functions

Total Credit-03

Max Marks-50 (Th.-25, Pra.-15, Int.-10)

COURSE OBJECTIVES-

- To give students an insight into the Print Media Industry.
- To introduce students to the structure and printing technology of Newspaper and Magazine.
- To impart students the knowledge of production and dispatch process of Newspaper and Magazine.
- To acquaint students with the knowledge of the work culture of bureau office.

LEARNING OUTCOMES-

- Students will be able to apply their knowledge in successful production of news in newsroom.
- Develop the capacity of content creation for newspapers and magazines.
- Understand and evaluate knowledge of printing technology and various methods of printing.

CO-PO MAPPING :-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	2	1	2	-	-	3	2	2	1	1	1	-	1	3
2	3	2	2	-	-	-	-	-	1	2	2	1	-	-	1
3	3	-	-	1	-	-	1	-	-	2	2	-	-	1	3

Unit- 1	Print Media Industry	L	T	P
1.1	Evolution of Newspaper Publishing as an Industry. (Lecture)	02	---	---
1.2	Prominent Publication Houses of India- Times of India, Hindustan Times, Deccan Herald, Dainik Jagran, Dainik Bhaskar, Patrika, Lokmat Samachar, Malyala Manorma, Daily Thanthi, Mathrubhumi, Daily Sakal, Gujrat Samachar, Sandeh, Anand Bazar Patrika, Dinakarn, Punjab Keshri. (Lecture Demonstration)	03	---	---
1.3	Types of Newspapers- Area Wise National, Regional, Local Etc. Production Wise- Broadsheet Size, Berliner, Tabloid Size, Compact Size Etc. (Lecture, Field Visit)	03	01	01
1.4	Language Newspapers Industry In India- Tamil, Telugu, Malyalam, Marathi, Assemese, Oria, Urdu, Bangla Etc. (Lecture, Class Presentation)	04	02	---
1.5	Future of Print Media Industry Vis-As-Vis Digital Emergence. Understanding of Readership Profile. (Lecture)	01	---	---
Total Hours		17		

Unit 2	Structure of a Newspaper Organization	L	T	P
2.1	Structure of a Newspaper Organization, Management, Circulation, Marketing and advt. HRD or Personnel, Finance and Accounts, editorial. (Lecture, Field Visit)	03	---	01
2.2	Editorial Department- Managing Editor, Editor or Group Editor, Resident Editor, Asst. Editor, News Editor, Chief-Sub, Sub-Editor. (Lecture)	04	---	---
2.3	How a Newsroom Functions- Command and Control Structure i.e Hierachy, Managing Sections, Allocation of Resources. (Lecture, Field Visit)	03	---	01
2.4	Importance of a Copy Editor, Why they are unsung heroes, last line of defense. (Lecture, Group Discussion)	02	---	---
2.5	Production of a Newspaper and magazine- various stages. (Lecture, Field Visit)	03	---	01
Total Hours		18		

Unit 3	Magazine Journalism	L	T	P
3.1	Magazine Journalism- Global and Indian Scenario. (How It Came Into Being, Big International Magazines, Growth of Image in India, Examples of Some Global and Indian Images). (Lecture, Presentation)	02	01	---
3.2	Types of Magazines- General Interests, Business, Sports, Children's, Women's, Leisure and Entertainment, Science, Health, Education, Life Style, IT, Auto, Career, Crime, Photography Etc. (Lecture, Field Visit, Demonstration)	02	01	01
3.3	Writing For Magazines- How is it Different from Newspapers, Importance of Info Graphics, Illustrations, Photographs In Magazines. (Lecture, Presentation)	02	02	---
3.4	Magazine Production- Stages, Layout, Design, Planning Pages, Paper Used, Inserting Advts, Creative Advertisements- Cover on Cover, Flaps Etc. (Lecture, Presentation, Field Visit, Analysis In Group)	02	01	01
3.5	Magazine Covers- Types- Feature Cover, News Cover, Image Covers, Illustration Covers, Type Based Covers, Concept Covers Etc. (Lecture, Analysis In Group, Presentation)	02	---	01
Total Hours		18		

Unit 4	Printing Technologies	L	T	P
4.1	History of Printing Technology. (Lectures, Presentation)	02	01	---
4.2	Evolution of Printing Processes- Various types of Printing Processes- Hand Press, Treadle, Cylinder, Litho, Rotary, Photo Gravure, Flexography, Offset, web offset, Screen Printing etc./dispatch process. (Lectures, Field Visit)	03	01	02
4.3	Modern Printing Technologies- Relief Printing Process, Intaglio Printing Process, Offset Printing Process, Screen Printing Process, Flexography, Gravure, Digital Printing, Analog printing, Digital offset printing. (Lecture, Field Visit, E-Readings)	04	01	02
4.4	News Print types for Newspapers and Magazines. (Lectures, Field Visit)	02	---	---
4.5	Colour Printing- Processing, Separation and Dispatch Processing. (Lectures, Field Visit, Presentation)	02	01	01
Total Hours		22		

Unit 5	Journalists and media owners who shaped Newspaper and Magazine Journalism	L	T	P
5.1	Global- Joseph Pulitzer, William Randolph, Roger Ailes, Harold Eevans, Robert Fisk, Ted Turner, Rupert Murdoch (Lecture, case study)	03	01	---
5.2	Indian- Mahatama Gandhi, Makhanlal Chaturvedi, Ganesh Shankar Vidyarthi, Baburao Vishnu Paradkar, Frank Moraes, Moulgeonkar, N.Ram (Lecture, case study)	03	01	---
5.3	Indian Hindi- Sachchidanand Hiranand Vatsyayan Agyeya- Dinman, Dharamveer Bharti- Dharmyug, Surendra Pratap Singh- Navbharat Times, Prabhash Joshi- Jansatta, Rajendra Mathur-Naiduniya, Hemant Kumari Devi Choudhary- Sugra-hini, Raghuvveer Sahay- Dinman. (Lecture, Assignment)	03	01	---
5.4	Indian Languages - Ramoji Rao- Telugu, Suman Chattopad-hyay- Bangla, Jahid Ali Khan- Siyasat Hyderabad- Urdu, K.M. Mathew- Malyalam (Lecture, Presentation)	03	01	---
5.5	Illustrations and Graphic Expressions/Visual-K. Shankar Pillai, R. K. Laxman, Abu Abraham, Mario Miranda, Pran Kumar Sharma, Photographer Raghu Rai (Lecture, Presentation)	02	--	--
Total Hours		18		

5/12
MNY




Practical/Projects/Assignments:

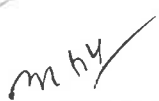
- Prepare a bibliography of Pre-independence Newspapers.
- Writing profile and characteristics of any one Publishing House.
- Rewriting three different types of stories published in Newspapers and News Magazine.
- Prepare name list of different types of Magazines- Sports, Business and Science etc.

Suggested Readings:

- Leslie Jereme (2013), The modern Magazine- Visual Journalism in the digital Era, Laurence King Publishing, United Kingdom.
- Holmes Tim (2008), Mapping the Magazine, Routledge, Houghton
- Sarkar N.N., Art and Print Production, Oxford Higher Education.
- SueApfelbaum- Juliette cezzar, Designing the Editorial Experience- Rockport Publishers, Suite, Beverly M.A.
- Trikha, N.K, Reporting, Makhanlal Chaturvedi National University of Journalism and Communication
- Click & Baird, Magazine Editing and Production.
- Harcup Tony, Journalism Principles and Practice 3rd edition, Sage
- Singh J.K., Modern Journalism, A.P.H. Publishing Corporation, New Delhi
- श्रीधर विजयदत्त, एक भारतीय आत्मा, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- शाह रमेशचंद्र, स.ही. वात्स्यायन अज्ञेय, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- रणसुभे सूर्यनारायण, भीमराव आंबेडकर, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- लिडबिडे एम.एन., मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल
- कोठारी गुलाब, समाचारपत्र प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल पुरोहित अनिल कुमार, आधुनिक समाचार पत्र प्रबंधन, आदित्य पब्लिशर्स, बीना (म.प्र.)

E-Resource:

- www.nzd1.org>gsdlmod.
- www.vault.com>industries.newspaper.
- <https://www.scribd.com>>doc>
- <http://www.slideshare.net>>mobile>
- www.journogy.com>2017/02.
- www.nzd1.org>gsdlmod.
- The News Designers Handbook.
- www.magazinedesigning.com>structure.
- Printingmuseum.org.
- Newspaper Designer's Handbook.
- Indian press: <http://www.pressreference.com/GU-KU/india.html>.
- shodhganga.inflibnet.ac.in>bitstream.
- <https://nieonline.com>>resources>Discovering.



6MA: APR- I

OE-1: ADVERTISING AND PUBLIC RELATIONS

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVE

1. To familiarize students to the Fundamental concepts in Public Relations and Advertising, Their Importance, Functions and Applications.
2. Educate them about the Historical developments across the World and India in the field of PR and Advertising
3. To enhance the Understanding of students with regards to the Apex Institutions of Public Relations and Advertising.
4. To Develop the Critical and Analytical thinking for PR and Advertising.
5. To Sensitize the students towards the Ethical and Social Obligations of the Profession.



LEARNING OUTCOME

1. Conceptual clarity of Advertising and Public Relations.
2. Understand and handle the key processes involved in Public Relations in different industries.
3. Evaluate the tools of Public Relations depending upon different types of Media.
4. Able to assess different Advertisements on the basis of the Appeals and their Appropriateness as per the Ethics.
5. Analyse the Negative Impact of Advertising on Children and the Portrayal of Women and How it can be changed.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	3	-	3	2	-	1	3	-	2	1	-	-	3
CO2	2	-	3	2	3	2	2	-	2	-	2	-	1	-	2
CO3	2	3	2	2	-	2	-	1	-	-	2	-	-	-	3
CO4	3	2	3	-	3	3	-	2	3	-	-	-	3	-	2
CO5	2	-	3	-	3	-	-	-	2	-	-	3	3	-	-

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Public Relations	L	T	P
1.1	Public Relations: Concept, Meaning, Definitions, Role of PR (Lecture and Group Discussions)	2	1	
1.2	Public Relations: Nature, Function and Scope (Lecture will be given, study material will be provided for self-study)	3	1	
1.3	Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and Distinctions (Brief lecture followed by group assignment)	3		1
1.4	Lobbying: Lobbying as a part of PR, Functions of Lobbyists, Lobbying Scenario in India (Lecture and Class Discussion)	3	1	
1.5	Media and Public Relations: Different Media used for PR; Print, Electronic, Digital, Functions of Different Media (Lecture and PowerPoint Presentations by Students)	3		1

Unit-2	Development in Public Relations	L	T	P
2.1	History and Growth of PR: Evolution of PR in Indian and Global Context, Edward Bernays, Ivy Lee's role in Establishing PR (Lecture will be given and study material will be provided for self-study)	3	1	
2.2	Professionalism in PR: Professionalism before the British rule and after the British rule, Growth of Public Sector, (Lecture with the help of a Power Point Presentation, Case Presentation by Students, Expert Lecture)	3		1
2.3	Professional Bodies: PRSI, IPRA, PRSA: Structure, Function and Role (Brief introduction followed by group presentations by student)	3		1
2.4	Recent Trends in PR: Digital PR, Social Media, Internet tools for PR, Digital PR Campaigns (Lecture will be given using Power Point Presentation, Case Studies and their Discussion)	3		1
2.5	Ethics of PR: IPRA, PRSI Code of Conduct (Lecture, Power Point Presentations, Study Material, Expert Lecture)	2		

Unit-3	Public Relations: Practice and Process	L	T	P
3.1	Principles of Public Relations: Application of Principles in the Industry (Power point Lecture)	2		
3.2	Process of Public Relations: RPCE (Research, Planning, Communication, Evaluation) Model, PEST Analysis, SWOT Analysis (Lecture and Group Discussion)	3	1	
3.3	Tools of Public Relations: Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools, (Lecture along with class activity, Demonstration of various tools like sample of HJ)	3		1
3.4	Publics of Public Relations: Internal Publics; Employees, Investors, Suppliers and External Publics; Customers, Media, Government, Importance of Communicating with the Publics.	3		

	(Lecture using a PowerPoint presentation)			
3.5	Public Relations in Public and Private Sector: Difference between Public and Private Sector, Growth and Need for PR in Public and Private Sector, Challenges, Opportunities and Threats. (Lecture will be given and class activity about PR in different institutions, Visit to some Corporate/ DPR)	3		1

Unit-4	Introduction to Advertising	L	T	P
4.1	Advertising: Working Definition and Classification: On the basis of Media, On the basis of Industry. (Lecture and Class activity)	2		1
4.2	Advertising in Marketing and Business: Importance, Role and Function. (PowerPoint Lectures)	2	1	
4.3	Evolution of Advertising in India and the world: Growth and Development. Advertising Through the Years. (Lecture will be given and study material will be provided for self-study)	3		
4.4	Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media, Characteristics of Different Media. (Lecture and Class Discussions)	3	1	
4.5	Advertising Agencies: Function, Structure and Types; Full- Service agency, Creative Boutique, Media Boutique, Composite Agency (Lecture and Agency Visit)	3		

Unit-5	Advertising: Creativity and Ethics	L	T	P
5.1	Advertising Appeals: Emotional and Rational, Utilization and Impact on Consumers (Lectures and Class Assignment)	2		1
5.2	Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads, Social Impact, Psychological Impact (PowerPoint lecture, Case Presentation by Students, Expert Sessions)	3		1
5.3	Understanding the Creative Process- Copywriting: Copywriting for Different Media, Kinds of Copy, Elements of Copy and Layout: Stages of Layout (Lecture and Class Assignment)	3		1
5.4	Apex Bodies of Advertising: AAI, ASCI, TAM, NARB, NARC, BARC; Structure, Functions and Roles. (Lecture will be given and study material will be provided for self-study)	3	1	
5.5	Advertising Ethics: Importance of Self-Regulation in Advertising, Legal Aspects of Advertising; Prohibited Ads: Puffery, Shock Ads, Weasel Claims, Subliminal Advertising, Surrogate Advertising. (Lecture along with Group Discussion. Links for self-study and reference, Expert Sessions)	3	1	

PRACTICALS:

- Speeches on different issues as a part of PR tools.
- Written assignment about PR in different Government organizations.
- PowerPoint presentation about the assigned PR organization
- Analysis of Ad campaigns by Madhya Pradesh tourism, Vodafone zoo-zoo, Amul.
- Develop a Press Release and a Print ad on any Social Issue.
- Study of Advertisements using Different Appeals.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Kaul, J.M (1992). Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly, Philip (2002). Handbook of Public Relations and Communication, Delhi., India: Jaico Publishing House.
- Nayyar, Deepak. (2006). Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak, Ajit (2008). Public Relations Management. New Delhi, India: Ocean Books Pvt Ltd.
- Reddi, C V Narasimha (2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt. Ltd.

E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

1MBA(OE)-1: Soft Skills for Managers

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 3

COURSE OBJECTIVES

- To develop basic managerial skills including planning and goal setting
- To illustrate different types of professional etiquettes among students
- To help in improving communication and presentation skills of students
- To understand the importance of Self management skills required to work effectively in the organization
- To help the students to understand basic professional etiquettes

LEARNING OUTCOMES

- Understanding types of soft skills
- Enhancing professional etiquettes
- Development of basic communication skills among students
- Creation of effective presentation
- Application of self management skills in organization

Unit – 1	Concepts of Soft Skills	L	T	P
1.1	Meaning and Definition of Soft Skills, Types of Skills. (Lecture and PPT)	9	-	-
1.2	Listening and Monitoring Soft Skills, Socializing Soft Skills (Lecture ,PPT and Games)			
1.3	Method to Develop Soft Skills: Professional Skills, Life Skills. (Lecture and PPT)			
1.4	Soft Skills in the Workplace (Lecture, PPT and Group Discussion)			
1.5	Behavioral Skills, Attitude and Lateral Thinking (Lecture and PPT)			

Unit – 2	Developing Effective Communication Skills.	L	T	P
2.1	Communication Process , Components of effective Communication (Lecture and PPT)	6	1	-
2.2	Types of communication. (Lecture, PPT and Class discussion)			
2.3	Verbal Communication and its advantages. (Lecture, PPT and Brain Storming)			
2.4	Non – Verbal Communication and its advantages. (Lecture, PPT and Brain Storming)			
2.5	Communication Barriers. (Brain Storming, Lecture and PPT)			

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HOD

Unit – 3	Presentation Skill Practice	L	T	P
3.1	Planning and Preparation, Presentation Design, Delivery of Presentation (Lecture and PPT)	7	1	-
3.2	Concept of Methods for Presentation, Methods of Delivery. (Lecture and PPT)			
3.3	Informative Presentations, Persuasive Presentations Visual Support Handouts (Lecture and PPT)			
3.4	Evaluating the Presentation, Preparing Feedback (Lecture, PPT and Group discussion)			
3.5	Leadership and Team Building in Presentation, Group Dynamics (Lecture ,PPT and Group Discussion)			

Unit – 4	Self Management Skills	L	T	P
4.1	Who Am I, Attributes, Self Discipline, Self Awareness, and SWOT Analysis (Lecture, PPT and Classroom Activity)	8	-	-
4.2	Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc. (Brain Storming and Lecture)			
4.3	Planning & Goal Setting, Managing Self – Emotions, Ego, Pride. (Lecture , PPT and Discussion)			
4.4	Office Management, Filing System, Types of Correspondence (Lecture and PPT)			
4.5	Importance of Self Confidence, Self Esteem, Self Evaluation (Lecture , PPT and Discussion)			

Unit – 5	Developing Professional Etiquettes	L	T	P
5.1	Importance of Professional Etiquettes, Basic Professional etiquettes tips (Lecture and PPT)	9	-	-
5.2	Conversation Etiquettes, Handshake Etiquettes Deficiencies, Independency Etc. (Lecture, PPT and Discussion)			
5.3	Introduction and Greeting Etiquettes, Electronic Communication Etiquettes (Lecture, PPT and Discussion)			
5.4	Professional Etiquette in the Workplace, Meeting and Greeting (Lecture ,PPT and Classroom Activity)			
5.5	Dinning Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes. (Lecture ,PPT and Role Play)			


HOD

Practical / Projects / Assignments

- Enactment of Some Management Games
- Unit based written assignment

Production

- Presentation on any topic of their choice
- Role Play of professional and social etiquettes

Suggested Readings

- Balasubrahmanyam M. ,Business Communication ,Vani Educational Books
- Barun K Mitra (2016),Personality Development and Soft Skills , Oxford University Press
- Kadvekar, Rawal & Kothavade, Business Communication, Diamond Publications, Pune
- Singh Nirmal ,Business Communication (Principles, Methods and Techniques) , Deep & Deep Publications Pvt. Ltd., New Delhi
- Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
- Wentz Fredrick H., Soft Skills Training – A Workbook to Develop Skills for Employment

E-Resource

- https://www.resourcefulmanager.com/wp-content/uploads/EI_b_19_SoftskillsLeadersNeed.pdf
- <http://www.ijqr.net/journal/v10-n1/5.pdf>
- http://shodhganga.inflibnet.ac.in/bitstream/10603/97542/5/05_chapter1.pdf

1MBA(OE)-1: Soft Skills for Managers

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBA(OE)-1.1	3								2	2	1	3
1MBA(OE)-1.2		2	2		2	3			1			3
1MBA(OE)-1.3	1		1			1				3	2	2
1MBA(OE)-1.4					2	1			3	2		1
1MBA(OE)-1.5	2	1			2	3			1			3



HOD

Department of Media Management
Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal

COP (G)-CYBER CRIME & LAWS

L	T	P	C	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
3	0	0	3	40	--	10	50

Course Objectives:

- Define and Describe the Nature and Scope of Cybercrime
- Develop Knowledge of Major Incidents of Cybercrime and Their Resulting Impact
- Introduce the Cyber World and Cyber Law in General
- Explain About the Various Facets of Cyber Crimes
- Enhance the Understanding of Problems Arising Out of Online Transactions and Provoke Them to Find Solutions
- Clarify the Intellectual Property Issues in the Cyber Space and the Growth and Development of the Law in This Regard
- Educate About the Regulation of Cyber Space At National and International Level

Course Outcome:

1. Demonstrate a Critical Understanding of the Cyber Law with Respect to Indian IT/Act 2008
2. Practice Specific Laws and Governing Policies for Cyber Crime Detection and Protection
3. Identify, Apply and Evaluate the Specific Technology that Facilitates Cybercrime and Digital Law Enforcement
4. Critically Evaluate the Impact of Cybercrime on Society
5. Work in profile of Cybercrime Detector and Investigator

Unit-wise Syllabus:

UNIT-I

Cyberspace – Definition, Overview of Communication and Web Technology- Internet, History of Internet, Switching Techniques, TCP/IP, Www, Domain Name, Management of Domain Name, Bandwidth, Search Engines, Portal, Email

UNIT- II

Cybercrime and Cyber Law, IT Act 2000, Contract Act, Trademark Act, Copyright, Patents

UNIT- III

Cybercrime Targeting Computer Systems – Data Diddling, Denial of Service, Attacks, Virus, Worms, Trojan Horses, Spy Ware, Logic Bombs

UNIT- IV

Cybercrime Against Persons- Pornography, Cyber Stalking and its Type, Phishing and its Type. Impersonation

UNIT- V

Cybercrime Targeting Countries -- Cyber Terrorism; It Act 2008, International Response to Cybercrime. Digital Evidence and Computer Forensics

Reference Books

1. Kumar K -Cyber Laws: Intellectual Property & E Commerce, Security, Dominant Publisher
2. Information Security Policy & Implementation Issues, NIIT, PHI
3. Marine R.C.- Cyber Crime Impact in the New Millennium, Auther Press

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	3	2	1	1		1		1		1		2
2	3	3	3	2	2	2		2				2
3	3	3	3	3	2	2		2			1	2
4	3	2	1	3	2	3		1			1	2
5	3	3	3	3	2	2		2		2	1	2

OE-5- 5706

5706

M.Sc. (Film Production): Semester - I
OE - 1: Understanding Cinema

Total Marks: Theory- 25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVES

- To learn the terminologies associated with Film.
- To understand the basic elements of Film Appreciation.
- To understand the various aspects of Film Appreciation.
- To study the film by previewing movies with different aspects and scenarios.
- To understand the pattern and style of various Film Makers.

LEARNING OUTCOMES

- Understanding basic terminologies of Film Appreciation.
- Understand the basic elements of Film Appreciation.
- Understand various aspects of Film Appreciation.
- Interpret the types of movies, Genres, Direction, Cinematography, Lighting, Music and various editing styles.
- Able to discuss prominent pattern and style of various Film Makers.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	1
CO2	3	-	-	-	2	-	-	-	-	-	-	-	-	-	1
CO3	3	-	-	-	2	-	-	-	-	-	-	-	-	-	1
CO4	3	2	-	-	2	-	-	-	-	-	-	-	-	-	1
CO5	3	2	2	-	2	-	-	-	2	-	2	2	-	1	1

3- High, 2-Significant, 1-Low

Unit-1	Cinema in 50's	L	T	P
1.1	Awaara - Theme and genre- Family Drama, socialist movie Raj Kapoor (1951) – Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
1.2	Do Bigha Zameen - Theme and genre- Socialist theme, Tragedy/Drama. Bimal Roy (1953)- Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc) , Importance to Film and Film Review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
1.3	Do Aankhe Barah Haath- Theme and genre- social reformation, Drama/Crime	1	-	1

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	V Shantaram (1957)- Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to Film and Film Review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>			
1.4	Mother India- Mehboob Khan (1957) - Theme and genre - Indian epic drama, Women strength. Cultural Significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to Film and Film Review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
1.5	Kagaj Ke Phool - Theme and genre - Romance and musical drama Guru Dutt (1959)-Cultural Significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and Film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1

Unit-2	Cinema in 60's	L	T	P
2.1	Sujata - Theme and genre- drama and social discrimination.-Indian epic drama Bimal Roy (1959) - Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
2.2	Mughal-E-Azam – Theme and Genres - Love, Loyalty, family and war through the tragic love story, Epic Historical drama. K. Asif (1960)-Cultural Significance, Film screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
2.3	Guide – Theme and genre - Social reality and drama Vijay Anand (1965) - Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to Film and Film Review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
2.4	Padosan - Theme and Genres- Comedy, Musical and Romance. Jyoti Swaroop (1968) - Genres of Films, Cultural Significance, Film Screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to Film and Film Review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
2.5	Bhuvan Shome- Theme and genre- Inventive comic tale of an uptight civil servant and his misadventures, drama/ comedy Mrinal Sen (1969)-Cultural Significance, Film screening, film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1

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Unit -3	Cinema in 70's – 80's	L	T	P
3.1	Anand- Genres of Film- Classic bollywood drama. Hrishikesh Mukherjee (1971) Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
3.2	Ankur – Theme and Genres- Depiction of rural India, some primitive social institution. Romance, Drama. Shyam Benegal (1974) - Genres of Film, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
3.3	Sholay - Ramesh Sippy (1975) - Theme and Genres- symphonic triumph and action, drama, comedy, thriller. Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review Writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
3.4	Manthan (Indian cult classic film)- Theme and genres- Drama/Bollywood and musical drama Shyam Benegal (1976)- Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
3.5	Jaane Bhi Do Yaaron - Theme and genres- satire, comedy, Drama. Kundan Shah's (1983) - Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1

Unit-4	Cinema in 80's – 2000's	L	T	P
4.1	Ardhsatya– Theme and Genres- Realistic thriller, Crime drama. Govind Nihalani (1985) - Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc). Importance to film and film review writing. <i>(Film screening, scene analysis, interpretation and discussion)</i>	1	-	1
4.2	Lagaan – Theme and Genres-british colonialism, Patriotism, persuasion and adventure, drama, musical, sport. Ashutosh Gowariker (2001) - Genres of films, Cultural significance, Film screening, Film Appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
4.3	Munna Bhai M.B.B.S.– Theme and genres- Comedy, Drama. Rajkumar Hirani (2003) - Genres of Films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc). Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
4.4	Chak De! India– Theme and genres- Sports, Drama. Shimit Amin (2007) - Genres of Films, Cultural significance, Film	1	-	1

	screening, film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>			
4.5	3-Idiots -Theme and genres- Comedy, Drama. Rajkumar Hirani (2009) – Genres of Films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1

Unit-5	World Cinema	L	T	P
5.1	Gone With The Wind -Theme and genres- Epic historical romance, Drama Victor Fleming (1939) - Genres of Films, Cultural Significance, Film screening, film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
5.2	The Great Dictator -Theme and genres- American Political Satire, comedy- Drama Charlie Chaplin (1940) - Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
5.3	Rashomon -Theme and genres- Japanese periodic psychological thriller, Drama/Mystery Akira Kurosawa (1950) - Genres of films, cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
5.4	Pather Panchali -Theme and genres- Bengali language drama Satyajit Ray (1955) - Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1
5.5	Harishchandra chi Factory -Theme and genres- Biography, comedy, Drama Paresh Mokashi (2009) - Genres of films, Cultural significance, Film screening, Film appreciation (Camera, Direction, Acting, Lighting, Sound, Music, set etc), Importance to film and film review writing. <i>(Film Screening, scene analysis, interpretation and discussion)</i>	1	-	1

Practical/Projects/Assignments:

- Movie Screening according to Era.
- Review Writing.
- Film as a Text analysis.

Suggested Readings:-

- Bolas, Terry (2013) Screen Education: From Film Appreciation to Media Studies. University of Chicago Press
- Bone, Jan and Johnson, Ron.(2001) Understanding the Film: An Introduction to Film Appreciation. NTC Publishing Group.
- Doraiswamy, Rashmi, and Padgaonkar, Latika. (2011)Asian Film Journeys: Selection from Cinemaya. Wisdom Tree Publishers.

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- Kracauer, Siegfried (1998) Theory of Film: The Redemption of Physical Reality. Oxford University Press.
 - Perkins, Victor F (1993) Film As Film: Understanding And Judging Movies. Da Capo Press.

e-Resource:

- <https://www.filmsinreview.com/>
- <http://filmmakersfans.com/famous-bollywood-hindi-scripts-download/>
- <https://www.filmcompanion.in/category/fc-pro/scripts/>
- <https://www.makeuseof.com/tag/guides-understand-movies-appreciate-films/>
- <https://www.rottentomatoes.com/>

1M.Sc.(NM)5-OE1: Digital Printing Process

Total Marks: Theory-25 Practical-15 Internal-10

Credits-3

COURSE OBJECTIVES

1. Learn Basics of Printing Technology.
2. Learn Digital Printing Process.
3. Learn the Psychology of Space, Fonts and Colour.
4. Learn Digitization of Analog Content.
5. Learn and Practice 3D Printing.

COURSE OUTCOMES (COs)

1. Students would understand the Techniques of Digital Printing Technology.
2. Students would understand about the Analog and Digital Printing Process.
3. Students would be able to Apply and Classify Colour, Space and Text for Design.
4. Students would use the Techniques for Document Digitization.
5. Students would be able to Create and Construct Objects Using 3D Printing Machine.

Unit-1	Introduction	L	T	P
1.1	History of Printing (Lectures, Assignments, Discussions)	2	-	-
1.2	Technological Developments in Printing (Lecture, Discussion)	1	-	-
1.3	Importance of Printing Processes in Design Decisions (Lectures, Assignments, PPT)	2	1	-
1.4	Introduction to Printing Process: Various types of Printing Processes - Letter Press, Offset, Gravure, Flexography and Silk Screen (Lectures, Discussions, PPT)	1	-	1
1.5	Current Trends in Digital Printing. (Lecture, Discussion)	1	-	-

Unit-2	Analog and Digital Process	L	T	P
2.1	Concept of Digital and Analog Printing Technology (Lecture, Discussion)	1	-	-
2.2	Advantages of Analog and Digital Printing, Disadvantages of Analog and Digital Printing (Lecture, Discussion)	1	-	-
2.3	Color and Space Communication (Lectures, Assignments, PPT)	2	1	-
2.4	Understanding Letter, Text and Grid (Lectures, Assignments, PPT)	2	-	-

Handwritten signature
M.Sc. (New Media)

2.5	Image Quality and Resolution (Lectures, Assignments, Discussions)	1	-	1
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Unit-3	Digitalization of Content	L	T	P
3.1	Digital Documents: Introduction to Digital Printing Fundamentals (Lecture, Discussion)	1	-	-
3.2	Vector & Raster Image, Color Modes (Lecture, Discussion)	1	1	-
3.3	Half Toning Color ReProduction and Dots (Lecture, Discussion)	2	-	-
3.4	Moiré Pattern, Resolution and its Qualities (Lecture, Discussion, PPT)	2	-	-
3.5	Scanning Different types of Documents Transfer of Digital image-RIP. (Lecture, Discussion)	1	1	-

Unit-4	Printing Technologies	L	T	P
4.1	Digital Printing Technologies: Inkjet, Laser Printing (Lecture, Discussion, PPT)	2	1	-
4.2	Thermography, Electro Photography (Lecture, PPT)	1	-	-
4.3	Electrostatic Printing, Lonography (Lecture, PPT)	1	-	-
4.4	Magnetography, and Digital Photographic Imaging and Developing (Lecture, Discussion, PPT)	2	-	-
4.5	3D Printing. (PPT, Assignments)	1	-	1

Unit-5	Applications	L	T	P
5.1	Customization and Direct Marketing (Lecture, Discussion, PPT)	2	-	-
5.2	Print-on-Demand (POD) (Lecture, Discussion)	1	-	-
5.3	Variable Data Printing (VDP) (Lecture, Discussion, PPT)	2	1	-
5.4	Distribute-and-Print, Remote Publishing (Web2Print) (PPT, Discussion)	1	-	-
5.5	Wide-Format Printing and Case Study of Under Armour 3D Printed Athletic Shoes (Lecture, PPT)	1	1	-

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-
2	2	-	-	-	-	1	-	1	-	3	-	-	-	-	1
3	1	-	2	-	-	2	1	1	-	1	1	-	-	-	1
4	2	-	2	1	-	1	-	1	-	3	-	-	-	-	-
5	2	-	2	1	-	2	3	2	-	3	-	1	-	-	1

3-Strong, 2-Moderate, 1-Weak

Practical/Project/ Assignments

- Collect Samples of Printing Process and Identify The Process used.
- Creating the Various File Formats used in Digital Printing Process.
- Create a Model Using 3D Printing Technology.
- Collect three Pictographs and make a Block Diagram Showing Historical Development of Alphabets.
- Collect and Study Anatomy of any five Fonts used Commercially for Printing and Design.
- Understanding the Color Models.

Suggested Readings:

- Sarkar .N.N, 2013, Art and Print Production, Oxford University.
- Sidles Constance, 2001, Graphic Designer's Digital Printing and Prepress Handbook, Rockport Publishers Inc.
- Johansson Kaj, 2011, A Guide to Graphic Print Production, John Wiley & Sons.
- Fen ten Howard/Romanos Frank , 2013, Digital Printing On demand Printing.
- Winnan Christopher D., 2014, 3D Printing: The Next Technology Gold Rush - Future Factories and How to Capitalize on Distributed Manufacturing.
- Dabner David, 26 May 2006, First Steps in Digital Design: Use Your Computer to Create Great Graphics, Rotovision.
- Lupton Ellen, October 2010 Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press.

E-Resource:

- https://monoskop.org/images/a/a6/Ludovico,_Alessandro_-_Post-Digital_Print._The_Mutation_of_Publishing_Since_1894.pdf
- https://www.efi.com/library/efi/documents/463/efi_fiery_abcs_Design_wp_en_us.pdf

OE-7 - 5766

5766

MAMC : I SEM OE1 : ART OF PHOTOGRAPHY	Marks:50			Credits:3		
	Th	Pr	la	Contacthrs		
				L	T	P
	25	15	10	2	-	2

Course Objectives

- To understand the various stages involved in making of a good photograph.
- To enable students to understand visual communication and role of photography in mass communication.
- To enable the students to understand the importance of aesthetics in photography, lighting etc.
- Develop an understanding of importance of composition for a perfect photograph.
- Learn and practice DSLR camera and necessary adjustments at the time of photography.

Learning Outcomes

- Students will be able to handle DSLR camera with focus on exposure setting and filter selection.
- Students will be able to understand aesthetics in photography.
- Students will be able to understand good composition rules.
- Students will be able to perform photo editing.
- Students will be able to practice on photoshop software.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	-	-	-	-	-	3	2	-	-	-	2
2	3	2	-	-	-	-	2	-	2	-	2	-	-	1	2
3	2	-	2	-	-	-	-	2	1	3	-	-	-	-	1
4	2	-	2	-	1	1	-	-	3	3	-	2	-	1	2
5	2	-	-	-	-	-	-	-	2	3	-	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit -1	Basics of Photography (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Meaning of Photography (Lecture, Discussion, Group Activities)	1	-	1
1.2	Scope of Photography (Lecture, Discussion, Group Activities)	1	-	1

डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

1.3	Photography as Medium of Communication (Lecture, discussion)	1	-	1
1.4	Technological Development in Photography (Lecture, Discussion, Tutorial)	1	-	
1.5	Photo Caption Writing Techniques (Lecture, Discussion, Group Activities)	1	-	1

Unit -2	Introduction to Camera (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Working Principle of DSLR Camera (Lecture, Discussion, Practical)	1	-	1
2.2	Parts and Functions of DSLR Camera (Lecture, Discussion, Practical)	1	-	1
2.3	Types of Camera (Lecture, Discussion, Practical)	1	-	1
2.4	Camera Accessories (Lecture, Discussion, Practical)	1	-	
2.5	Camera Tripod (Lecture, Discussion, Practical)	1	-	1

Unit -3	Photo Techniques (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Photo Lens and Their Types (Lecture, Field Practical, Group Activities)	1	-	1
3.2	Depth of Field & Its Creative Use (Lecture, Field Practical, Group Activities)	1	-	1
3.3	Lighting Techniques (Lecture, Field Practical, Group Activities)	1	-	1
3.4	Filters use in Photography (Lecture, Field Practical, Group Activities)	1	-	
3.5	Camera Angles (Lecture, Field Practical, Group Activities)	1	-	1

Unit -4	Photo Composition (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Concept & Importance of Composition (Lecture, Field Practical)	1	-	1
4.2	Photo Composition Rules (Lecture, Field Practical, Group Activities)	1	-	1
4.3	Elements of Photo Composition (Lecture, Group Activities)	1	-	1
4.4	Golden Rule of Third, Point of Interest (Lecture, Field Practical, Group Activities)	1	-	

4.5	Point of View : Subjective and Objective (Lecture, Field Practical, Group Activities)	1	-	1
Unit -5	Digital Techniques (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Photoshop Software : Features (Lecture, Lab Practical)	1	-	1
5.2	Tools & Techniques of Photoshop Software ,Art of Photo Cropping (Lecture, Lab Practical)	1	-	1
5.3	Photo Editing Tools (Lecture, Lab Practical)	1	-	1
5.4	Tools for Photo Finishing (Lecture, Lab Practical)	1	-	
5.5	Digital Photography (Lecture, Lab Practical)	1	-	1

Practical/Project/Assignments:

- Prepare photo portfolio of various genres like portrait, nature and wildlife ,architectural, sports and action.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Erickson Bill & Romano Frank, Professional digital photography .
- Langford Michael, Basic photography, Focal Press London.
- Langford Michael, Starting photography, Focal Press London.
- Mark Galer , Location Photography : Essential skills .
- Tiwari Dr Pradeep Kumar, Handbook of Photo Journalism, MCU Publication Bhopal.

e- resources :

- https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf
- <https://the-photo-ebook.com/>
- <https://swayam.gov.in/courses/5181-basics-of-photography>



डॉ. संजीव गुप्ता

विभागाध्यक्ष : जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता

एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAHARAJA GURUJI

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MAHARAJA GURUJI

MAHARAJA GURUJI

OE8 - 5865

5865

Open Elective (OE) - 1: Radio Program Production

Total Marks: Theory 25 Practical 15 Internal 10

Credit-3

Course Objectives

1. Critically listen and Comprehend basic audio and radio terminology and concepts.
2. To acquire a basic working understanding of radio production equipment.
3. Understand and demonstrate Software for digital audio recording and editing.
4. Record and edit single and multiple audio tracks.
5. To be able to design a variety of effective radio programs, plan, design the use of sound effects, music, narration, and dialog in a radio script.
6. Articulate trends and policy of the radio broadcast industry as it relates to radio production.

Learning Outcomes

1. Apply multi-track audio/radio production techniques, Operate digital audio equipment to conduct interviews and capture sound.
2. Import and transfer audio using various devices, Operate Pro-Tools digital audio software Demonstrate remote recording of spoken voice, ambience and sound effects.
3. Demonstrate audio file importing, exporting, dubbing, multi-track recording, audio editing using digital audio editing software.
4. Demonstrate the mixing process using digital audio software.
5. Demonstrate an understanding of how to publish audio files on the Internet.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	-	1	-	-	3	-	-	2	-	-	-	-	-
CO2	3	-	-	-	-	-	2	-	-	3	-	-	-	-	2
CO3	3	-	-	1	-	-	2	-	1	1	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1
CO5	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-I	Evolution & Development of Radio	L	T	P
1.1	History of Radio in special perspective to India Objectives of Broadcast-Information, Education & Entertainment, Types of Ownership.	1	0	0
1.2	Technology of Radio : Short Wave and Long Wave, AM and FM Radio. Types of Radio: Commercial Radio, Satellite Radio, Community Radio, Internet Radio, Regional Radio.	1	1	1
1.3	AIR(All India Radio): Organizational Structure of AIR National Programs of AIR, Vividh Bharti, Education through Radio: IGNOUIRC, Gyan Vani, Radio Vision	1	0	0

5865

1.4	etc. Characteristics of Radio as Communication Media: Visualization, Reach, Simplicity, Expense, Receiver, Literacy Factor, Rural Population.	1	0	1
1.5	Code of Ethics for Radio: Fundamental Principles, Self Regulation, Impartiality, Objectivity, Neutrality, Privacy, National Security, Feedback. Role of Prasar Bharti.	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	Radio Station Fundamentals	L	T	P
2.1	Layout: Live Room, Isolation Booth, Control Room, Machine Room. Acoustic Treatment: Absorption & Reflection Basics. Soundproofing, Bass Traps, Acoustic Panels, Reflection Filters, Isolation Pads.	1	1	1
2.2	Equipments and their Application: DAW(Digital Audio Workstation)/Audio Interface Combo, Studio Monitors, Headphones, Cable and Connectors, Mic Stand, Pop Filter etc.	1	0	1
2.3	Microphone Types: Condenser Mics, Dynamic Mics, Ribbon Mics, USB Mics, Stereo Mics etc. Microphone Pickup Pattern: Omni Directional, Bidirectional, Cardioids etc.	1	0	1
2.4	Recording Basics: Interface, Tools, Editing & Track Mixing.	1	0	0
2.5	Sound Effects: Panning, Delay and Echo, Reverb, Chorus, Distortion, Equalization (EQ), Compression, Flanger, Phaser. Filters: Low-pass filter, High-pass filter, Band-pass filter, Notch filter.	1	0	0
Teaching Method: Class room Lectures, Video Demonstration, Studio Visit, Studio Practical Exercises, Assignments etc.				
Unit -3	Radio Program Formats	L	T	P
3.1	Fiction: Phone in, Radio Drama, Entertainment Shows etc.	1	0	1
3.2	Non Fiction: Special Audience Program, Radio Feature, Radio Documentary, Interviews etc.	1	1	1
3.3	Radio News: Types of Radio News, Structure of News Story etc. Radio Newsroom (Structure & Function).	1	0	0
3.4	Other Formats : Interactive live transmissions, Non formal education, Quiz programmes, Rural and agricultural development programmes, Health and Environment programmes, Children's programmes etc.	1	0	0
3.5	Radio Advertisements: Trends, Types of Appeal, Public Service Announcements, Promo etc.	1	0	0
Teaching Method: Class Room Lectures, Presentation, Practical Exercises, Group Discussions, Assignments etc.				

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Unit-4	Radio Practices	L	T	P
4.1	Voice Training: Effective use of Voice, Enunciation, Pronunciation, Modulation, On-line Interview Techniques, Moderating skills for Radio Discussion, Programmers, Narration, Radio Jockey etc.	1	0	1
4.2	Reporting and Editing in Radio. Field reporting, reporting specialized areas, investigative reporting, Voice dispatches, Editing for radio, structuring radio copy, editing, agency copy, illustrating copy with sound effects.	1	0	1
4.3	Interview Techniques: Developing Interview Techniques and skills for Radio. Writing intros to bytes, writing Headlines.	1	0	1
4.4	Presentation: Reporting, writing and presenting News, Features, Structuring radio report, news capsuling, and Radio Commentary. Writing Radio Commercials: Writing Teasers, and Promos, Copywriting, Scripting, Cue sheet and Recording.	1	0	1
4.5	Production: Field Recording Skills, Live Studio Broadcast with multiple sources, News Production	1	0	0
Teaching Exercise	Method: Class Room Lectures, Demonstration, Studio Practice, Practical Group Discussions, Assignments etc			
Unit-5	Community Radio (CR)	L	T	P
5.1	Need, Origin, Concept, Philosophy and Policy of Community Radio Station (CRS), CR as an alternative Mass Medium.	2	0	0
5.2	CRS worldwide, AMARC, Different Forums of CRS, Role of CR in Community Development.	1	0	1
5.3	Growth and Development of CR in India, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India.	1	0	0
5.4	Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow Casting Practical etc.	1	0	0
5.5	Community Radio & UNESCO: Licensing & Regulation, Comparative Study of South Asian Countries. Sustainability, Inclusivity, Equity, Diversity & Community Development etc	2	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Studio Visit, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

- To write and produce a 30-second Commercial Announcement.
- To produce a 4-minute interview program.
- To produce a 5-minute studio news program.

To produce 30-second Commercial Announcement.
 To produce 4-minute interview program.
 To produce 5-minute studio news program.

Suggested Readings:

- Broadcasting in India, P.C. Chatterjee, Sage New Delhi.
- Broadcast Journalism. Boyd Andrew, Focal Press London.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
- This is ALL India Radio, U.L Baruah, Publications Division.
- Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools.
- David E. Reese, Lynne S. Gross, Brian Gross, Audio Production Worktext, 6th ed., Focal Press, Boston, 2009.
- Chatterjee, P.C., Broadcasting in India.
- Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India.
- Bhatt, S.C., Broadcast Journalism: Basic Principles.
- Baruah, U.L., This is All India Radio, Publications Division, New Delhi.

e Resource:

- <http://reemindore.com/wp-content/uploads/2015/06/Introduction-to-Audio-Visual-Media.pdf>
- Audio Engineering 101 (2nd ed.) by Tim Dittmar
- Music and Technology: Recording Techniques and Audio Production by Christopher Ariza
- The Art of Digital Audio Recording by Steve Savage
- http://comea.org.in/ckfinder/userfiles/files/13_Lesson-13_RECORDING_AND_CAPTURING_SOUND.pdf
- <https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-language-sound-jennifer-johnston-into-film-2016-07.pdf>