

Syllabus for M Sc Electronic Media

TUMKUR UNIVERSITY

SYLLABUS

M Sc Electronic Media

(For the academic year 2014-2015)

First Semester

CPT-1.1 Paper I: Introduction to Visual Communication 80T + 20 IA = 100 Marks

- Unit I:** Definition, history and background of communication. Functions and objectives of communication. Types and elements of communication, communication models, barriers to communication, group dynamics, communication networks, role of colour in communication, educational media, traditional media and performing arts.
- Unit II:** Visual elements, visual culture, visual pleasure and visual disruption. Reading pictures, vocabulary of colour, drawings, portraits, landscapes, photo-features-visual thinking, designing for visual media. Illustration-conceptual approach. Qualities of a good illustration. Illustration techniques and problems and types of illustrations.
- Unit III:** Introduction to visual communication-photography- evolution of photography, importance of basic photography in mass media, types of cameras, types of photography-portrait, landscape, nature, indoor and outdoor photography, trends and issues in photography-ethical aspects of photography and digital photography.
- Unit IV :** Growth of television, transmission techniques for terrestrial, satellite, DTH and cable services, features, advantages, coverage, limitations and quality of reception – propagation mechanics-audience for TV and current status of TV in India.
- Unit V:** Modern methods of visual communication including mobile systems, cell phones, role and reach by visual media communications. Imax and 3D movies. Awards and recognition for visual media.

IA WORK:

Producing still photographs following the pattern given below: each two marks

- a) Portraits b) landscape c) indoor d) outdoor e) Nature photography f) action photography
g) Photography of human interest i) wild life j) Social issue k) On any subject of student choice

Reference Books:

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

T: Theory

IA: Internal Assessment

P: Practical

CPT-1.2 paper II: Digital Media

80T+ 20 IA =100 Marks

- Unit I:** Digital images – pixels and resolutions, digital image characteristics, JPEG, GIF, PNG, TIFF Storage and memory issues of digital images, scanners and their applications, printers and their applications – digitizing tablets.
- Unit II:** Analog and Digital audio equipment, their types and their usage. Audio capturing, amplifying, transmitting and recording devices. Microphones, cordless microphones. Types of audio formats, WAV, MP3, MP4 audio storage media and types. Types of audio delivery systems. Audio mixers. FM and AM frequency bands used in radio communications and types of audio formats.
- Unit III:** Analog and digital video: types of colour video signals- component video, SDTV, GDTV composite video. S-video, NTSC video, PAL video, Scan video. Types of video formats, MPEG, FLV, AVI, WMV, video and audio compression. Definition, purpose and types of compression. MPEG video layers. Motion estimations.
- Unit IV:** Types of video cameras. Features of video cameras. Video capturing devices. Web camera. PTZ camera. Video tuning cards, Video editing systems and their components. Video mixers. Video file rendering, storing and retrieving systems. Streaming of video over net. CCU, signal stabilizers, special effect generators, character generators, digital TV basics.
- Unit V:** Computer components and other peripheral devices. Lighting and displaying equipment. CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, plasma screens, IPOD, PDAs, multimedia projectors, IMAX theatre facilities.

Four IA works each carrying five marks:

- Convert any image into JPEG TIFF, GIF and PNG format.
- Audio format conversion- WAV and MP3
- Video format conversion-MPEG, FLV, AVI, WMV and MP4,
- Audio and Video compression.

Reference Books :

- R.R. Gulati, New Age Int. (P) Ltd.: Color TV – Principles and Practice.
- Alec Nisbett, Seventh Edition
Focal Press, 2003 : The Sound Studio
- Jon Tarrant, Focal Press, 2002 : Digital Camera Techniques.
- Joe Farace, Focal Press, 2001 : Digital Imaging
- Third Edition and Focal Press, 2004 : Video maker Guide to Digital Video DVD Production

T: Theory

IA: Internal Assessment

P: Practical

CPT- 1.3 paper III: Videography

80T + 20 IA = 100 Marks

Unit I: Basics and importance of photography/ videography, history of videography, advantages of videography, limitations and applications of videos, video tapes & formats- advantages and disadvantages, frame rates, outdoor and studio videography.

Unit II: 3CCD, view finder- LCD adjustments, tripod –types-setting -advantages and disadvantages, lens and image formation- wide and telephoto lens, focal length, F- number- depth of focus- rack focus- focus drop, shutter speed –high –low, fader, gain control and other controls. Hand held shots, white and black balance.

Unit III: Elements of composition – safe zone, framing, image size – headroom, nose room, types of shots- EWS, WS, MS, CU, EC, camera angles- high angle, low angle, neutral angle, aerial shot, **Dutch angle**. Point of view, camera movements- zooming, panning, tilting, arc, dolly, tracking, pedestal, craning **gimmy gib**, 180 degree of action rule- continuity.

Unit IV: Colour temperature, basic elements of lighting-direction-colour-quality of lighting, three- point lighting- key- fill- back light, beam splitters, spot light on board camera lights, use of reflectors, gel sheets out door shooting, matching indoor and out door lighting, Filter selection - ND filters, lighting and exposure. Lighting technology- directs light, diffused light, illumination, measuring light- **candela** -foot-candle- **lumen -lux**, contrast ratio.

Unit V: Shooting plan – organizing for shooting. Importance of back ground, foreground and back drop. Inbuilt camera digital effects. Recording sound with the camera mike – external mike- adjustments. Hazardous conditions- safety and security measures, camera accessories, the future of videography.

IA : Four works each carrying five marks:

IA =20Marks

1. Camera shots
2. Camera angles
3. Camera movements
4. Basic audio
5. Basic lights

Reference Books :

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

T: Theory

IA: Internal Assessment

P: Practical

SPT-1.4- A - Paper IV- Media Law

80T + IA 20 = 100 Marks

Unit I: Salient features of the Indian constitution - preamble - directive principles - fundamental rights and duties - ninth schedule – media ethics.

Unit II: Freedom of speech and expression 19 (1) (a) and 19 (2) - case studies - comparison with UK and the US. Issue of obscenity and censorship.

Unit III: Law of defamation- copyright - contempt of court- privileges of legislature- fair comment – sedition. Important case studies.

Unit IV: The Press and Registration of Books Act - 1867, Official Secrets Act 1923, Working Journalists Act - 1955. Right to Information Act - 2005.

Unit V: Media ethics- intrusion of privacy, Press Commissions - Press Council of India- professional organizations. Cyber laws, intellectual property rights. Recent laws in relation to TV, cable, and advertising.

**IA - Two paper presentations (minimum 500 words)
Each carrying maximum 5 marks.**

Total 20 marks

Identifying minimum 5 cases involving media laws - 10 marks.

Books for Reference:

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

T: Theory

IA: Internal Assessment

P: Practical

SPT-1.4: B- Computer Applications

80T + IA 20 = 100 Marks

Unit-I Introduction to Computers- Definition –classification of Computers – speed, reliability, storage capacity and productivity - Application of Computers in the media industry – operating systems- networking of computers.

Unit-II Internet concepts – evolution of internet – internet connection – dial- up- leased line – ISDN – ISP, World Wide Web, browsers – web servers- domain protocols- chat –email-e-groups

Unit-III Overviews of Graphics systems- I/O devices- Display devices –CRT and LCD monitors – Hard copy devices –Printer – Scanner – Interactive Input methods – keyboard – Light pens – joysticks – track ball mouse

Unit –IV Ms –Office and its applications MS Word processing Techniques Mail Merge –MS Excel – Spread Sheet & Graph Preparation – Power Point –Presentation and Project – oHP & slide Preparation

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

FOR IA WORK:

Total 20 marks

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

Books for Reference:

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

T: Theory

IA: Internal Assessment

P: Practical

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

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

Practical work

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

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

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

Practical work

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

CPP- 1.7: Practical III: Album Presentation

(40+10viva)50 marks

Each work carry 10 marks (indoor and outdoor works)

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

SPP-1.8 Practical IV– Computer Applications

(40+10viva)50 marks

Practical Work

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

SECOND SEMESTER

CPT -2.1 PaperV: Writing for Electronic Media 80 T + 20 IA = 100 Marks

Unit I: Definitions of news, elements, and news values, nose for news, sources- cultivation of sources- anonymous sources, types of news, hard v/s soft news, breaking news.

Unit II: Lead or intro-types of leads, 5Ws and 1H, attribution, different structures of news writing- inverted pyramid, hourglass structure, and diamond structure. Writing and rewriting research and back grounding, follow-up. Preparation and writing special stories. Writing for special audiences; program for children, women, farmers and youth.

Unit III: Writing for radio- basic elements, language and grammar- writing for speaking, different genre - news bulletin- talks- panel discussion- interviews. -Dramas- documentaries, writing the intros, conclusion for announcers, moderators, use of quotes, idioms, phrases, proverbs, statistics. Live commentary.

UnitIV: Writing for TV- writing for visuals, types of scriptwriting, rundown script, story board, scripting for anchors, narration, voice over. Different genre- news and documentaries.

Unit V: Writing for the web –basic principles, blog writing- difference between news paper, TV, and online presentations,, Terms to avoid.

IA Work:

IA = 20 Marks

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

Reference Books:

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

T: Theory

IA: Internal Assessment

P: Practical

CPT -2.2 Paper VI: Production Process and Management 80T + 20 IA=100Marks

Unit I: Role and responsibilities of programme director/TV Producer –building team spirit-aesthetics approaches- realism, modernism, post-modernism and visualization process-programme proposals and contractual obligations.

Unit II: Elements of production planning, planning for - pre-production; production and post-production - production package - production designers.

Unit III: Planning of studio operations-set designing and make up – visualization and composition- aesthetics-scouting of talents directing of talents- directing the crew-planning and management of live shows. Commissioned and sponsored programmes-loyalties.

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

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

IA Work

20 Marks

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

Reference Books:

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

T: Theory

IA: Internal Assessment

P: Practical

SPT-2.3 Paper VII A- Communication for Development **80T + 20 IA = 100 Marks**

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

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

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

Unit IV: Development support communication - organic and mechanistic models- NGOs- extension- agriculture- health- population.

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

IA Work

20 Marks

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

Books for Reference:

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

SPT-2.3 Paper VII B- Advertising: Principles and Practice 80T + 20 IA = 100 Marks

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

Unit II: Types of advertising – classified- display- national – co-operative- professional- trade-product- public service- wholesale- retail- consumer service- industrial.

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

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

Unit V: Advertisement research methods- pre test, post test, recall – effects and assessment - recognition. Ethical and legal aspects of advertising. Professional organizations- international advertising. Case studies of famous ad-campaigns.

IA Work : 20 Marks

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

Books For Reference :

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

OET-2.4 Paper VIII Media & Society 80T + 20 IA = 100 Marks

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

Unit II: Electronic media law – cinematography act-film certification- TRAI – Prasar Bharathi Act. Cable TV Network Regulation Act. Information Technology Act. Convergence Laws. Cyber laws and regulations. Cyber Crime.

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

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

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

IA Work:

20marks

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

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

Reference Books:

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

T: Theory

IA: Internal Assessment

P: Practical

CPP-2.5 Practical I: Short Studio Production

40+10(VV)=50 Marks

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

Practical work- (Unedited indoor programme)

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

CPP-2.6 Practical II : Multimedia Authoring Tools

40+10(VV)=50 Marks

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

Practical work:

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

SPP-2.7 Practical III: Album presentation

40+10(VV)=50Marks

- | | |
|---|---------|
| A. Special programme through visuals (social issue based) | -5-6mns |
| B. Walk in interview | -5-6mns |
| C. Nature or wild life based special story | -5mns |

OEP-2.8 Practical IV: Print Advertising

40+10(VV)=50Marks

Preparing Classifieds (10)

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

T: Theory

IA: Internal Assessment

P: Practical

THIRD SEMESTER

CPT-3.1 Paper IX: TV Advertising Media & Corporate Communication

80T + 20 IA = 100 Marks

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

IA work:

IA = 20 Marks

Advertisement

1	TV commercials	- 2
2	Social ads	-5
3	Covering a press meet	-5
4	Designing a brochure and pamphlet	-5

Reference Books:

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

T: Theory

IA: Internal Assessment

P: Practical

CPT-3.2 Paper X: Editing and Graphics

80T + 20 IA = 100 Marks

Unit I: Fundamentals of computer graphics – concepts, elements, principles of visual design, layout principles, perspective design and communication. Electronic media design for television and computer- tools for creating visual design for print and electronic media, language of colour, form and colour, theory of contrasts, illusions of space and form.

Unit II: Graphics input-output devices: direct input devices – cursor devices- direct screen interaction- logical input. Line drawing displays- two dimensional graphics. Raster graphics. Three dimensional graphics: the art of animation- colour and texture, animation principles. Elements of animation. Animating with space to time. Animation using flash, director, morph and other packages. 3D animation using 3D Max and Maya.

Unit III: Editing software and consoles. Basic editing technology, criteria for editing picture, narration and music. Editing equipment-recorder, player, video switcher, audio mixer, monitor, speaker, special effect generator, non-linear workstation. Types of editing – assemble and insert editing, on line and off line editing, cut to cut and AB roll editing.

Unit IV: Non-linear editing software, principles of non-linear editing, proper startup and shutdown procedure, equipment required for non-linear editing system. Finding the audio and video files, saving, copying & backup; logging and organizing the footage, digitizing process.

Unit V: Trimming, graphic keying, motion effects, audio mixing, composing, media file management. Rush tape, online and a final master. Exporting digital file formats including streaming media. Use of editing control tract, time codes, basic editing process, variety of editing, continuity, sequence building, dramatic structure, narration, adding music and effects.

IA work:

20Marks

- | | |
|--|----------|
| A. Editing audio for any video | -4mns |
| B. Topic based edited programme incorporating effects, graphics, text, transitions, titling and credits. | -6-10mns |
| C. Online and offline editing | -5mns |
| D. Audio -video mixing Programme | -5mns |

Reference Books :

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

T: Theory

IA: Internal Assessment

P: Practical

SPT-3.3 Paper XI A: Audio/Video Production 80T + 20 IA = 100 Marks

Unit I: The essential differences between audio and audio-visual production. Ideas, visual and aural thinking – showing instead of telling, themes, concepts- conceptualization, development and visualization, genres in radio and television - different approaches.

Unit II: Production of news, coverage techniques, sequencing - radio and TV news bulletins, Importance of archive and file footage, repetitive cycles of news, trailers and promos. News production team and their roles. Satellite news gathering, functions of OB vans.

Unit III: Microphones – characteristics and types, directional features. Basic of sounds, frequency, noise, amplitude, quality of sound, sound intensity, mono and stereo.

Unit IV: Recording procedures- monitoring sound- sound amplifiers, sound mixing, recording sound indoor- outdoor, voice over dubbing, sound effects, creative usage of sound.

Unit V: Presentation methods - news reading, anchoring, eye contact, announcements, and radio jockey, pronunciation, modulation, accent, diction, narration techniques, emergencies. phone-in programs. PTC (**piece to camera**), live commentary/coverage, problems and rectifications.

IA Work

20 Marks

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

Book for Reference :

SPT-3.3 Paper XI B: New Media

80T + 20 IA = 100 Marks

Unit I: Information collection – through communication gadgets – concept of convergence – information society – post industrial society – short wave v/s long wave – knowledge society – historical evolution of new media.

Unit II: Word processing through MS Word – Pagemaker— Indesign- text creation – graphic, elements – creating internet and multimedia documents.

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

Unit IV: Online journalism – reporting for online news – web radio- web television- e-zines, e-books, e-commerce.

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

IA work: 20 marks

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

Books for Reference :

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

OET-3.4 Paper XII: Corporate Communication

80T + 20 IA = 100 Marks

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

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

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

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

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

IA- 20 marks

Press Release	- 1
Press meet	- 1
Preparing a publicity material:	
Banners	- 1
Pamphlets	- 1
Brochures	- 1

Books for Reference:

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

CPP 3.5: Practical I: NLE Applications

40+10(VV)=50Marks

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

Practical Work:

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

CPP 3.6: Practical II: Anchoring Techniques

40+10(VV)=50Marks

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

Practical Work:

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

SPP 3.7: Practical III: Radio Ads

40+10(VV)=50Marks

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

OEP-3.8 Practical IV: Audio/Video Production

40+10(VV)=50Marks

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

FOURTH SEMESTER

CPT-4.1 Paper XIII: Film Communication 80T + 20 IA = 100 Marks

Unit I: Theatre movement in Greece and India. Traditional and professional, amateur theatre, major play writers. Theatre, film and teleserials and their interrelation- as a mass medium – evolution of cinema in Europe, New Wave- film idiom and grammar.

Unit II: Types of films- feature films- documentaries- short films- animation films- advertising films- children's films – publicity films.

Unit III: Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema – Satyajit Ray – Mrinal Sen- Adoor Gopalkrishnan- awards and film festivals. Issues in regional cinema.

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

Unit V: Problems and prospects of theatre, Indian cinema, teleserials, commercial viability - criticism, appreciation, styles of narration- film certification- film society movement in India- issues of video piracy (Films Division), Conflict of creativity and censorship.

IA work 20 Marks

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

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

Books for Reference:

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

T: Theory

IA: Internal Assessment

P: Practical

CPT 4.2 Paper XIV: Web Technologies

80T + 20 IA = 100 Marks

Unit I: Internet technology. History of the World Wide Web. Web documents. Web servers, PWS, browsers and web spiders. Search engines and applications. e-commerce. e-learning. e-examinations. Active server pages. Personal home pages. URLs and call activations. File transfers over the net, mirror sites.

Unit II: Definition of multimedia. Multimedia systems. Multimedia elements. Multimedia applications- evolving systems of multimedia-multimedia file formats, standards, communication protocols, conversions-data compression and decompression-types and methods of compression and decompression- introduction to hypermedia, application of hypermedia.

Unit III: Introduction to HTML. HTML tags and their applications, - commonly used HTML commands- structure of an HTML programme, document head-document body-formatting of pages, lists-types of lists types of links, adding graphics to HTML documents, integration of audio and video files on web pages, design and development of a web site-basics of JavaScript, integration of JavaScript into web pages.

Unit IV: Web casting- web radio, web TV, home network. Broad Band, internet terminal, web TV network- interactive television, web TV plus- podcasting, mobile casting, and future technologies.

Unit V: Computer components and other peripheral devices- HDD, RAM, processors, CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, TFT, plasma screens, iPod, PDAs, multimedia projectors. IMAX theatre facilities, computer networking and equipment. Types of cables and their uses.

IA work: -20 marks

Creating 2 web site of at least 5 pages (which includes domain registration to hosting).

Reference Books :

1. Bennet Geoff, Galgotia Publications Pvt. Ltd., : Designing TCP/IP Internetworks 1998, New Delhi
2. Srivastav Raj Kumar, Dominat Publishers and Distributors, 2001, New Delhi. : A Text Book of Internet & Web Page Design
3. Comer Dougl. E., Prentice Hall of India Private Limited, 2003, New Delhi : The Internet Book
4. Underdahl Brain & Underdahl Keith : Website Design Bible
Idg Books India(P) Ltd., 2000 New Delhi
5. Robertson Greg., Bpb Publications, 1999, New Delhi : Hands on HTML
6. Ray Deborah. S. & Ray Eric. J., : Mastering HTML 4 Premium Edition.
7. Powell Thomas. A. Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi : The Complete Reference Web Design

T: Theory

IA: Internal Assessment

P: Practical

SPT 4.3 Paper XV: A : Media Research

80T + 20 IA = 100 Marks

- Unit I:** Goals and objectives of science. Induction and deduction. Scientific method: Characteristics of media research – nature and scope. Elements of media research: concepts, constructs, variables, definitions, hypothesis.
- Unit II:** Types of research – historical- descriptive- exploratory- analytical- diagnostic- case study - laboratory vs. field experiments- simulation- research design and content analysis.
- Unit III:** Data collection- tools – methods- observations- survey research- sampling methods. Interviews - questionnaire preparation- sample size and sampling errors.
- Unit IV:** Data analysis: frequencies and percentages, graphs and charts. Coding- tabulation application of parametric and non parametric tests- t test- 2 Test- cross tabulation- chi-square- and co relational analysis. Analysis of variance and F test. ANOVA- thesis and report writing- research ethics. Levels of measurement- nominal- ordinal- interval- ratio- reliability and validity-normal curve- measures of central tendency and variability.
- Unit V:** Research and electronic media. Application of research in electronic media, ethical issues in media research – new media and research- importance of research for electronic media-rating techniques.

IA Work -

20 Marks

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

Reference:

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

T: Theory

IA: Internal Assessment

P: Practical

SPT 4.3 Paper XV B:- International Communication 80T + 20 IA = 100 Marks

Unit I: International communication- nature and scope – communication systems- communication policies- global communication- structure and order- issues of international communication.

Unit II: Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.

Unit III: Telecommunication – satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R & D – media management in developing countries.

Unit IV: Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations.

Unit V: Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

IA Work : **=20 Marks**

Two Paper Presentations (minimum 500 words) each carry a maximum of 10 marks.

Books for Reference:

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

CPD 4.4: Paper XVI Dissertations

80+20(VV)=100 Marks

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

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

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

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

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

CPP 4.5: Practical –I: Audio Production

40+10=50Marks

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

Practical work:

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

CPP 4.6 Practical II: E- Content Development

40+10=50Marks

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

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

Practical work:

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

SPP 4.7 Practical III : Major Documentary Production

40+10=50Marks

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

CPPP 4.8 Practical IV Major T V production

40+10=50Marks

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

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

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