

**UTTARAKHAND TECHNICAL
UNIVERSITY
DEHRADUN**

SYLLABUS AND ORDINANCES

M.A (Mass Communication)

&

JOURNALISM

UTTARAKHAND TECHNICAL UNIVERSITY

STUDY AND EVALUATION SCHEME

M.A. (Mass Communication)

SEMESTER-I

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESE	Subject Total	Credit hours
			L	P				
1.	MACMT 101	Introduction to Mass Communication	4	0	30	70	100	4
2.	MACMT 102	Introduction to Electronic Media	4	0	30	70	100	4
3.	MACMT 103	Media Laws & Ethics	4	0	30	70	100	4
4.	MACMT 104	Print Journalism	4	0	30	70	100	4
5.	MACMT 105	Reporting, Writing, Editing (Print)	4	0	30	70	100	4
6	MACMT 106	Psychological Assessment	4	0	30	70	100	4
<p>PRACTICALS DAY EVALUATION DAY TO</p>								
1.	MBT-551	PRACTICAL-I (PAPER 1 2& 3)	0	8	20	80	100	4
2.	MBT-552	PRACTICAL-II (PAPER 3, 4 ,5& 6)	0	8	20	80	100	4

UTTARAKHAND TECHNICAL UNIVERSITY

STUDY AND EVALUATION SCHEME

M.A. (Mass Communication)

SEMESTER-II

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESE	Subject Total	Credit hours
			L	P				
1.	MACMT 201	Multimedia, Animation & Graphics	4	0	30	70	100	4
2.	MACMT 202	Electronic Journalism	4	0	30	70	100	4
3.	MACMT 203	Photo Journalism	4	0	30	70	100	4
4.	MACMT 204	Video Editing	4	0	30	70	100	4
5.	MACMT 205	Advertising & Public Relations	4	0	30	70	100	4
6	MACMT 205	Media Research	4	0	30	70	100	4
<p>PRACTICALS DAY EVALUATION</p> <p style="text-align: right;">DAY TO</p>								
1.	MBT-551	PRACTICAL-I (PAPER 1,2 &3)	0	8	20	80	100	4
2.	MBT-552	PRACTICAL-II (PAPER , 4,5 & 6)	0	8	20	80	100	4

UTTARAKHAND TECHNICAL UNIVERSITY

STUDY AND EVALUATION SCHEME

M.A. (Mass Communication)

SEMESTER-III

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESE	Subject Total	Credit hours
			L	P				
1.	MACMT 301	Cinematography,Lighting,Set,Designing&Make up	4	0	30	70	100	4
2.	MACMT 302	Media Economics MACMT306 Corporate Communication & Marketing	4	0	30	70	100	4
3.	MACMT 303	Direction	4	0	30	70	100	4
4.	MACMT 304	Script Writing for Electronic Media	4	0	30	70	100	4
5.	MACMT 305	Radio Production	4	0	30	70	100	4
6	MACMT 306	Corporate Communication & Marketing	4	0	30	70	100	4
<p>PRACTICALS DAY EVALUATION DAY TO</p>								
1.	MBT-551	PRACTICAL-I (PAPER 1,2 &3)	0	8	20	80	100	4
2.	MBT-552	PRACTICAL-II (PAPER , 4,5 & 6)	0	8	20	80	100	4

UTTARAKHAND TECHNICAL UNIVERSITY

STUDY AND EVALUATION SCHEME

M.A. (Mass Communication)

SEMESTER-IV

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESE	Subject Total	Credit hours
			L	P				
1.	MACMT 401	Electronic Media Commercials MACMT405 Project Work/ Dissertation 25030	4	0	30	70	100	4
2.	MACMT 402	Acting	4	0	30	70	100	4
3.	MACMT 403	Elective-I	4	0	30	70	100	4
4.	MACMT 404	Elective-II	4	0	30	70	100	4
Z	MACMT 405	Project Work/ Dissertation	14	0			250	14
<p>PRACTICALS DAY TO</p> <p>DAY EVALUATION</p>								
1.	MBT-551	PRACTICAL-I (PAPER 1,2 &3)	0	8	20	80	100	4
2.	MBT-552	PRACTICAL-II (PAPER , 4,5 & 6)	0	8	20	80	100	4

List of Elective Subjects (Any Two)

1. Web Journalism
2. Television Journalism
3. Script Writing
4. Professional Videography
5. Audio Production Techniques
6. Video Production

FIRST SEMESTER (Theory Papers)

Subject Code Subject Name External Marks. Internal marks

MACMT101 Introduction to Mass Communication

MACMT102 Introduction to Electronic Media

MACMT103 Media Laws & Ethics

MACMT104 Print Journalism

MACMT105 Reporting, Writing, Editing (Print)

MACMT106 Psychological Assessment

SECOND SEMESTER (Theory Papers)

Subject Code Subject Name External Marks. Internal marks

MACMT201 Multimedia, Animation & Graphics

MACMT202 Electronic Journalism

MACMT203 Photo Journalism

MACMT204 Video Editing

MACMT205 Advertising & Public Relations

MACMT206 Media Research

THIRD SEMESTER (Theory Papers)

Subject Code Subject Name External Marks. Internalmarks

MACMT301 Cinematography,Lighting,Set,Designing&Make up

MACMT302 Media Economics

MACMT303Direction

MACMT304Script Writing for Electronic Media

MACMT305 Radio Production

MACMT306 Corporate Communication & Marketing

FOURTH SEMESTER

Subject Code Subject Name External Marks. Internal marks

MACMT401 Electronic Media Commercials

MACMT402 Acting

MACMT403 Elective-I

MACMT404 Elective-II

MACMT405 Project Work/ Dissertation

List of Elective Subjects (Any Two)

1. Web Journalism
2. Television Journalism
3. Script Writing
4. Professional Videography
5. Audio Production Techniques
6. Video Production

Practical-1st- Based on paper 1st, 2nd 3rd-75marks

Practical-2nd- Based on paper 4th, 5th, 6th -75marks

M.A in Mass Communication (Two Year Degree Course –Semester System)

First Semester

Subject Code: MAMCT101

Subject: Introduction to Mass Communication

Objective: Understanding the fundamentals of communication, To develop good communications skills, To acquire a sound knowledge of communication theories and models.

Unit 1 Basics of Communication

Meaning, definition and scope of communication, Element, process and functions of communication, +Types of communication - intra personal, inter personal, group and mass communication, Verbal and non verbal communication

Unit 2 Mass communication

Meaning, definition and function of mass communication, Process of mass communication, Media of mass communication: newspaper, book, magazine, radio, television, film and internet

Unit 3 Models of Communication

Model - definition, importance, evaluation and function of model, Critical study of following models- Shannon and Weaver, Harold Lasswell, George Gerbner, Charles Osgood, Wilbur Schramm, DeFlaur, Newcombs, Westly and Maclean

Unit 4 Theories of Mass Communication - 1

Theory- definition, characteristics and function, Main views of communication: transmission view, expressive view, Publicity view and Reception view, Bullet theory, cognitive dissonance theory, Concept of selective exposure and selective perception, Two step and multi step flow hypothesis

Unit 5 Theories of Mass Communication - 2

Sociological Theory - agenda setting, uses and gratification, cultivation theory, +Normative Theories - authoritarian, libertarian and communist theory social responsibility and democratic participation theory, Developing nations theory

Assignments:-

- Prepare diagrams of various models of mass communication. - Participation in public speaking sessions in order to analyze the effectiveness of speech and its impact on listeners. - A seminar on communication theories to understand their validity. - At least two interviews on the concept and types of interviews with eminent journalists.
- A debate on public speaking style and presentation.
- Arrange a group on any topical issue.
- Any other assignments given by the professor concerned.

Reference:

- Interpersonal Communication Handbook by Devito Joseph L
- *Introduction to Human Communication* by Devito Josep L
- *Experiences in Interpersonal Communication* by Prentice Hall, N Jersey 1979
- *Communication Theories, Origins, methods and Uses in the mass Media* by Werner J Severin
- *Sampreshan: Pratiroop Evem Sidhant: Dr. Shrikant Singh*
- *The Story of Human Communication* by Mr. Maan

Subject Code: MAMCT102

Subject: Introduction to Electronic Media

Objective:

To make students aware of the electronic media history, To induce an understanding of Govt. and private media, To familiarize students with the up to date communication technologies

Unit 1 Introduction to Electronic Media

Origin and development of electronic media, Brief introduction to international media scenario, Ownership of media: national and international, **Introduction to major News Agencies:** Reuters, AFP, AP,PTI, UNI, ANI.

Unit 2 Public Media

Development of public broadcasting in India, Prasar Bharti : **All India Radio** :structure and functioning, News Service Division (NSD), External Service Division,.Public service and commercial radio,.**Doordarshan** : organisational structure, Three tier service system of DD (National, Regional and Local), Role of DD in national development (SITE project and Educational TV), **Educational Media:** Gyan Darshan, Zed TV , Gyanvani etc.

Unit 3 Commercial Media

Television : growth and development of private channels in India, Introduction to major news channels: Star News, Zee News, Aaj Tak etc., Brief introduction to cable industry, **Radio** : development of private radio, Introduction to major radio channels: ‘Radio Mirchi’, ‘Radio City’ etc.

Unit 4 Web Media

Computer revolution and development of new media, Theories of new media, Introduction to major Indian portals: Rediff, com, Webduniya.com etc., Mass communication and internet

Unit 5 New Communication Technologies

Fiber Optics, Hi Definition TV, Web Radio,.Very Small Aperture Terminal (VSAT),.Video phone system , Interactive TV, Digital TV, Direct To Home (DTH),

Video on demand, Set Top Box (STB), Convergence of Technologies

Assignments:

- Visit major news agencies in Bhopal (PTI/UNI/ANI) to study their working and develop a report.
- Comparison structure, policy, infrastructure, switch over to electronic media.
- Visit to local AIR Station to observe the structure at work and develop report agencies additional criterion stated by the tutor.
- Visit to AIR to comprehend functioning of News service Division or External service Division develop a report and present to peers.
- Visit to DD Bhopal kendra to observe its functioning and develop analytical report to highlight its role in Regional Development.
- Study the literature available on site experiment and develop your report highlighting salient features of the experiment.
- Conduct a study of local cable Television Network and present the existing scenario with reference to its functioning- clientele-staffing-news news structure-networking relationships, and future prospects.
- Conduct web surfing and report and present characteristic features of INDIAN PORTALS.
- Perform additional reading and develop an essay on “Convergence of Technologies.”

Reference:

- Indian Broadcasting by H R Luthra, (chapter 1-3)
- Broadcasting in India by P C Chatterjee (chapter 1-3)
- Mass Communication in India by Kewal J. Kumar
- New communication Technologies by Michael Mirabeto
- Doordarshan Vikas Se Bazaar Tak by Sudheesh Pachauri
- Swayatta Aur Prasar Bharti by Ram Mohan Pathak
- Satellite Invasion by SC Bhatt, Gyan Pub. Delhi
- Indian Information Revolution by Arvind Singhal and Everett M. Rogers, Sage Pub. Delhi

Subject Code: MAMCT103
Subject: Media Laws & Ethics

Objective:

Understanding basic laws relating to media, To give an overview of recent amendments in media laws, To develop students as responsible reporter

Unit 1 Press freedom and Law

Constitution and freedom of speech and expression, Contempt of court, Official Secrets act 1923, Right to information, Right to Privacy

Unit 2 Media and Laws

Civil and Criminal law of defamation, Indian Penal Code 1860 (Section - 124A,153AB,292,293), Criminal Procedure Code 1973 (Section - 93,95,96,108,144,196,327), Intellectual property rights, Copy Right Act 1957

Unit3 Electronic Media Laws

Prasar Bharti Act 1990, Cable TV Network regulation Act 1995, Cinematography Act 1952, Information Technology Act 2000, Convergence Laws

Unit 4 Media Commissions and Committees

Press Commissions, Brief introduction to Joshi Committee, Chanda Committee, Verghese Committee and Sengupta committee., Concept of Media Council, Working Journalist Act

Unit 5 Media Codes and Ethics

Parliamentary Privileges: article 105, 193 and 361A of constitution, Guidelines for Parliamentary coverage, (Geeta Mukherjee Committee's report), AIR Code for election coverage, Doordarshan commercial code, ASCI commercial code

Assignments:-

- Organize a debate on Prasar Bharti and present scenario of AIR and DD
- Each student present a paper on one press law assigned by class teacher.
- Arrange a seminar on the issue of 'freedom of press'
- Debate on obscenity and film censor board.
- Any other assignment given by the class teacher

Reference:-

- *Press Vidhi* by Nand Kishore Trikha
- *Journalistic Ethics* by PK Badhopadhyay and Kuldeep S. Arora
- *Janmadhyam: Kanoon Evem Uttardayitva* - Dr. Shrikant Singh
- *Press Laws* by DD Basu, Prentice Hall Pub.
- *Mass Media Laws and Regulations in India*, AMIC Publication
- *Bharat Mein Press Vidhi* by Surender Kumar Manohar Prabhakar

Subject Code: MAMCT104

Subject: Print Journalism

UNIT ONE: INTRODUCTION

Identifying news and news values; perspectives of news; news slants. Structuring News – traditional and alternative structures, Techniques and types of Journalistic Interview. Duties and responsibilities of a newsperson.

UNIT TWO: NEWS BEATS AND SOURCES

Types of beats; news sources; covering speeches, news conferences, meetings, seminars, gatherings etc. Covering court, legislative assembly, and parliament. Covering crime, accident, and disaster; writing obituary. Reporting business and industry. Reporting rural and development activities and events; reporting art and cultural.

UNIT THREE: TREATMENT OF NEWS

Investigative approach; interpretative approach; analytical approach. Opinion poll news; human-interest news. News of social justice and human rights, peace and reconciliation and marginalized sections of people. News Features.

UNIT FOUR: CO-ORDINATION PROCESS:

Co-ordination of The News Room With The Press And Its Various Sections. Namely - Composing, Proof - Reading, Processing, Make-UP, Dark - Room, Printing And Such Others And Their Functions.

UNIT FIVE: NEWS EVALUATION:

What makes News, Basic criteria for testings copy. Perspective of Democracies & Importance of Developmental News & News on special target groups, areas; News Treatment as in Index of identity with target audience.

Subject Code: MAMCT105
Subject: Reporting, Writing, Editing (Print)

Unit I: News

Introduction, Definition of News, Ingredients of News, News Values, Fundamental qualities of news, News Sources.

Unit II: Types of Reporting

Introduction, The Lead, The Body, Different types of Reporting: Objective, Interpretative and Investigative Reporting, Crime Reporting.

Unit III: Qualities & Responsibilities of a Reporter

Introduction, Essential Qualities of a Reporter, Nose for News, Responsibilities of Reporter towards Organisation, Sources, Readers and Society, Dealing with Corporate News, Reporting Communal Conflicts.

Unit VI: Interviewing Skills

Introduction, Interview, Importance of Interview, Preparation of Interview, Research, Strategy, How to get an Interview, Dos and Don'ts of an Interview, Tips for LIVE Interview, Interviewing Skills, How to establish Rapport.

Unit V: Specialized Reporting

Introduction, What is specialised Reporting, Types of Specialised Reporting: Court Reporting, Legislature Reporting, Science & Technology Reporting, Development Reporting, Environment Reporting, Sports Reporting and Entertainment Reporting.

Subject Code: MAMCT106
Subject: Psychological Assessment

Unit-1:

Psychology: Meaning, Definition. Media and Perception: Attention, Sensory Psychology, Sensation & Perception, Information display, Foundations of Behavior – Attitudes,

Personality and learning

Unit-2:

Media Applications: Advertising, Children and the Media, News and Politics, Public Information Programmes, Entertainment, Violence in the Media

Unit-3:

Media and Emotion: Emotion & Understanding, Emotion & Communication, Media and Intelligence, Cognitive Intelligence, Emotional Intelligence, Artificial Intelligence

Unit-4:

Media and Thinking: Attention, Memory, Language, Semantics, Semiotics, Creativity, Reasoning, Problem Solving, Judgment, Decision Making

Unit-5:

Cognitive dissonance, Perception and Reality, Cinamatherapy, Absence of Presence, Color, Sound, Learning and motivation, Brain based learning, Memory: short and long term, Learned Helplessness Success, Intelligence, multiple and specific intelligences

Second Semester

Subject Code: MAMCT201

Subject: Multimedia, Animation & Graphics

Unit: 1 Computer Fundamental

- Basic of Computer & Internet
- Concepts of Graphic
- Power Point Presentation

Unit: 2 Specialization: PhotoShop & Illustrations

- Basic of Art : Maging Designing, Logo Creation, Advertising Designing
- Cartoon Creation & Image Editing
- Special Effect: Filter & Plug ins , Adobe after effects

Unit: 3 Web Designing

- Basic of web Designing
- Web page Designing: Illustrator, Corel & Photoshop
- Working with Front Page & Macromedia Dreamweaver

Unit: 4 2D Design & Animation

- Working with Flash programing
- Text Animation in Flash

Unit: 5 3D Animation Suite

- Basic of 3D Animation

Subject Code: MAMCT202

Subject: Electronic Journalism

Objectives:

To train students an responsible television reporter, Developing reporting aptitude, Understanding the news making process

Unit 1 Basics of News

Definition, elements and types of news, Duties and functions of news reporter, Sources of news

Basic principles of news writing, News values

Unit 2 News Editing and Presentation

Duties and responsibilities of an editor, Editing of agencies copy, press notes and news from other sources, Principles and precautions for editing, Process of editing, writing lead and headlines, Art of news reading, importance of anchoring in news,

.Pronunciation and modulation in news reading

Unit 3 Television Channel and News Gathering

Format of television news: news package, visual on anchor, anchor read, anchor graphics, anchor bite etc., Types of news bulletin and their structure, Structure of a television news channel and a news room, Role and responsibilities of news team members, Importance of piece to camera (PTC), phono and vox pop in television news

Unit 4 Specialized Reporting

Political and socio-cultural reporting, Economic reporting , science and environment reporting,

Sports reporting, legal reporting: Investigative reporting, Development reporting

Unit 5 Web and Radio Journalism

Introduction to major news portals, Techniques of web journalism, Editing, layout and use of pictures in web, Structure of a web news portal office, Responsibilities of team members, Radio: News format of radio, Features of radio news writing

Assignment:

- Copy writing for television news.
- Translation of wire copy.
- Exercise of doing piece to camera.
- Exercise of news reading.
- Taking TV interview of important personalities.
- Preparing a run order/ rundown for a news bulletin.
- Critique of news bulletins.
- Any other assignment given by the class teacher.

Reference:

- Television News, by I.E.Fang, ABC News Communication Arts Books NY
- Broadcast Journalism-Basic principles by S.C. Bhatt
- News, Writing George A. Hough, Kanishka Prakashna Delhi
- Techniques of Television production, by Rudy Bretz, Focal Press
- Broadcast News Writing, Reporting and Production, by Ted White, Focal Press
- Understanding News by J. Hartley, Methuem Pub. London

Subject Code: MAMCT203
Subject: Photo Journalism

UNIT-1: Journalism:

Concept, Dimension, Growth, Importance, Requirements, Ideals, Nature, Objectives, Purpose & Functions.

UNIT-2: News Media Operations:

How news media functions? Three Modes of Daily Journalism, National media - How it nationalises the news? Agenda setting function of the National media, New categories of News, Approaches to Journalism. Press Organisations.

UNIT-3 News Agency Journalism:

History, functioning & role of PTI and UNI, International News Agencies, Feature Syndicates Photography - Elements and principles - visual language - meaning - photographer's jargon; composition of photography-subject and light.

UNIT-4 Photographic equipment –

Cameras - types - formats - lens - their types and functions - film - types and functions accessories.

Camera and Photo - Shots-focus - shutter - speed - selection of subject – different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographers' manual and computerised photography.

UNIT-5 Photographing people –

portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising ; conflicts - war - political and social photography. News values for pictures - photo-essays-photo features; qualities essential for photo journalism; picture magazines - colour photography; impact of technology, practicals, field assignments and their evaluation.

Subject Code: MAMCT204
Subject: Video Editing

UNIT 1: Introduction

- Linear & Non linear editing
- Online and off line editing

UNIT 2: Create a Project

- Assembling a Sequence
- Organize Media Clips
- Add Clips to a Sequence

UNIT 3: Fine-tuning a Sequence

- Trim Clips
- Insert or Replace Clips in a Sequence
- Adjust Clips in a Sequence

UNIT 4: Enhancing a Sequence with Transitions, Effects, and Title

- Add Transitions
- Apply a Fixed Effect to a Still Image
- Add a Title

UNIT 5: Adjusting Audio & Exporting Video

- Adjust Volume Levels
- Create a Fade
- Export a Movie File

Subject Code: MAMCT205

Subject: Advertising & Public Relations

UNIT-1 INTRODUCTION TO ADVERTISING.

The world of Advertising, Effective Advertisement, Five Players of Advertising, Current Issues, Marketing and Tools of Marketing.

UNIT-2 CONSUMER'S BEHAVIOUR

Cultural, Psychological & Social Influence, Decision Process, Message Reception & Response.

UNIT-3 ADVERTISING PLANNING & STRATEGY

Strategic Plan, Market Plan, Advertising Plan, Media Planning & Buying, Media Objectives, Selection & Buying.

UNIT-4 COPY WRITING, ART & PRODUCTION

Creative Thinking & Execution, Copy Writing: Language & Methods, Copy Writing for Radio, Television & Website, Art Direction for Television & Web Design.

UNIT-5 PUBLIC RELATION

Definition, Principles, Concept, Ethics, Function & Career Prospect of PR, Organisation & Structure of PR, Evaluation & Feedback of PR, Tools & Methods of PR, Production of PR Materials and Case Studies in PR.

Subject Code: MAMCT206

Subject: Media Research

Objective:

To teach basics of research and its application on media, To develop skills of different kinds of research methodologies, To familiarize students with knowledge of electronic media researches

Unit 1 Concept of Research

Meaning, definition and nature of research, Importance of media research, Areas of Media Research : Source analysis, Channel analysis, Message analysis, Audience analysis, Feed back/forward analysis

Unit 2 Techniques of Research

Hypothesis and variables, Research design and its types, Sampling - meaning, types and problems, Survey research, experimental and field research, Reliability, validity and objectivity

Unit 3 Tools and Methods of Research

Sources of data - primary and secondary source, Questionnaire and schedules, Observation - participatory and non participatory, Interview method, Case study, Content analysis,

Unit 4 Research and Electronic Media

Importance of research in media, Application of research in electronic media, Formative, processual and summative research, Ethical issues in media research,

Unit 5 Application of Statistics

Tabulation and classification of data, Data analysis, interpretation, Elementary statistics - mean, median and mode, Inferential statistics - correlation and regression, Graphic and diagrammatic representation of data, Indexing, citation and bibliography, Research report writing

Assignments:-

- Make a research plan for a specific topic
- Prepare a schedule for survey on relevant research issue.
- Collect data on the basis of prepared schedule by survey
- Classify and tabulate the data collected by survey
- Analyze data and make graphic presentation with the help of computer
- Write a brief report on the above research conducted
- Paper presentation on the importance of research in media
- Any other assignment given by the class teacher.

Reference:

- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- 'Samaajik Shodh Aur Saankhyiki' by Ravindernath Mukerjee, Vivek Prakashan

Third Semester

Subject Code: MAMCT301

Subject: Cinematography, Lighting, Set Designing & Make up

UNIT 1:

Video-technology, Parts of camera, Types: The hand-held camera, The hand-held supports, Light weight camera, Convertible camera, Electronic cinematography, The studio camera

UNIT 2:

Controls, Camera mounting, Camera movements, Single & Multi Camera Techniques, Single camera production, Multi camera production, Special Effects: Effect on switching, White balance in camera

UNIT 3:

History and development of printing, process of graphic art production, Type & Typography, development and classification of types., Typesetting – systems metal composition, phototypesetting, computerized, Typesetting etc. Character placement and kinds of spacing

UNIT 4:

Art and copy preparation – layouts, kinds of art works, mechanical, overlays etc., Colour reproduction, separation and duplication, Printing Processes – letter Press, Lithography, Offset Printing, Gravure,

UNIT 5:

Flexography, Screen Printing and Reprography methods, Printing Paper and Ink – Production of Paper, kinds of paper, size, substance, bulk. Types of Inks, quality for various kinds of printing processes.

Subject Code: MAMCT302
Subject: Media Economics

Objectives:

To impart an understanding of economic part of media, Understanding the television and cable industry business, To give an brief overview of media scenario

Unit 1 Media Economics

India's major media houses and their holdings, Inflow of capital in media, Major heads of income in media, Advertising and media industry

Unit 2 Broadcasting as Business

Programme management, (planning, scheduling, production and broadcasting), Costing and budgeting of program, Commissioned and sponsored program

Unit 3 Media Marketing

Market survey : media, product and audience profile, Television rating point (TRP), Agencies of rating, process and method of rating, Selling of a programme

Unit 4 Media Management

Structure of radio and television organisation, Recruitment and hiring of staff, Service conditions and general administration, Channel management and training of personnel

Unit 5 Cable Industry

Evolution, growth and development of cable industry, Indian scenario of cable industry, Major players : Siti Cable, In Cable, RPG, Sun etc, Process of distribution of signals, Pay channels vs. free channel, Channel war and cable industry, New technologies and cable industry

Assignment:

- make a detailed chart of the media houses in India and abroad
- present a paper on the economic issues of media
- arrange a debate on issues relating cable industry
- visit a local television channel and analyze its economic functioning
- tabulate ad rates of different channels and compare it
- any other assignment given by the class teacher

Reference:

- Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall India
- Essentials of Management by Harold Koonz and Heinz wehrich, Mac Graw Hills Pub.
- Management and Practice of Public Relations by Norman Stone, Mac Millan Pub.
- The Global Media – New Missionaries of Global Capitalism by Edverd Herman and Robert McChesney, Madhyam Publication
- Cable Quest’ monthly magazine published by cable operator’s association Indian information Revolution by Arvind Singhal and Everett M. Rogers, Sage Publication, Delhi

Subject Code: MAMCT303
Subject: Direction

First unit

Basic concept of direction, Visual language, visualization method, Director team and his role, the basic concept of narrative and non narrative visual communication. Knowledge and understanding of the vocabulary, codes and concepts inherent to the discourses of visual reproduction.

Second Unit

Filmmaking: Visualization. The Axis of action. Representing visual space. Composition, Continuity, Figurative narration, Storyboard. Filmmaking: Practical cases. The camera in movement. Sequences. Use of mechanical movement. Introduction to fictional screenplay writing and the concept of audio-visual narrative.

Third Unit

Knowledge and application of technique and procedure in filmmaking. Method and development of a filmmaking project. Analysis of the written contribution of film making to the thinking on the expressive qualities of cinema.

Fourth Unit

Creative responses to set topics based on analysis and relating ideas. Learning the main concepts of expressions and technique in cinema and full scope of their expressive possibilities, Different kinds of floor plan.

Fifth Unit

2 min fiction Fiction Film , Ad- film

Subject Code: MAMCT304
Subject: Script Writing for Electronic Media

Objective:

To develop a sound language capability for effective communication, To impart training of idea formation and writing it down, To make students aware of the writing process, To make students learn writing for electronic media

Unit 1 Language and Communication

Meaning and definition of language, Brief history of language, Visual language : signs, symbols, icons etc, Difference between written and spoken language, Changing trends in language,

Unit 2 Writing Skill and Process

Classical concept of writing: Introduction – body – conclusion, Elements of good writing, Process of writing,

Unit 3 Radio Scripting and Language

Concept of spoken language, Element of radio script,.Stages of scripting and editing, Writing for different program genre, Talk, news, newsreel, documentary, drama etc.

Unit 4 Television Scripting and Language

Writing for visuals and visual communication, Writing for fictional and non fictional program, Types of script – shooting script, editing script, one page and split page script

Unit 5 Writing for Web

Web writing and its growth, .Features of web writing, Techniques of web writing, Experimentation with language in internet, Emerging new internet language, E-mail and net chatting

Assignment:

- Presentation of paper on different concepts of language and communication
- writing exercises for different media
- preparing samples of different formats of scripts
- Organizing debate on the new emerging trends of language
- Any other assignment given by the class teacher

Reference:

- *The Craft of Copy Writing* by June A Valladares, Response book
- *Screen and Television Writing* by *EVGENE VALE*
- *Feature Writing for Newspaper and Magazine* by Edward friend Lander John Lee Harpee
- *News Writing from Lead to 30* by Mel & William
- *Writing News for Broadcast* by Bliss Patterson, Columbia University Press
- *Plays on AIR* By Stephen William & Huchintion Publication.
- *Radio Drama – Theory and Practice*, Tem crook, London.
- *Writing for TV and Radio* Hillard Robert, New York.
- *Writing with power, Techniques for mastering the writing process*, Elbow Peter, New York

Subject Code: MAMCT305

Subject: Radio Production

Objectives:

To familiarize students with the basics of audio production, To develop production skills and ability to present field based programs, To familiarize the students with the latest equipment and gadgets of audio recording, To develop professional capabilities of news reading

Unit 1 Audio Technology

Nature and types of microphones, Selection and placement of micro phone, Basics of audio recording, Audio control and sound effect, Stereo and mono sound

Unit 2 Format of Radio Programs

Generic element: content and format, Spot light, talk, review, discussion, news reel, Interactive programs, Special audience programs

Unit 3 Radio and Voice

Role and responsibilities of a news reader, Do's and don'ts for news reader, Common errors in pronunciation, Modulation and voice quality

Unit 4 Field based Program

Radio interview, Art of questioning, Types of interview and question, Research for interview,

Unit 5 Studio Production

Recording of programs, selection of sound effects, editing and mixing, techniques, Process of planning, scheduling and transmission, Evaluation of programs and quality control. Codes and ethics in broadcasting,

Assignments:

- Preparation of a note on the history of Radio.
- Preparation of paper on role of radio in development.
- Conducting a seminar on working of Prasar Bharti.
- Preparation of a chart of organizational structure.
- Preparation of a chart of radio program formats.
- Production of Radio program on current affairs in various formats
- Visit of an audio-studio to get information regarding audio equipment i.e. recorders micro-phones and mixers.

Reference:

- *Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.*
- *Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.*
- *Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.*
- *Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.*
- *Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.*
- *Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.*
- *Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.*
- *White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.*
- *Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980*
- *Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.*
- *Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.*
- *Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.*
- *Macliesh Robert, Radio Production Techniques. Macmillan. NY.*
- *Nostrum William J. Van. The Script Writers' Handbook.*
- *Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.*
- *Sim Harris & Paul Chantler, Local Radio, Focal press.*
- *Ash, William, The Way to Write radio Drama, BBC,*
- *Crook, Tim, Radio Drama; Theory and Practice, Landon.*

Subject Code: MAMCT306

Subject: Corporate Communication & Marketing

Objectives:

To introduce basics of corporate communication, To impart basic understanding of Public Relation, To give brief overview of media marketing, To provide understanding of marketing programmes

Unit 1 Introduction to Corporate Communication

Evolution of corporate communication, With special reference to Indian electronic media context, Planning of corporate communication – corporate identity, Identification and understanding corporate goals, Corporate strategy and corporate niche

Unit 2 Corporate Planning

Corporate identity – importance and viability, Mission statement – meaning and necessity, Human resource development and management, Personality development, team work, time management

Unit 3 Corporate Public Relations

PR communication plan, Industrial relation and public relations, Customer relation and media relations, With special reference to electronic media, Managing corporate crisis

Unit 4 Marketing Management

Scope of marketing, marketing concepts and tools, Strategic planning, components of marketing, Marketing mix and its element, Analyzing market environment, Dealing with competition

Unit 5 Media Marketing

Overview of media market, Main elements of media marketing and time-selling, Media brand image management – USP, War for advertisement /commercials

Assignment:

- Presentation of paper on the topic concerning media market
- Visit of some media house and discuss with the PR person about their functioning
- Debate on the current media market scenario
- Prepare a list of ad rates of major TV channels
- Any other assignment given by the class teacher

Reference:

- Market Management by Philip Kotler
- Business Communication by K.K. Sinha Galgotia Publication
- Principle of Marketing by Philip Kotler & Gary Armstrong
- Marketing by Steven J. Skinner

Fourth Semester

Subject Code: MAMCT401

Subject: Electronic Media Commercials

Objectives:

To make students able to appreciate electronic media advertisement, To give a understanding of ad agency and its functioning, To impart skill of ad making, To make students aware of ad industry and its issues

Unit 1 Basic Concepts of Advertisement

Meaning and definition of advertisement, Growth and development of advertisement, Importance of commercials in electronic media, Advertising and society, Elements of a good advertisement, %Ad appeal and types of ad appeals

Unit 2 Making of Advertisement

Creativity in advertisement, Writing for radio advertisement, Production of jingles and spots, Importance of visual thinking TV ad, Storyboard for television advertisement,

Unit 3 Advertisement and Media Planning

Concept of media planning, Research inputs - media, product and audience profile, Drawing up the plan and setting objectives, Concept of brand positioning, brand image and brand equity,

Unit 4 AD Agency and Its Structure

Introduction to major ad agencies in India, Structure and functioning of an ad agency, Role of copy writer and creative director

Unit 5 Web Advertising

Internet as a medium of advertising, Evolution of web advertising, Types of web ad, Web portals and ad revenue

Assignment:

- Arrange a discussion on the social effects of advertisements.
- Plan a production of 30 seconds TV ad
- Script social ad for radio
- Analyze and compare web advertisements
- Any other assignment given by the class teacher

Reference:

- ASCI code of advertisement
- Advertisement code of Doordarshan
- Advertising Copywriting, Philip Warad Burton Grid
- Creative Advertising- Theory and Practice by Andre E. Mariarty
- Advertising Management by Dr. MM Varma,
- Break ke Baad by Sudheesh Pachauri
- Handbook of Advertising Management by Roger Barton, McGraw Hill Pub.
- Principles of Marketing, Philip Kotler, Prentice Hall, New Jersey
- Media Planning by J R Adams, Business Books, 1971
- Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall India
- Essentials of Management by Harold Koonz and Heinz Wehrich, Mac Graw - Hills Pub.
- Management and Practice of Public Relations by Norman Stone, Mac Millan Pub.

Subject Code: MAMCT402

Subject: Acting

UNIT-1:

Introduction, Concept of acting, Camera facing, Marking, Dialogue Delivery, Lip Synchronisation, Expression & Movement, Retakes & Continuity.

UNIT-2 Physical Skills

Develop physical flexibility, strength and expressiveness; learn to relax and isolate various muscle groups and "get in touch" with their bodies; learn to take physical risks as an actor - to free the body and get rid of "stiff" movements on stage. Expressive use of movement- sense of pace, timing and style. Expressive use of body postures & facial expressions. Expressive use of body postures & facial expressions.

Unit-3 Vocal Skill

Develop an effective stage and speaking voice by developing relaxation and breathing techniques, improving articulation and pronunciation habits, and developing resonance capabilities. The techniques of verbal communication. Good and pleasing voice Clear

and attractive speech. Feelings for the words. Skills in the use of language.

Unit-4 Mental Skills

Develop ability to concentrate and maintain focus, further explore and develop imagination, creativity, sensory awareness, and spontaneity as they apply to acting. Identify the skills needed and demonstrate the ability to communicate effectively and work cooperatively .demonstrate the techniques of constructive evaluation of self and others in class and performances. Imagination Improvisation Empathy, Emotions; emotional memory

Unit-5 Project

Five minute video shoots for Acting Performance (Solo and group)

Subject Code: MAMCT403(A)

Subject: Web Journalism

Objectives:

To develop students as responsible web journalist, To impart knowledge of new media, To impart skills of writing for web portals, To train students for web reporting,

Unit 1 Introduction to Internet

Internet : meaning and history, Functioning of internet, Uses of internet in communication Fundamentals of internet: WWW, IP, web page, web site, search engine, browser, domain name

Concept of cyber space

Unit 2 Internet, Communication and Journalism

Internet as a medium of journalism, Powers and limitations of internet, _Evolution of internet language, Mass communication after internet, Issues of new media

Unit 3 Web Technology

Making of a web page: HTML, FTP, etc., Role of web master, application programmer, and network engineer, Web team members: visualizer, graphics designer, project manager, web site manager, animator, audio-video expert,

Unit 4 Functioning of a Portal Office

Content team member, Structure of a web news room, Content collection and selection, Web writing and copy editing, Web updating and web reporting

Unit 5 Web Industry

Introduction to major news portals, Economics of a news portal, Web advertising , Cyber crimes and cyber laws

Assignment:

- Organize a debate on the internet as a medium of mass communication
- Prepare a chart of the structure of a portal office
- Prepare web copies for news
- Plan a small web news portal project
- Any other job work assigned by the class teacher

Reference:

- Computer journals and magazines
- Major news portals

Subject Code: MAMCT403(B)

Subject: Television Journalism

Objective:

To equip students with profound journalistic skills, To develop students as an responsible, television journalist, To teach basic news writing skills, To familiarize students with the news channels function, To train students as sound newscasters

Unit 1: Basics of Television News

What makes a news story, News sources and news value, News writing : importance and

types of lead, Writing for visuals and writing to sound, Writing headlines, teasers and slugs, Major television news formats, Journalistic television genre – news, news program, news documentary, talk show, chat show etc.

Unit 2 Television Reporting

Basic skills of television reporting : team work, news sense, aggressiveness, fairness, research, sensitivity, curiosity etc, Functioning of a news bureau, Role and responsibilities of a reporter, Importance of piece to camera and vox pop, Live and phono reporting, Importance of bite selection in television news, Maintaining an news source, reporting ethics, Interview – meaning, types and preparation, Framing and sequencing of questions,

Unit 3 Specialized Reporting

Political reporting – rallies, election, parliament and assembly, Socio-cultural reporting – festival, exhibition, theatre and mela, Economic reporting – stock market and business events, Science and environment reporting, Sports reporting, legal reporting, Investigative reporting, Development reporting

Unit 4 Making of a News Bulletin

Structure of a news channel, Functioning of a news room, Television news team – role and responsibilities, Run down and structure of a news bulletin, News graphics - Importance, types and usage, Research for news and news program

Unit 5 Television News Presentation

Qualities of a newscaster, Role and importance of a anchor, Voice analysis - pitch, volume, tempo, vitality, Common voice problems – nasality and denasality, huskiness and sibilance, Pronunciation and articulation problems –Impact of local dialect, English and Urdu words, Using multi prompter in television news

Assignment:

- Arrange a debate on the news value, objectivity in modern journalism
- Practice television news writing according to different news formats
- Prepare a chart of a television news channel's structure and its staff
- Interview some eminent personalities on different issues
- Exercises of voice modulation, pronunciation and articulation
- Exercises of bite selection
- Exercises of PTC and news reading
- Any other exercise assigned by the class teacher

References:

- Broadcast news Writing, Reporting and Producing by Ted White, Focal Press
- Broadcast Journalism by Andrew Boyd, Focal Press

- Multiskilling for Television Production by Peter Ward, Alan Bermingham
- Television Production by Gerald Millierson
- Broadcast Journalism : Basic Principles by SC Bhatt
- Here is the News by Parthsarathi
- Globalisation of News by Boyd Barrett, Oliver and Rantanen, SagePublication,

Subject Code: MAMCT403(C)

Subject: Script Writing

Objective:

Understanding language in its broader sense, Developing skill of scripting for different media, To know the importance and place of a scriptwriter in media production

Unit 1 Language and communication

Human civilization and evolution of language, Understanding language – Panini and Saussure's thoughts, Function and formation of language, Language : verbal and non verbal, Concept of visual language

Unit 2 Basics of Scripting

Script : meaning and types of script, Role of a scriptwriter in media, Element of good script, Concept of content and form, Process of scripting : idea formation, research, sequencing, opening and concluding

Unit 3 Writing Television Script

Writing for visuals, Concept of spoken language, Relation between narration and visuals, Script layout : one page and split page, shooting and editing script etc. Writing for fictional and non fictional program

Unit 4 Radio Scripting and Language

Writing to sound, Element of radio script, Stages of scripting and editing, Writing for different programme genre: Talk, news, news reel, documentary, drama etc.

Unit 5 Writing for Web

Features of web writing, Techniques of web writing, Experimentation with language in internet

Emerging new internet language in e-mail and net chatting, Debate of content vs. form

Assignments:

- Arrange a debate on the issues relating to language and communication
- Exercises of scripting on different formats
- Writing a five minutes radio talk on any current issue
- Scripting for a 10 minutes television documentary
- Scripting for a two minutes radio social ad
- Scripting exercise for web portal feature
- Any other assignment given by the class teacher

References:

- The Craft of Copy Writing by June A Valladares, Response book
- Screen and Television Writing by EUGENE VALE
- Feature Writing for Newspaper and Mazing by Edward friend Lander John Lee Harpee
- News Writing from Lead to 30 Mel & William
- Writing News for Broadcast by Bliss Patterson, Columbia University Press
- Plays on AIR By Stephen William & Huchintion Publication.
- Radio Drama – Theory and Practice, Tem crook, London.
- Writing for TV and Radio Hillard Robert, New York.

- Writing with power, Techniques for mastering the writing process, Elbow Peter, New York

Subject Code: MAMCT403(D)
Subject: Professional Videography

Objectives:

Understand the factors affecting visual quality of video camera Image. Able to handle different cameras: beta, digital & studio cameras. Learn & Practice different camera angles and camera movements. Learn about colour Temperature and do white balancing. Understand the problems of mix lighting i.e. indoor & outdoor lighting. Able to select lens, filters & microphones for electronic news gathering

Unit 1 Introduction to T.V Technology

T.V Scanning : Horizontal & Vertical, Picture formation, Frame & field rate, Resolution video bandwidth, sync. blanking signals, colour burst sensitivity, linearity etc. Television standards: NTSC, PAL, SECAM.

Unit 2 Principle of Video Camera

Primary & secondary colours, Additive & subtractive process, Luminance & chrominance signals,,Photo conduction, photo voltaic, photo emissive effect, Working principle of video camera, Block diagram of a video camera, Three tube, single tube colour camera, Various sizes of pickup devices, CCD cameras

Unit 3 Component and Controls of Video Camera.

Parts of a video camera, Different controls on video camera, Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc. Zoom control: servo, manual, remote, zoom extenders. Focus control : auto, manual , remote, back focus, macro focus. ,Camera view finders (B/W and colour). Its indicators and control.

Unit 4 Balancing of Colours of a video camera.

Colour temperature, ,Camera filters. ,White balance: Process and need. Camera control unit (CCU),,Waveform monitor for output level of video, blanking level & sync, Vector scope for phase adjustment of sub-carrier.

Unit 5 Video Camera Lenses.

Types and use-normal, telephoto lens, wide-angle lens.,Zoom lens. Tripod, types of tripod heads, dolly, trolley & other accessories. Different types of camera angles and use,,Camera movements – types & use.

Unit 6 Different Types of Television Cameras

ENG camera, EFP camera, ,Studio cameras, ,Special cameras: underwater camera, Endoscopic camera, Aerial, photography camera, remote control camera, shidy camera – for high-speed, Video, Types of microphones used in video camera, Types and audio &

video connectors, Introduction to video formats: VHS, S-VHS, U-matic, low band & hi band, betacam, betacam SP, digital betacam, mini DV, DV/DVC, DVC Pro, DVCAM, Assignment:-

- Perform video shooting of the following and record and report your findings.

(A) Fire at night

(B) Interview of a guest with image size exposing a live computer screen to vision

(C) Welding are in vision (roadside welding, TIG welding MIG or spark on grinder, gas welding with emphasis on flame

(D) Arrival of monsoon-heavy rains

(E) Wide shot of village with sky at least half the height of the frame

(F) A shot combining the following moves zoom, tilt, and pan - Conduct a study of at least three modern broadcast quality video camera's and describe critical facilities and controls. - Perform the following adjustments to a given camera

(A) Eyepiece

(B) Black balance

(C) Phase reversal

(D) Audio adjustment (camcorder)

(E) Zebra pattern

(F) Gain adjustment

(G) Selection of camera filters

(H) Macro adjustment

(I) Back focus adjustment - Study the effects of variety of filters –N.D. filter, C.C. filters, special effect filters etc. - Study and report functioning of a wave form monitor, (b)

Vactroscope - Perform a two character interaction with camera mounted on trolley and fifty feet track. - Plot a polar curve for a given micro phone- Measure the horizontal and vertical angles of a given camera at a full wide intermediate zoom settings. (Subject distance remaining unchanged)

Reference:

- On camera by Harris Watts.

- Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.

- Television Production by Allan Wurtzel, McGraw Hills Book Co. NewDelhi.

- Television Production by Zettl Herbert

- The Technique of Television Production by Gerald Millerson

- Broadcasting/cable and Beyond by Joseph R. downick

- Shooting Digital Video by Jon Fauer

- Basic T.V Technology, Digital and Analog by Robert L. Hartwig

- Introduction to T.V Technology by Inglis

- Broadcasting Technology by O.P Shrivastava

Subject Code: MAMCT403(E)

Subject: Audio Production Techniques

Objectives:

To acquaint students with the concept and ideology of radio medium. To sensitize them to the socio-economic issues of our country in order to understand their commitment as a broadcaster, To develop their abilities to produce good quality audio programs comprising all the conventional and modern program genres, To familiarize them with the latest audio technology including digital transmission, To cultivate in them a journalistic insight to analyze and synthesize the various issues of human life in proper perspective, To hone in them all the good qualities of a professional broadcaster to meet the challenges posed by the rapidly changing environment.

Unit 1 Characteristics of Audio Medium

Mission and objectives, Social commitment of audio – medium, Public service and public interest broadcasting, Development and expansion of radio network in India, Committees on broadcasting (Chanda committee, Verghese committee, Joshi Committee, Vardhan committee, Prasar Bharti Act., Review committee on Prasar Bharti), Contribution of radio in the post independence era, Issues and challenges before radio.

Unit 2 Radio Program Genres

Philosophy of radio programming, Concept of content and form, Generation of program ideas and process of production, Classification of radio program formats and concept of creativity, Presentation techniques of spoken word programs (talks, interviews, radio reports, chat-shows, reviews, discussions, debates, commentaries, magazines etc.) Conducting various types of interviews, Planning and production of radio documentaries, 4Presentation techniques of radio dramas, skits, family serials, quickies, commercial spots, jingles etc. Production of entertainment programs including classical, light, and folk music programs, music appreciation, operas, film music, listener's request, invited audience music programs etc.

Unit 3 Interactive Program Formats

Concept and significance of phone-in-program, Field generated and participatory programs, Special audience programs-youth, farmers, women, children, senior citizens etc."Special drives and campaigns including special topic programs (science, sports, family welfare, environment, development etc.) Concept of O.B. based and issue based programs, Presentation of help – line and access programs,

Unit 4 Production Techniques

Writing of radio scripts, Deciding the program contents and collection of material, doing research, writing style, editing etc, Conducting auditions for the selection of artists (drama, music, anchoring) Training of artists and arranging of rehearsals, Recording of programs, selection of sound effects, editing and mixing techniques, Art of comparing and announcing (voice quality, modulation and pronunciation techniques) Codes and ethics in broadcasting, Process of planning, scheduling and transmission, Evaluation of programs and quality control.

Unit 5 Studio Facilities, Equipment and Modern Technology

Properties of sound, layout of a studio, Acoustics, quality of a audio signal, Types and use of microphones tape recorders, mixers, consoles, control panels, audio tapes etc. Analogue and digital recording, Mono and stereo sound systems. A.M. and F.M. modulation systems, Satellite transmission and its advantages, New technologies in audio broadcasting DAB, Use of computers in broadcasting , C.D, writing, Satellite radio, web radio, convergence of technology,

Unit 6 Broadcast Business and Funding Mechanism

Marketing of radio programs and revenue earning prospects, Conducting audience research and listeners surveys. Financial and funding mechanism of Prasar Bharti, Organizational pattern of Prasar Bharti, Philosophy of local broadcasting, Private F.M. broadcasting, Vividh Bharti commercial broadcasting, Review of Prasar Bharti as an autonomous corporation,

Assignments:-

- Conduction a seminar on social commitment of radio and presentation of papers on various aspects of social commitment.
- Participation in a debate to discuss the contribution of radio Broadcasts during the last 50 Years.
- Production of model programs covering all the important genres of spoken word i.e., skit, interview, spotlight, newsreel etc. involving, recording, dubbing and mixing Techniques.
- Production of a documentary on current topic related to development activities.
- Comparing of entertainment programs, moderating debates and conduction chat shows (at least two items in each format)
- Production of two short programs based on field interviews (specially issue based)
- Writing and presentation of two news bulletins for duration of 10 minutes each.
- Writing a report on the financial and funding mechanism of DD Bhopal.

Reference :

- *Awasthy G.C. :Broad casting in India, Allied publishers, Mumbai, 1965.*

- Chatterji, P.C. :*Broadcasting in India*, Sage, New Delhi, 1988.
- Masani, Mehra :*Broadcasting and People*, National Book Trust, New Delhi, 1997.
- Luthra, H.R. *Indian Broadcasting*, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : *Publication Division*, New Delhi, 1987.
- *Report of the Working Group on Television 'software for Doordarshan Vol. I & II*, Publication Division, New Delhi, 1985.
- Hellard Robert, *Writing for television and radio*, Words worth Publishing Company, Belmont, 1984.
- White, Ted *et al*, *Broadcast News, writing, reporting and production*. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: *Broadcast News, Radio Journalism and an introduction to Television.*, Rinehart & Winston. NY. 1980
- Edger E. Willis & Henary B. Aldrige, *Television and Radio*, Prentice Hall.
- Stuart W. Hyde, *Television and radio announcing*, Kanishka Publishers, Delhi.
- Smith E. Leslie, *Perspective on radio and TV*. Harper & Raw NY.
- Macliesh Robert, *Radio Production Techniques*. Macmillan. NY.
- Nostrum, William J. Van. *The Script Writers' Handbook*.
- Singhal, Arvind, & Rogers, Everett, *India's Information revolution*. Sage. New Delhi.
- Sim Harris & Paul Chantler, *Local Radio*, Focal press.
- Ash, William, *The Way to Write radio Drama*, BBC,
- Crook, Tim, *Radio Drama; Theory and Practice*, London.

Subject Code: MAMCT403(F)

Subject: Video Production

Objectives:

To make the pupils aware of the fundamental creative and technical, knowledge of video-production. To inculcate the professional capabilities of the pupils in video production. To develop a keen sensibility in the pupils towards the creative, artistic and esthetical perception, assimilation and execution to achieve creative goals. To develop an ethical sensibility in the pupils towards the society values. To develop a sensibility in the pupils towards art and technology keeping them in perfect balance.

Unit-1 Introduction of Video Production

Definition and scope of video production, Types of video production – fictional, nonfictional

news, reports, sports, chat, talk shows, music shows, etc. The complete process of video production

(A) Pre production

(B) Production

(C) Post production

A detailed study of the video production team and personnel with their work, responsibilities and duties. Constitutional and social commitments of any videoproduction

Unit-2 Video Production as Visual arts and related communication

The nature of arts and video production as creative and technological expression. The nature of visual elements and their objectives.

&&Line

&&Texture

&&Shape

&&Space

Size & Proportion

Color

Study & examination of positions of objects, people, gestures. Introduction to body language.

The visual communication process

Unit- 3 An Overview of Video Production Process.

PS CU. procedure, program planing and equipment. Continuous & discontinuous shooting.

Single and multi camera shooting. ENG production procedure and equipment, EFP production procedure and equipment. The outdoor production. The television studio. The production control room. video & audio. The studio language and commands.

Unit-4 Lighting for Video Production

Objectives & aims of lighting for various video productions. Qualities & directions of lighting. Different ways of controlling lighting. The lighting equipment. Planning and positioning of lighting. Basic lighting plans for various types of video production.

Unit- 5 Make up for Video Production

Make-up its importance and meaning in video production, Basic principles of make-up for video production, Types of make up. Tools of make up.

Assignments:

- Preview & study of five master craftsmen's films in view of direction, camera, lighting, makeup.
- Planing for single and multi camera shoot.
- Practice for ENG coverage.
- Play role of various production personnel.
- Practice of lighting for various types of video productions in the studio.
- Study of different ways of controlling light.
- Practice of various types of make-up for video production.
- Preparation of the models of studio lay out
- Production of any type of video-program duration 10 minutes
- Preparation of a complete proposal structure and execution plan for any sort of Video production duration 45 minutes.

Reference:

- Video Production – Gerald Millerson
- Television Production - Allen Wurtzel
- The Techniques of Video Production – Gerald Millerson
- The Essential TV Directions Hand Book – Peter Jarvis.
- Television Production – Zelte
- Television Program making – Colin mast.

Dissertation

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the academic year. Two copies of the dissertation proposal will be submitted through student's approved guide before commencement of theory examination. A certificate stating that the dissertation is the outcome of student's own research/work conducted during the academic year, shall be submitted with dissertation. The dissertation shall be examined by a panel of two examiners consisting of one faculty members (Guide) and one external examiner appointed by the university. The minimum pass marks to dissertation project will be 50 percent. The student will be required to undertake an internship attachment in programme production for a duration of four weeks in any identified media organization.